

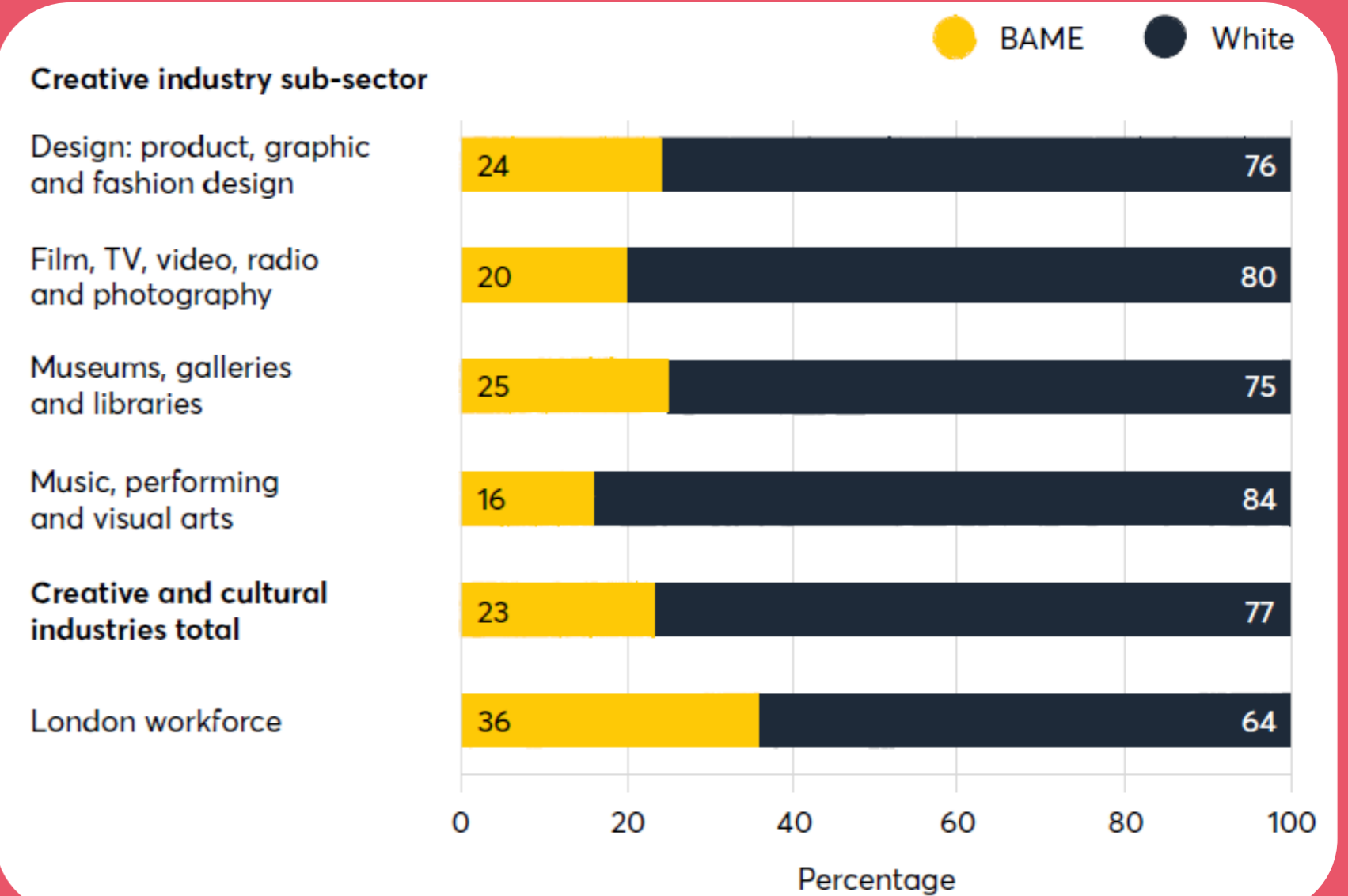


## Main Results

- **The CCI** in the UK has been one of the most resilient sectors to the effects of the 2008 financial crash, employing over 2 million people with a growth rate that has consistently outperformed that of the economy as a whole for over a decade. It currently generates over £100 billion per annum, accounting for over 5% of the UK economy.
- There is no long term established tradition for apprenticeships in the CCIs in the UK, as opposed to other industries where apprenticeships have been standard for over a century. Although hugely successful and beneficial for all parties when undertaken, there are numerous barriers preventing uptake in UK CCI apprenticeships, a large portion of which are cultural.
- The role of the apprenticeship coach is vital to ensuring that CCI apprenticeships become more commonplace and that they are successfully completed. Their role of communicating between the three parties involved (apprentices, training providers and employers) ensures not only that all parties are fully aware and informed about what an apprenticeship is, but also that all parties are supported through any issues which may arise throughout the apprenticeship, thereby ensuring it is successfully completed.

## Case Study Results

- **Case study: DiVA Apprenticeships**
  - Apprenticeship Provider
  - Focuses on primarily Film and TV, but also music.
  - Specific focus on addressing roles within the CCI which are not strictly considered 'creative' roles.
- **Case Study: National Theatre**
  - One of the UK's three most prominent publicly funded arts organisations.
  - Delivers apprenticeships in theatre
  - One of the goals of the apprenticeship programme is to increase diversity and access to careers in theatre.
- **Case Study: National Trust**
  - Europe's largest conservation charity
  - Delivers apprenticeships in Heritage crafts (Joinery, Stonemasonry, etc)



Data Source: Source: ONS Annual Population Survey 2018. Employment Rates by broad ethnic group (Working age), London. 2016 data



## Key features, role and profile of the Apprenticeship Coach in the CCI

### Key features/Role and profile:

- An apprenticeship coach serves as a liaison between the three parties (the apprentice, employer and training provider) involved in the delivery of an apprenticeship programme, supporting all of them.
- The role of the coach is also to effectively communicate the reality of apprenticeships in order to encourage uptake.

### Key Skills/Competencies:

- When working with young creatives, fostering an ability to network, resilience, persistence and initiative;
- When working with employers, the ability to broker, promote, advocate, mediate; the ability to give bespoke support for individual needs; and good interpersonal and communication skills.
- Knowledge and experience of the CCI sector and sub-sectors, as well as of the roles within them.

## Issues specific to the CCIs

- Misconceptions about apprenticeships are often coupled with misconceptions about the CCIs, in particular relation to career prospects.
- The CCI in the UK is primarily made up of microbusiness, which can hinder apprenticeship uptake due to capacity and finances.
- There is also a very high proportion of self-employed workers in the UK CCI, who cannot legally take on apprentices.
- CCI apprenticeships in the UK have no real history, so there is an issue of them not yet being entirely culturally accepted by employers.

## Role of CCI employers

- There is a large need for CCI employers to aid in the development of new CCI apprenticeship training programmes, which are developed with industry input to ensure that apprentices are trained to be job ready.

## Role of the Vocational Educational Training provider

- In the UK, on any apprenticeship, 20% is done as 'off-the-job' training with an Apprenticeship Training Provider.
- The training provider must offer a nationally recognised qualification in a particular field
- Apprenticeship Training Providers in the UK must be registered and approved by government funders.
- In addition to role-specific qualifications, training providers also deliver mandatory Maths and English qualifications to those who don't have them.

## Young people's needs

- **Barriers preventing young people from starting apprenticeships:**
  - Issues with fitting into the work environment.
  - Having a mental block based on low self-belief.
  - Having a bad understanding of apprenticeships.
- **Measures needed to counteract the barriers and support young people's needs:**
  - Effective communication, particularly to schools, on what apprenticeships really are and their many benefits.
  - Good personal support for apprentices from apprenticeships coaches, which will be unique for each individual.
  - Pre-apprenticeship training for young person and employer to prepare for the apprenticeship