

Breaking down the myths of what it means to be an apprentice

S&B Automotive Academy



Project synopsis

Project Jericho has enabled 500 school students (age 14-16) to experience online workplace visits, gaining firsthand knowledge of the way in which workplaces operate and the kind of situations and working patterns school learners are likely to experience if they pursue an apprenticeship. School learners using NetCam audio and video technology are able to visit the workplace, questioning apprentices about their apprenticeship without leaving their school.

Project aims

To increase the number of school leavers and young offenders taking up apprenticeship opportunities by providing a virtual experience of training and workplace environments; the opportunity to ask questions and exchange information with existing apprentices.

To provide, school learners the opportunity to visit variety of workplaces using online camera technology. These interactions allow school learners to gather their own information from those working within a wide variety of sectors on the type of work undertaken and the type of experiences they could expect to encounter if they pursued a similar Apprenticeship route to employment.

To illustrate to school learners, that an apprenticeship is a viable, valuable, enjoyable and 'earn as they learn' way for them to gain skills and employment. Research suggests that "those who leave school with no qualifications reap the most rewards from undertaking an Apprenticeship. As well as the positive effect an apprenticeship can have on a person's soft skills and confidence, for those with no qualifications, completing an Apprenticeship can produce a wage return 13 per cent higher than that of individuals who enter the labour market with no qualifications or Apprenticeship".

To help those young people that have offended and received a custodial sentence to view training and work as an alternative to re-offending. 3% of the inmates that have completed 75% of their sentence will be eligible for Release on Temporary Licence to work for the day in a company; the inmates chosen for ROTL, through Net Cam will be able to make an informed choice of the trade that they would like to experience.

Today with ever increasing fuel costs and budget reductions, there has never been such a need for the use of innovation to help young people to make effective career choices. Netcam online technology allows school learners and young offenders to visit and speak to real apprentices from their own classroom. The technology is an "in your pocket cost", in the past the process would require very expensive cameras and satellites. Camera activation can be effected by persons who can switch on a computer and use simple software.

Project delivery

The Project had a management team under the Umbrella of the Western Training Provider Network, led by S&B Automotive Academy. The project team met throughout the duration of the project, the project was controlled using a Gantt chart. The chart identified and planned all of the project tasks and events. All Jericho documentation and camera access was through the WTPN virtual learning environment. <http://89.185.150.81/wtpn>

Effective communication is paramount; the project meetings were really useful in keeping everything on track.

Using Netcam technology to promote apprenticeships to school students has proved to be a very powerful and cost effective method of bring the apprentice and workplace into school without the need to travel.

Sir Bernard Lovell School Bristol JERICO APPRENTICESHIP NETCAM SESSION STUDENT EVALUATION

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE
The apprenticeship session was useful	15%	74%	10%	1%
I have learned things I didn't know before	18%	74%	8%	
I know where to look for more information	7%	46%	41%	6%
I would recommend this session to other Y10 students	20%	63%	16%	1%

Sound was an issue in the beginning, in large groups the system we were using was difficult to hear, we located a more reliable system and cured the problem
Another problem we had was that employers would sometimes move their camera or switch them off, sometimes just before a live transmission.

We are going to run Netcam apprenticeships during 2012. Last year's activities relied heavily on S&B; this will not be sustainable for the future. We are going to give more responsibility to the schools through training, documentation and online support.

Project outcomes

The project worked with the Kingswood Partnership, a group of four secondary schools, and Ashfield Young Offenders Institute.

The first Netcam activity took place at Hanham High School Bristol on the 7th of June 2011 involving year 10 school students, the online links were to apprentices from five different vocational sectors. On the 24th of June, year 10 school students from Sir Bernard Lovell School visited apprentices from four vocational sectors. On the 7th and 8th of July year 10 students from Mangotsfield School visited apprentices from five vocational sectors. On the 13th and 14th of July

School students from Chipping Sodbury School viewed and spoke to apprentices from four vocational sectors. In total over 500 school students were able to discuss apprenticeships with real apprentices online at their place of work.

The key outcome was to provide a cost effective high impact method of promoting apprenticeships to school learners. This was significantly achieved, indicated by the numbers of school students the programme engaged. The process will start again during June and July 2012.

Not only did the learners understand more about apprenticeships it also raised teacher's awareness of apprenticeships too.

Due to the nature of the presentations learners were made aware of several sectors and not just their "chosen option." This enabled learners to view areas they may not have previously thought of and promoted male dominated sectors to females and female dominated sectors to male candidates.

At the beginning of the project, the school students were going to speak to apprentices, workplace managers and provider teachers/instructors. However the greatest impact was from the school students speaking to apprentices only. The school students were more at ease and more ready to engage, from feedback, the school students liked speaking to a person that was of a similar age.

Project Jericho (S&B Automotive Academy) has been **recognised internationally** by winning the 2011 bronze award at the IMS Global Learning Impact Awards, held at Long Beach California, USA. These awards are designed to recognise those initiatives which have the greatest impact on the use of technology worldwide in support of ICT.



S&B also won the 2011 outstanding achievers award presented by the Institute of the Motor Industry.

The partners in the Jericho project can see how this online technology can help promote apprenticeships their sector in an efficient and dynamic way.

Sharing of project findings

The Jericho project involved the following members of the Western Training Provider Network:

- Kingswood Partnership
- Ashfield College (Young Offenders Institution)
- KTS Training
- YMCA Training
- City of Bristol College
- Smart Training and Recruitment
- JHP Training
- Reflections Training Academy

- On-Site

The progress of Jericho has been shared at WTPN meetings and WTPN events.

S&B Automotive Academy has also shared & demonstrated Netcam to Geoff Russell CEO of the SFA.

The Principal, Andrew Millar of Swindon College

On the 26/5/11 Inside Government Conference Further Education Reform: The Changing Face of 14 - 19 Learning, Netcam workplace assessment demonstration.

On the 7/7/11 Live Netcam demonstration at the Association for Careers Education and Guidance Annual Conference The Oxford Belfry, Milton Common, Nr. Thame, Oxfordshire OX9 2JW

On the 7/10/11 Promoting apprenticeship using Netcam online technology at the World Skills event Excel London