



## Project update – Aug 14

- 1) Officers have been working with partners including BTVLEP, BBF, Buckinghamshire County Council and a range of training organisations to put in place the appropriate tools, processes, programmes and activities to ensure that young people take full consideration of the range career paths available to them.
- 2) A project team has been formed to deliver a coordinated approach with all key stake holders across the County to address the problem. A project lead has been seconded from BTVLEP to Buckinghamshire County Council to deliver the project.
- 3) Apprenticeship Funding has been provided by the Skills Funding Agency for 2014/15 to:
  - £222,000 - Buckinghamshire County Council, 16-18 year olds,
  - £911,464 - Aylesbury College
- 4) The project name is: **Going For Gold (GFG)**
- 5) Purpose of the project: The project will showcase the broad range of apprenticeships available within Buckinghamshire. The project will work with apprenticeship providers, employers, young people and parents to advertise the benefits of having, or being, an apprentice.
- 6) The project will act as a positive voice for both apprenticeships and higher level apprenticeships in Buckinghamshire. GFG will ensure that employers are working with those apprentices who have an appetite to strive and achieve in all that they do.
- 7) This is planned to be distinctive from other apprenticeship services and will continue to be highly sought after as it will only offer apprentices to employers that are work ready, have the attitude to succeed and the right work ethic.
- 8) The project group consists of:
 

<ul style="list-style-type: none"> <li>- Aylesbury Vale District Council</li> <li>- Bucks New University</li> <li>- Buckinghamshire County Council</li> </ul>	<ul style="list-style-type: none"> <li>- Aylesbury College</li> <li>- Buckinghamshire University Technical College</li> <li>-</li> </ul>
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- 9) Other training organisations involved:
 

<ul style="list-style-type: none"> <li>- BCC / Bucks Adult Learning</li> </ul>	<ul style="list-style-type: none"> <li>- Amersham &amp; Wycombe College</li> </ul>
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- ATG Training
- South East Apprenticeship Company (are aware of the project)
- Buckinghamshire UTC (when they start to deliver Apprenticeships)

- 10) Businesses involved: Over 900 business have been contacted detailing the overall ambition of project 'Going for Gold' some responses have been received and are being followed up. It is anticipated that more businesses will engage once the project is launched at the end of September
- 11) Skills Conference: There are no current plans to deliver a Skills Conference but would be considered if the investment would benefit the project and the young people.
- 12) Online platform has been developed and has been launched. This has been achieved to date with a pilot group being established to test the platform, feedback is planned for 22/08/14. The feedback will be considered before the soft launch in early September and for the official launch on 25th September.
- 13) Marketing and communication plans are currently being established, the aim is to use various platforms to promote the benefits of apprenticeships and traineeships to young people, employers, parents and guardians, which include the use of social media, interaction with schools / colleges, regular columns in local newspapers and other organisations' newsletters (which go out to the business community) as well as creating a in-house newsletter to keep all partners and stakeholders fully engaged and updated on 'Going for Gold'.
- 14) Progress to date:
  - Brand Developed
  - Ash Coles joined GFG on a secondment from the BTVLEP as an initial project manager on 9<sup>th</sup> June.
  - Project team formed
  - Project focus has been on planning, promoting and launching GFG.
- 15) Key stages completed:
  - Website developed, Targeting the broad range of stakeholders that will be using it.
  - Soft launch of the website during June with another soft launch in September 2014
  - Formal launch is on 25 Sep 14 at Missendon Abbey
  - The website will then go live with the first set of apprenticeship opportunities embedded within it.
  - Promotion of the project, letters to 900 businesses, initial introduction letter sent mid-June, broad range of positive responses.
  - Large organisations engaged: NHS, Arla, Missenden Abbey and Samsung
  - Two case studies produced
  - Exploring other opportunities such as Traineeships for people not ready for apprenticeships.

- Connecting schools in the county wishing to work on the project working on longer term solutions for how young people are prepared for work. With the potential of a GFG school framework being investigated further.
- Lord Baker has given his personal backing to the project
- A number of people identified as potential ambassadors of the Going For Gold project

16) Stakeholders have been requested to:

- Advertise the project to all their contacts
- Refer people to the project team
- Provide lists of contacts to the project team to be able to contact with them and give them the opportunity to be a part of the project
- Invite us to come and talk to you, your colleagues or contacts about the project
- Add links through their websites

17) Partners actively engaged in marketing 'Apprenticeships':

Partners	Website
Buckinghamshire Children and Young People Partnership	<a href="http://www.bucksfamilyinfo.org/kb5/buckinghamshire/fsd/advice.page?id=KMUhOZ9ADEo">http://www.bucksfamilyinfo.org/kb5/buckinghamshire/fsd/advice.page?id=KMUhOZ9ADEo</a>
LSC Apprenticeship Matching Service	<a href="https://apprenticeshipvacancymatchingservice.lsc.gov.uk/navms/forms/candidate/Apprenticeships.aspx">https://apprenticeshipvacancymatchingservice.lsc.gov.uk/navms/forms/candidate/Apprenticeships.aspx</a>
National Apprenticeship Service	<a href="http://www.apprenticeships.org.uk/">http://www.apprenticeships.org.uk/</a>
Buckinghamshire County Council Apprenticeships	<a href="http://www.bucksccl.gov.uk/jobs/apprenticeships/">http://www.bucksccl.gov.uk/jobs/apprenticeships/</a>
Facebook site by Buckinghamshire CC	<a href="https://facebook.pennadigital.co.uk/BuckinghamshireCountyCouncil/Careers/apprenticeships.aspx">https://facebook.pennadigital.co.uk/BuckinghamshireCountyCouncil/Careers/apprenticeships.aspx</a>
South East Apprenticeship Company	<a href="http://www.se-apprenticeship.co.uk/vacancies">http://www.se-apprenticeship.co.uk/vacancies</a> (engaged by Buckinghamshire CC to advertise / market the apprenticeship vacancies)
Adult Learning Buckinghamshire CC	<a href="http://www.adultlearningbcc.ac.uk/Page.aspx?pageid=62&amp;SelL1Id=69&amp;SelL2Id=0&amp;SelL3Id=0">http://www.adultlearningbcc.ac.uk/Page.aspx?pageid=62&amp;SelL1Id=69&amp;SelL2Id=0&amp;SelL3Id=0</a> (Apprenticeship Matching Service)
Aylesbury College	<a href="http://www.aylesbury.ac.uk/apprenticeships">http://www.aylesbury.ac.uk/apprenticeships</a> Guidance on Apprenticeships and vacancies internal and external and run the Apprenticeship Academy
Recruitment Agencies – Indeed	<a href="http://www.indeed.co.uk/Apprenticeships-jobs-in-Aylesbury">http://www.indeed.co.uk/Apprenticeships-jobs-in-Aylesbury</a>
REMIT	<a href="http://www.apprenticeshipsinaylesbury.com/">http://www.apprenticeshipsinaylesbury.com/</a> Learning focussed training provider 'Apprenticeships in Aylesbury'
Vale of Aylesbury Housing	<a href="http://www.vaht.co.uk/about-the-trust/apprenticeships-2/">http://www.vaht.co.uk/about-the-trust/apprenticeships-2/</a>
GetBucks	<a href="http://www.getbucks.co.uk/news/business/100th-employer-offering-apprenticeship-signed-6206554">http://www.getbucks.co.uk/news/business/100th-employer-offering-apprenticeship-signed-6206554</a> News about the 100 <sup>th</sup> signed by Aylesbury College apprentice based at Impact Sign Solutions.
Food Manufacture Website	<a href="http://www.foodmanufacture.co.uk/Manufacturing/Arla-mega-dairy-opening-signals-long-term-commitment-to-UK">http://www.foodmanufacture.co.uk/Manufacturing/Arla-mega-dairy-opening-signals-long-term-commitment-to-UK</a> Promoting the opening of Arla Fresh Milk Dairy and its 750 jobs and 90 apprenticeships.