



100 in ONE HUNDRED APPRENTICESHIP CHALLENGE

B&NES's mission to recruit
100 new apprentices in 100 days

100 IN ONE HUNDRED APPRENTICESHIP CHALLENGE

The B&NES 100 in ONE HUNDRED apprenticeship challenge is now under way!

This ambitious campaign aims to create 100 new apprenticeships with companies in Bath and North East Somerset – in just 100 days.

We need your help to make this happen. To find out more about the campaign just take a look inside this apprentice special edition of S2B Training.

Find out more:

If you are interested in taking on an apprentice, or would like more information about the 100 in ONE HUNDRED campaign, just contact Stacey Harper, Customer Relationship Manager on **01225 328729** or harpers@citybathcoll.ac.uk

HELP US TO CREATE 100 NEW APPRENTICESHIPS IN ONE HUNDRED DAYS

Welcome to the latest edition of City of Bath College's Services to Business newsletter. By the time you read this, the Bath and North East Somerset campaign to recruit 100 apprentices in 100 days will be in full swing. The response from employers who attended the launch event during National Apprenticeship Week was extremely positive and we are already well on the way to meeting our target of 100 new apprenticeship places.



Young people are the future of our economic prosperity. Apprenticeships are important because they enable companies to train young people (and those not so young) on the job and off the job, usually at college premises, and enable them to become productive members of the organisation as quickly as possible. An apprenticeship develops specific vocational skills which businesses need whilst at the same time developing underpinning technical skills which employees will need to be adaptable and flexible in an ever changing environment.

We hope that you will see the benefits to your business of recruiting an apprentice, whether a young person or a more mature adult. There is a wide range of apprenticeships available to suit almost every workplace setting.

If you would like to find out more, or join us in our campaign by recruiting an apprentice of your own, then please contact Stacey Harper, Customer Relationship Manager, on 01225 328729 or harpers@citybathcoll.ac.uk

Lianne McCarthy, Deputy Principal

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AARON SHORT CARPENTRY APPRENTICE

Aaron Short's most recent building project is enough to make his fellow carpentry students green with envy – he's just finished helping to build a groundbreaking £2million eco-friendly house in Bath.

Considered to be one of the 'greenest' homes in the country, Aaron and his colleagues at All Building Matters helped to construct the property, which comes complete with solar panels and a state-of-the-art heat recovery system that dramatically reduces energy use.

Aaron, 19, pictured said: "It was the first time I've been involved in a project like this, but it was great experience for me.

"I've learnt a lot of the skills that I need to do my job by working on site, but City of Bath College has helped me perfect those skills."



Aaron, who has just passed his final assessment for the National Diploma in Construction, said he had benefitted from his time at the College.

"The facilities here are very good. The course covers a lot and is very well organised," he said.

"The tutors are very knowledgeable and through the College you get to meet a lot of people and make new contacts which can lead to good business opportunities.

"Taking up an apprenticeship in carpentry has definitely been the right thing for me. Learning a trade means that you have a skill for life and is something you can take with you wherever you go."

MAJOR APPRENTICESHIP RECRUITMENT CAMPAIGN GETS UNDER WAY



The B&NES 100 in ONE HUNDRED campaign was launched in during National Apprenticeship Week in February at a VIP reception at Bath Golf Club.

The event was attended by leading business people, including Peter France, Chief Executive of Rotork PLC, and Matt Atkinson, Principal of City of Bath College.

The aim of the 100 in ONE HUNDRED campaign is to raise the profile and importance of apprenticeships and champion those companies which take on apprentices. With the support of the local business community, the campaign hopes to see 100 young people find apprenticeships with local companies – in just 100 days.

The project is being spearheaded in B&NES by the Learning and Skills Partnership - chaired by City of Bath College Principal Matt Atkinson - in partnership with The Bath Chronicle, Norton Radstock College, B&NES Council and JHP Training.

Each week The Bath Chronicle will carry features about those businesses which have recruited apprentices, as well as updates on how the campaign is progressing. The National Apprenticeship Service will monitor the campaign as it progresses towards its target of achieving 100 apprentices in 100 days.

Matt Atkinson, City of Bath College Principal, said: "Young people who gain an apprenticeship are really getting something special. Not only are they being given an opportunity to train and enhance their skills but they are also working for employers who are committed to their development.

"The rewards are huge for both the apprentice and the employer and I am delighted that the local Learning and Skills Partnership has joined the initiative to significantly raise the profile of apprenticeships.

For more information about the 100 in ONE HUNDRED campaign and apprenticeships at City of Bath College, contact Stacey Harper, Customer Relationship Manager, on harpers@citybathcoll.ac.uk or 01225 328729.

You can find out more about the campaign here: www.citybathcoll.ac.uk/apprenticeships and by following us on Twitter – search for **@100apprentices**.



From left, Peter France, Chief Executive of Rotork; David Shearer, Learning Services Manager at the National Apprenticeship Service; Barry Richards, Fleet Manager at B&NES Environmental Services Fleet Management; Matt Atkinson, College Principal.



Stacey Harper, Customer Relationship Manager and City of Bath College Apprentice, Shannon Wilcox

EMPLOYER Q&As

Apprenticeships are the proven way to train your workforce. Apprenticeships can make your organisation more effective, productive and competitive by addressing your skills gaps directly, even in uncertain economic times.

The apprenticeship programme has been designed to help your employees reach a high level of competency and performance and with over 180 different types of apprenticeships, there's bound to be a place for an apprentice in your organisation.

Q: What is an apprenticeship?

A: Apprenticeships refer to on-the-job training leading to nationally recognised qualifications, developed by industry.

Q: What does it involve?

A: An apprenticeship includes the following components:

- A minimum of 16 hours per week paid employment. (However, it is expected that this will be greater than 30 hours per week)
- A knowledge based element.
- A competence based element.
- Transferable or "key skills".
- A module on employment rights and responsibilities.

Q: How long does it take?

A: The length of an apprenticeship varies depending on prior skills levels of the apprentice, the qualification being obtained and industry sector. Generally, apprenticeships take between one and four years to complete.

Q: Are apprentices paid?

A: Yes, all employed apprentices will get a wage. All apprentices are paid a minimum of £2.50 per hour. However, as skills develop, many employers tend to increase wages – in fact, research has found that apprentices earn an average of £170 net pay per week

For more information about apprenticeships at City of Bath College, contact Stacey Harper, Customer Relationship Manager, on harpers@citybathcoll.ac.uk or **01225 328729**.



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SHANNON WILCOX AND SOPHIE MILES

City of Bath College apprentices Shannon Wilcox and Sophie Miles have backed the new 100 in ONE HUNDRED campaign – saying more needs to be done to promote apprenticeships to young people.

Sophie, 19, a Business Administration apprentice in the College's Services to Business team, said: "I don't think enough young people know about apprenticeships – what they are and how they work.

"When I left school nobody told me about them, I didn't even know it was an option. If I had, I would have started an apprenticeship straight away."

Shannon, 17, a Business Administration apprentice in the Marketing and Client Services department, said: "I was studying IT at the City of Bath College but it wasn't for me and I wanted to try something different. I was lucky that my tutor suggested an apprenticeship as I probably wouldn't have known about it otherwise.

"The staff in the College's Student Advice Centre – where I now work – were fantastic. They explained to me all about how an apprenticeship works and gave me all the support and advice I needed."

Sophie, from Bath, said she was enjoying her new role, which she began in October 2010.

"I enjoy it so much. Before I started at the College I worked in retail which I didn't enjoy, but now I look forward to coming into work each morning," she said.

"I've found the whole experience of an apprenticeship really beneficial. You get on the job training, qualifications and you get paid at the same time."

Shannon, from Bradford on Avon, began her apprenticeship in January this year. She said: "I've been made to feel really at home. I don't worry about asking questions and have been given so much support from the people I work with.

"Also, working in the Student Advice Centre means that I can advise students about apprenticeships."

The pair said they hoped to stay on at the College once their year-long apprenticeships had finished.

Sophie said: "I definitely want to stay on at the College, but if I'm not able to the skills and qualifications that I'll have gained over the year should hopefully mean I'm in a good position to find a job somewhere else."

Shannon added: "I would definitely recommend apprenticeships to young people, especially those who don't want to follow the traditional Sixth Form route when they have finished school. I'm really happy here at the College and know I've made the right decision to take on an apprenticeship."



Apprentice Sophie Miles, (left) and Shannon Wilcox

TRAINING AWARDS RECOGNISE OUTSTANDING ACHIEVEMENT

Apprentices and students training for employment in a range of industries have had their achievements recognised at a special awards dinner.

City of Bath College's Training Awards Dinner 2010 was held at The Shrubbery restaurant where all nominated students were treated to a mouth-watering meal, prepared by Hospitality and Catering students, before receiving their awards.

Each of the awards was presented by City of Bath College Principal Matt Atkinson and covered subjects as diverse as refrigeration, hairdressing, stonemasonry and business administration.

Lianne McCarthy, Deputy Principal, said: "City of Bath College is the number one provider of apprenticeships in Bath and North East Somerset and we are extremely proud of the students who train with us.

"The Training Awards Dinner is a way of congratulating those students on their achievements and thanking them for their hard work over the year.

"This year the College has played a central role in launching B&NES' 100 in 100 apprenticeship campaign, which aims to see 100 new apprentice positions created in just 100 days.

"This is an ambitious campaign, but we have got off to a great start and with the support we are already seeing from local companies I'm confident that we'll hit our target."

A range of apprenticeships and training opportunities are available through City of Bath College. For more information contact Stacey Harper, Customer Relationship Manager, on **01225 328729** or **harpers@citybathcoll.ac.uk**



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DAVID MATEER – CATERING APPRENTICE

David Mateer's apprenticeship at City of Bath College has seen him perfect more than just his cooking – he has also improved his English and maths skills.

David, 17, pictured said: "My English and maths wasn't as good as I wanted it to be, so I've been working hard to improve these as well as my cooking.

"I've recently passed all my English and maths exams and I'm really pleased with how I've done. I have also passed all eight of my online technical certificate exams, based on the theory of catering."



David works as a junior chef at the Travellers Rest restaurant in Pensford, just outside Bristol. On a usual day he can be expected to cook a range of mouth-watering dishes, from lasagne and garlic chicken to popular English fare such as mixed grills and pies.

"I've found the course at City of Bath College really good," said David. "The majority of the course is hands-on which is so important. You practice things in the kitchen that you take back to work and which can improve the job you do.

"The course has given me so many important skills – you learn something new every week.

"The tutors are very supportive and there are very good facilities to learn in – the kitchens are big and there is all the equipment that you need.

"Taking an apprenticeship has definitely been the right decision for me and it is something that I would recommend to other people starting out in their careers."

THE 2010 TRAINING AWARDS WINNERS WERE:

Business Administration Apprentice of the year 2010

Tiffany Burford

Carpentry Apprentice of the year 2010

Justin Ireland

Customer Service Apprentice of the year 2010

Emma Laws

Electrical Apprentice of the year 2010

Louis Bristow

Hairdressing Apprentice of the year 2010

Kayleigh Hallett

Hospitality Apprentice of the year 2010

David Mateer

Plumbing Apprentice of the year 2010

Adam Evans

Refrigeration Apprentice of the year 2010

Christopher Godslan

Sports & Recreation Apprentice of the year 2010

Marcus Angell

Business Administration Train to Gain student of the year 2010

Angelica Hunt

Carpentry Train to Gain student of the year 2010

Thomas Watling

Cleaning & Support Train to Gain student of the year 2010

Jennifer Henshall

Customer Service Train to Gain student of the year 2010

Lisa Britton

Decontamination Train to Gain student of the year 2010

Stacey Reynolds

Hospitality Train to Gain student of the year 2010

Teresa Ogbourne

Management Train to Gain student of the year 2010

Vanessa Tull-Blackwell

Plumbing Train to Gain student of the year 2010

Joshua Tucker

Refrigeration Train to Gain student of the year 2010

Simon Keeling

Road Passenger Vehicle Driving Train to Gain student of the year 2010

John Hatton

Premier Training Award for Highest Achievement 2010

James Ellis

Employer of the year 2010

The Vobster Inn





Is an apprentice the missing piece to your business?

Apprenticeships can help businesses across all sectors by offering a route to harness fresh new talent. UK businesses consider skills shortages and recruitment difficulties a bigger threat to performance than soaring oil prices and declining consumer spending. More than a quarter of these businesses rate this form of vocational training higher than any other qualification.

Find out more:

Contact Stacey Harper **01225 328729**

or visit **www.citybathcoll.ac.uk/apprenticeships**
or email **apprenticeships@citybathcoll.ac.uk**