

Be Creative and Cultural with an Apprenticeship

National Apprenticeship Service

The Creative and Cultural sector has seen a 4% per annum growth in its workforce over the past 20 years and it's anticipated to increase by 155,000 more people by 2017.

With nearly 2 million people employed in the Creative and Cultural sector across England, contributing more than £23 billion gross value added (GVA) to the UK economy each year; it's no wonder employers are looking to expand recruitment levels in this sector.

However, almost a quarter of businesses have faced some difficulties in recruitment due to a lack of experience and specialist skills in the market.

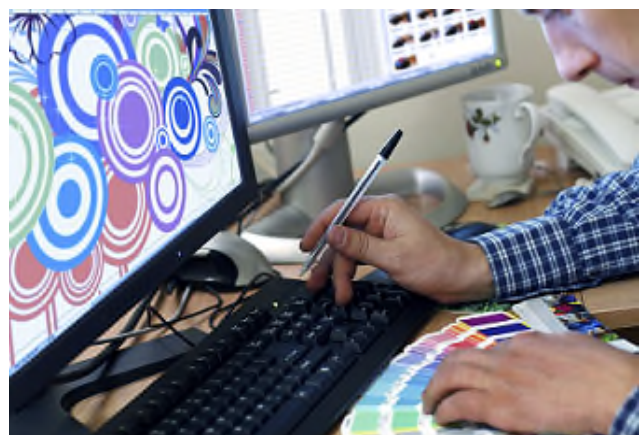
If the Creative and Cultural sector – *and your business* – is to survive and grow, it is crucial that businesses attract, train and retain the right workforce; developing skills to ensure that the UK stays at the forefront of the creative industry.

So where is the next generation of talented and creative individuals going to come from?

The Creative and Cultural Apprenticeship could be the answer...

- Designed around the needs of employers, Apprenticeships are available in many job roles including those essential for the 'digital age' from a Guide Demonstrator to a Directors Assistant (see full list overleaf).
- As employees, apprentices earn a wage and work alongside experienced staff to gain job specific skills, while working towards nationally recognised qualifications.

- By employing an apprentice you can grow your own managers of tomorrow and train new or existing employees from an entry level role into a supervisory role.
- The Creative Apprenticeship is available in two different qualification levels: the equivalent of GCSEs (Level 2) or A Levels (Level 3).
- Creative Apprenticeships can be tailored to fit different types of businesses and job roles, with most, if not all of the training "on the job."
- Government funding is available for the cost of training apprentices.
 - 100% of the cost of training for 16-18 year olds.
 - Up to 50% for 19-24 year olds.
 - A contribution to training costs for people over 25 years.
- As their employer you pay them the appropriate wage. The national average apprentice pay is £170 per week. The minimum wage for 16-18 year old apprentices is £2.50 an hour.



Our research shows that Apprenticeships are 'Good for Business.'

- **80% of employers who employ apprentices** agree they make their workplace more productive.
- **81% of consumers favour** using a company which takes on apprentices.
- **88% of employers** who employ apprentices believe that Apprenticeships lead to a more motivated and satisfied workforce.
- **83% of employers who employ apprentices** rely on their Apprenticeships programme to provide the skilled workers they need for the future.
- **Labour turnover** for apprentices can be significantly lower than average for the same age group.

Who are they for?

Available to both new and existing members of staff, there are a number of Apprenticeship frameworks available (at Level 2 and 3) that will be suitable for staff in a variety of roles within your organisation. Some of the Apprenticeship frameworks and jobs available include:

Technical Theatre

Stage Assistant, Production Assistant, Technical Assistant, Lighting/Stage Electrics, Sound Engineer, Rigger/Fly man.

Costume and Wardrobe

Wardrobe Assistant, Pattern Cutting, Repairs and Alterations, Costume Design.

Community Arts and Education

Arts Development Officers/Coordinators, Project coordinators, Project Managers, Outreach workers, Youth work, Fundraising Assistant, Community Artist, Education Assistant, Contracts Assistant.

Live Events and Promotion

Performers, Directors Assistant, Assistant Stage manager, Production Assistant, Technical Assistant, Wardrobe, Props, Licensing/Contracts, Artist Management.

Music Business

Programmers, Programme Assistants, Producers Assistants (live events), Administrators of Live Events, Publishing, Marketing and Communications, Artist Management, Artists and Repertoire, Record Label employee, Booking Agent, Publicity and Promotion Staff.

Cultural and Heritage Venue Operations

Front of House Staff, Administration, Attendant, Gallery Staff, Warden, Visitor Service Staff, Guide Demonstrators, Sales Staff, School Liaison Staff.

Take on an apprentice today

The next step is to discuss your exact training requirements with an Apprenticeship representative. Call: **08000 150 160** or visit the website: apprenticeships.org.uk for more information on how apprentices can help your business.

The National Apprenticeship Service also runs Apprenticeship vacancies – an online system whereby employers and learning providers can advertise and manage vacancies and potential apprentices can search, apply and manage their applications.

It is this streamlined process that provides a more responsive and supportive mechanism for employers and learners.