



**A Guide to  
Young Apprenticeship  
in Arts & Design and  
the Performing Arts**



A service from  
**creative  
& cultural  
skills**

**As our society has become more diverse and open, so it has become a breeding ground for ideas and talent that is recognised around the world.**

**Art, design, dance, music and drama.**  
Careers in the creative and cultural industries are attractive to young people.

The Young Apprenticeship programme provides the opportunity to see what working in the creative industries is really like.

The Young Apprenticeship is available to students at GCSE level. Pupils are based in school where they follow core national curriculum subjects. For two days a week, on average, they work towards a Level 2 vocational qualification. They also have 50 days work experience with employers.

Local employers work in partnership with schools, colleges, local authorities, education business partnerships or training providers to deliver each Young

Apprenticeship. Upon completion, the full range of study and training options is available to the Young Apprentice, including post-16 apprenticeships.

The Young Apprenticeship programme launched in September 2004 with 1,000 pupil placements in Art and Design, Business Administration, Engineering, Health & Social Care, Performing Arts and the Motor Industry.

The programme continues to grow. In 2005, a range of new industries signed up 2,000 Young Apprentices and the programme has now grown to over 9000 places.



# The employer

It is the quality of the employers involved that makes the Young Apprenticeship programme such a success. The creative industries value on-the-job experience. By offering this at school, pupils are given the opportunity to discover what careers are available to them, and how to accumulate the skills they will need to get where they want. These work placements develop practical skills and knowledge. Pupils can spend time with a range of employers, to expand their knowledge and experience of the creative workplace.

Getting involved with the Young Apprenticeship programme is an ideal way for employers, acting as the voice of their industry, to help shape the school curriculum.

Each partnership has a lead partner who is responsible for managing the contract and funding arrangements. Other than providing work experience, there is no cost to the employer.

# An employer's perspective

Mike Eccles is the coordinator of the Theatre by the Lake's New Directions team, whose education and outreach work involves the Cumberland Youth Theatre. He worked with Lakes College to offer the Young Apprenticeship programme to students from Stainburn School and Science College, Workington. For this partnership, the Young Apprenticeship programme ran in parallel with GCSEs in Drama and Theatre studies and BTEC First Certificates in Performing Arts (Acting).

**"Above all, we wanted to give a true picture of work in the performing arts. It's not a fame game, it's quite hard work. College students often want to be famous, so the younger we can be involved with pupils, the more realistic their ideas will be. It's true that a few might go on to great acting careers, but equally, not everybody wants to act and we can show them the other options."**

If you would like to find out how to offer a Young Apprenticeship please email [engagement@ccskills.org.uk](mailto:engagement@ccskills.org.uk)

Please visit our website [www.ccskills.org.uk](http://www.ccskills.org.uk) for more information on the Young Apprenticeship and other Creative & Cultural Skills projects

If you would like to speak to us, please call **0207 015 1800**



# What sort of work experience?

During their 50 days' work experience pupils may spend time with one or many employers, depending on each partnership.

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## Art and Design Young Apprenticeship

**Work experience has included:**

- Product development and design
- Advertising
- Project management
- Retail projects
- Sales and writing marketing briefs
- Drawing up a design brief for a new business centre
- Involvement with a design team to execute and deliver the council's regeneration projects
- Working with designers and architects to deliver a town centre

## Performing Arts Young Apprenticeship

**Work experience has included**

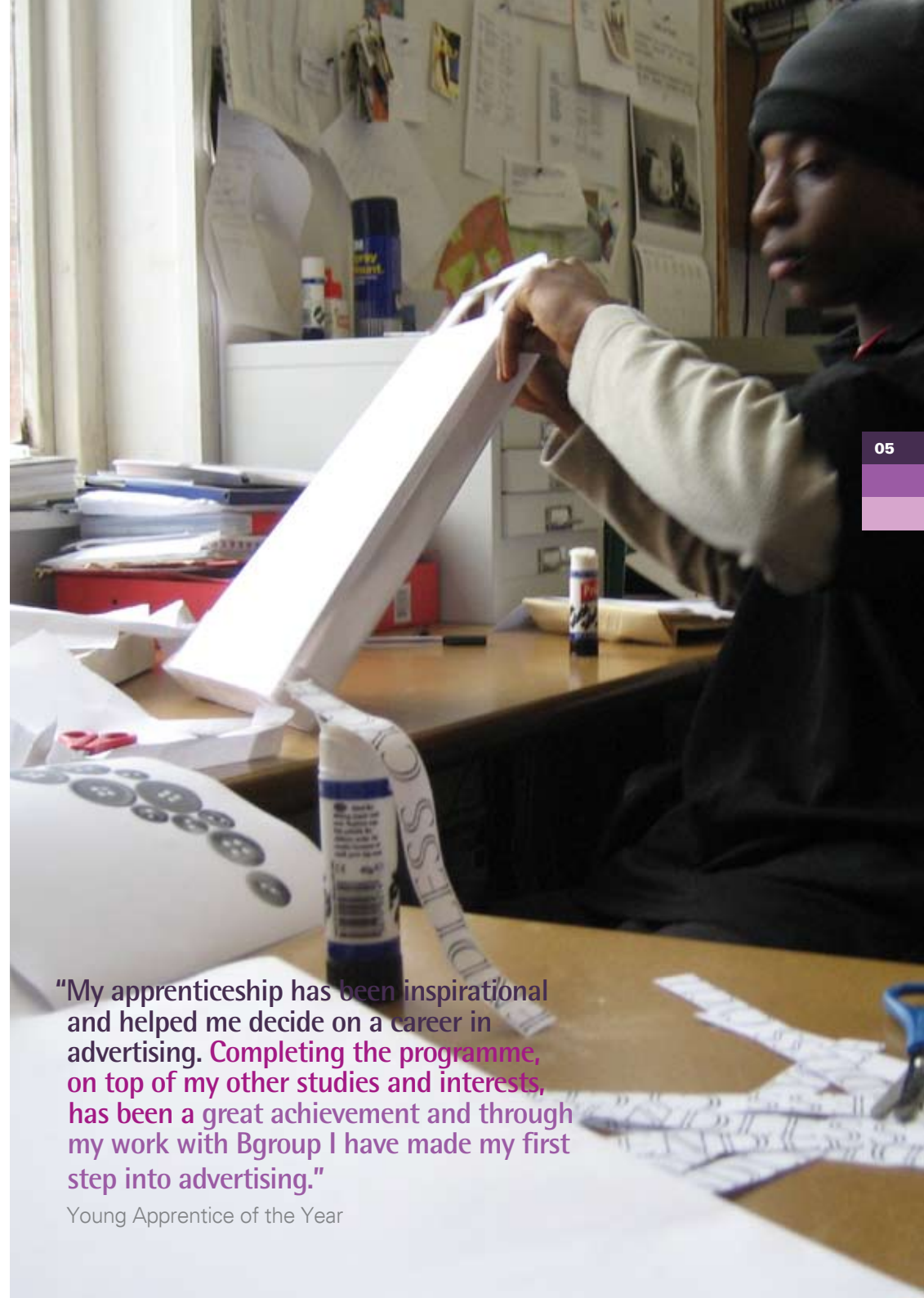
- Working with employers on productions, both front of house and backstage
- Marketing of shows
- Delivery of a local carnival
- Production of an advert
- Multimedia project on producing a DVD
- Production on an interactive play
- Workshop by actors on the use of prosthetics
- Working on script development

# Delivery and Pupil Support

The Young Apprenticeship is delivered in local partnerships of schools, employers and training providers, local authorities and education business partnerships. This means they are tailored to fit the needs of the local area and local businesses. The Learning Skills Council (LSC), Sector Skills Councils (SSCs) and the local partnerships support the programme.

**The Schools remain responsible for the pupils at all times and through the Partnership they:**

- Ensure that pupils participate in the Programme with the consent of the Governing Body or Local Authority
- Ensure that employer participants comply with Health & Safety and Child Protection requirements
- Ensure Pupils have all the information they need about the programme
- Enable teachers and other stakeholders in the school, who support pupils during the school week, to understand the programme
- Provide pastoral support for pupils during the programme
- Liaise with the Partnership to ensure that the pupil' progression and achievements is being recorded in either a school system or Young Apprenticeship Progress Log



"My apprenticeship has been inspirational and helped me decide on a career in advertising. **Completing the programme, on top of my other studies and interests, has been a great achievement and through my work with Bgroup I have made my first step into advertising.**"

Young Apprentice of the Year

# creative & cultural skills

## London Office

Lafone House  
The Leathermarket  
Weston Street  
London SE1 3HN

Tel 020 7015 1800  
info@ccskills.org.uk

## Wales Office

Creative Business Wales  
33–35 West Bute Street  
Cardiff Bay  
CF10 5LH

Tel: 029 2049 6826  
info@ccskills.org.uk

## Scotland & Northern Ireland Office

28 Castle Street  
Edinburgh  
EH2 3HT

Tel 0131 225 8125  
info@ccskills.org.uk

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