

York, North Yorkshire East Riding Apprenticeship Film

We're looking for someone to help us engage young people, parents *and businesses* in APPRENTICESHIPS! Apprenticeships have moved on and offer fantastic opportunities for business growth and great careers.

Context

We're all about economic growth – good growth – good for business and good for people. Facing the future, North Yorkshire faces a number of significant challenges. Whilst businesses are finding that there is a skills shortage in the work force, the demographic of North Yorkshire's residents is ageing. Apprenticeships tackle both of these challenges hand in hand – as well as providing businesses with significant benefits, apprenticeships are a fantastic career for young people, as well as a way to up skill an existing workforce.

For National Apprenticeship Week 2019 – we want to tell the story of the incredible business benefits of apprenticeships - along with highlighting the support available – and shout about how important apprenticeships are for the future of our region's workforce.

The story centre's around a number of key messages (see Appendix A) – we want to tell this story through the eyes of apprentices already in businesses and bring out a clear message to parents and young people about the diversity and career prospects of modern day apprenticeships.

We need your help

We want to tell our story through a film that will present a series of case studies and a careers event in a school. These case studies will highlight a key business benefit of apprenticeships, whilst depicting the experience of the apprentice themselves (see Appendix B for an example).

We will be working with one of our delivery partners, NYBEP, who support apprentices. Sam, an apprentice at NYBEP, will also be able to help us and is happy to feature in the film.

The material will be shared by ourselves, NYBEP, Selby District council who are providing one of the case studies. We also hope that all of the businesses featured will enjoy sharing the film of their case study!

We would like to create 5 short film pieces based on case studies, plus a short 2 minute film that summarises the messages of the campaign.

Outcomes to be achieved

National Apprenticeship Week is to run 4-8th March.

We would like to have:

5 x 2/2.30m case study based films (one for each of the key messages)

1 x 2/2.3m edit – highlighting the Selby case studies.

1 x 2/2.3m edit – an overview for the campaign.

A set of 5-10 high quality images from each film.

We'll supply the contacts (who will be warmed up and ready to go!) and the background for each case study. We'll need you to organise the film and photography as well as delivering the finished work. We want each film piece to stand along, but together they should form a coherent single package.

What we expect

As an organisation, this is the first time we will have produced a package of films in this way. It's really important to us that these films are engaging and easy to access. We want the tone to give merit to our important strategic role in the region, but show our sincere desire to engage real people in our work.

We'd like you to submit a proposal – with a show reels and demonstrating at least 2 film and 5 photographic examples that will help us to visualise your approach and demonstrate your ability to carry out this work.

You can contact us (on the details below), to meet or chat on the phone about the project to support your submission. The pricing should be presented as an overall cost, plus a breakdown for each of the films and the photography.

Timescales

Obviously, we're tight on time. We'll work up the contacts for the business based filming, with the aim of getting those done in the first couple of weeks in February. There is an opportunity to film at a school careers event on the 24th January and if at all possible we want to get some footage from this event.

We know we're tight on time. We really want to deliver the films between 4-8th March and we hope you can help us to achieve that.

How we'll evaluate submissions

We'll be working with NYBEP and Selby District council, assessing your submission based on cost and quality – with a 50% weighting on each. Quality will be judged from your showreel and photography examples.

PLEASE MAKE YOUR SUBMISSION TO aissa.gallie@businessinspiredgrowth.com by Wednesday 16th January, indicating whether you will be able to join us for filming on 24th January. We will let you know whether we are taking up your proposal by Friday 18th January.

Please feel very welcome to contact us to discuss the project by contacting:



Aissa Gallie

Aissa.gallie@businessinspiredgrowth.com

07850 448366

Appendix A

Apprenticeships Campaign Film Key Message briefing – National Apprenticeship Week.

As an employer, what can you expect and benefit from when employing an apprentice or investing in apprenticeship training? Engaging with the learner journey and how does that journey reflect the benefits for business.

The elephant in the room – funding around apprenticeships is complex, the levy is complex.

- We can't change policy, but we can support you in these ways.

1. Recruitment and Retention * and **
2. Tackling skills gap and ageing demographic ***
3. Raising Productivity and Innovation ****
4. All of the above! *****

***Developing a sustainable, local workforce.** Connecting businesses into schools, raising aspirations. Aids recruitment and retention by raising the profile of opportunities locally (particularly helpful in rural areas) – attract school leavers into businesses.

How do we help? Careers Hub and Apprenticeship toolkit to support strategic approach to workforce development.

Business Case Study – Sirius Minerals – work to build up a local and sustainable workforce. Plus smaller local business.

**** Women & Girls into STEM.** Diversity aids **recruitment and retention**. Mixing up how businesses promote vacancies so that they're attractive to women. You up skill female employees who want to gain more technical skills in STEM and Digital. Apprenticeships can be used to bring diversity into an organisation and help as a way to make businesses attractive.

How do we help? 10 step toolkit – reframing recruitment processes to attract women.

Business Case Study – Dale Power

*****Intergenerational learning.** Placing apprentices side by side with older workforce brings opportunities for innovation, whilst tackling the ageing demographic and need for sustainability in specialist skills.

How do we help? NYBEP programmes

Business Case Study

******Innovation and doing things differently.** Bringing in apprentices can support the direct practical application of up to date theoretical learning, resulting in innovations that develop your business capability and save you money. *It can.*

How do we help? Apprenticeship toolkit/ Apprentice hub (??) and Growth Hub (funding and support)

Business Case Study: Possibly two: **Nestle and FERA?**

******Up skill your workforce:** Apprenticeships are not just for school leavers! Up skill existing staff with latest industry training to inspire innovation and develop progression routes in your business which aid staff retention and develop loyal workforce.

How do we help? Apprenticeship toolkit

Business Case Study

Appendix 2 – Case study brief

Key message – Women and girls into STEM, build a sustainable local workforce, recruitment and retention.

Dale Power Solutions were recently awarded the Queen Award for Enterprise for Promoting Opportunity. The award was given in recognition of the very successful apprenticeship programme that the company has been operating for a number of years. The programme aims to communicate the benefits of apprenticeships, promote Science, Technology, Engineering and Mathematics (STEM) subjects and work within the local community to provide accessible training, career opportunities, and an alternative to further education.

Natasha Pitts is a Higher Apprentice with Dale Power. Natasha says,

“I started as an Advanced Apprentice in Engineering, after completing my A-Levels at 6th Form. After 3 years, I have now progressed through as a Higher Apprentice, completing a Foundation Degree with Hull University, fully funded by Dale, for which I received a First. Going the Apprenticeship route has given me fantastic on the job experience and allowed me to earn whilst I learned! And it’s good for the business too. Working with apprentices, **Dale Power have reduced the average age of their workforce by ten years.** That’s good news for the future of Dale, and my future career in Electrical Design is bright too.”