

Showcasing LONDON'S APPRENTICESHIPS

25th June 2013 - City Hall



Showcasing London's Apprenticeships E-brochure Launch at London's City Hall

Tuesday the 25th June 2013 sees the launch of the new Apprenticeship e-brochure at City Hall. The breakfast summit is the culmination of joint work undertaken by London Colleges and London's independent providers to showcase the exciting apprenticeship opportunities now being created by employers and businesses here in the capital. The project was funded by LSIS¹.

Today over 50,000² residents of all ages are employed as apprentices in London. In 2011-12 new figures from Government show that 90%³ of all apprentices in London who complete their courses continue in employment or have gone on to further study. For the first time we are seeing people progressing to higher education from an apprenticeship.

Very high numbers of young people want to become an apprentice in London. Colleges and training providers, with the support of the Mayor and the National Apprenticeship Service aim to encourage more employers, including large businesses and small to medium enterprises (SMEs) to recruit an apprentice every time there is a suitable vacancy.

In the Mayor of London's 2020 Vision for London there is an ambition to work with business to create a minimum of 250,000 apprenticeships in London by 2016. It's a big number but one that is galvanizing everyone to play their part.

The Deputy Mayor for Business and Enterprise, Kit Malthouse, said in his introduction:

"The 2012 Olympic and Paralympic Games showed the world what London can achieve when we tap into our pool of tremendously talented and enthusiastic young people. What we now need is to harness this approach to drive forward economic growth in the Capital."

Ian Ashman, Principal, Hackney Community College and AoC London Region Chair said:

"The aim of the e brochure is to encourage more employers to get involved by showing how Colleges and companies are working in partnership to build successful apprenticeships."

In recent months the Mayor of London has reduced the cost of travel for apprentices aged 16-24 and doubled the employer grant for new employers recruiting an apprentice.

Vic Grimes, Divisional Apprenticeship Director, National Apprenticeship Service, London and the South East said:

"Apprenticeships deliver for businesses, young people and the economy which is why we work extremely hard to help employers in the capital to expand their Apprenticeship offering. There has never been a better time to recruit an apprentice and we are delighted to see the publication of this e-brochure which we hope will provide more businesses with the inspiration to take on an apprentice and help achieve the Mayor's vision of creating 250,000 new Apprenticeships by 2016."

On behalf of independent providers in London Vic Farlie said:

"Strategically this brochure is an important step forward in showcasing how we have responded to the needs of employers and demonstrating the quality of our offer. Apprenticeships in London offer a 90% progression rate and have become one of the most successful ways to support business in the labour market. "

The E-Brochure and video stories will also be accessed directly from either:
www.aoc.co.uk/en/aoc_regions/AoC_London/ or www.lwbla.com

Sources

1. LSIS: The Learning and Skills Improvement Service. For more details please visit: www.lsis.org.uk
2. The Data Service FE Data Library: Starts and Completions Report by Region (March 2013) www.thedataservice.org.uk/Statistics/fe_data_library/Apprenticeships/
3. The Department for Business, Innovation & Skills' Evaluation of Apprenticeships Survey: London (July 2012)

Notes to accompany the press release

1. The e-brochure is a free 20 page online publication which will be available to download from the websites of the [Association of Colleges, London Region, www.londoncolleges.com](http://www.londoncolleges.com) and the [London Work Based Learning Alliance](http://www.lwbla.com).
2. The e-brochure showcases examples of employers who have recruited apprentices and the apprentice story. We are grateful for the following employers who are included in the e-brochure: Bellway Homes, Charles Stanley Group PLC, Goddard Veterinary Group, Goldman Sachs, Guoman Hotel Group, Family Mosaic, ITN, Linklaters, Tech City and the Technical Apprenticeship Consortium.



3. To complement the e-brochure a range of video interviews of the participants were also made and will be accessible from both the [AoC](#) and the [LWBLA](#) website.
4. The following Colleges and independent providers are included in the e-brochure: Barking & Dagenham College, City & Islington College, Hackney College, South Thames College, Westminster Kingsway College, City Gateway, DV8, Hawk Training, Redwood Skills and Skills For Growth. For detailed information on each of these organisations please see their respective websites.
5. The National Apprenticeship Service focuses on increasing the number of apprentices in England. It works with employers to help them introduce apprentices into their businesses, help those looking to start their careers find an Apprenticeship opportunity and contribute towards the costs of the training and qualifications within an Apprenticeship. It engages with a wide range of partners to help design the frameworks for apprentices and implements all Government policies aimed at setting the high standard of quality Apprenticeships. It promotes excellence in Apprenticeships and vocational training with awards, campaigns and skills competitions including National Apprenticeship Week and WorldSkills UK.
6. The Mayor of London published the LEP Jobs and Growth Plan in April 2013, which sets out the ambition to grow the number and range of apprenticeships here in London to 250,000 by 2016. www.london.gov.uk/priorities/business-economy/london-enterprise-panel/news-and-publications/lep-jobs-growth-plan-launched
7. The AOC champions the 50 member Colleges in the London region and supports them in delivering the maximum social and economic benefit for people, businesses and communities. One of its key roles is to represent Colleges to the government, MPs, the media and external and regional partners.
8. The LWBLA has over 130 members and represents the interests of all independent providers who deliver the training to over 80% of all publicly funded apprenticeships in London.

