MANCHESTER
CITY COUNCIL

Manchester Creative Apprenticeships

14 September 2010

Sarah Elderkin
Cultural Strategy

Strategic Partnerships

- The Manchester College
- National Apprenticeship Service
- Vision+Media
- Creative and Cultural Skills

Re-defining the offer

Converting a complex programme to a clear offer to employers.

- Timeframe and recruitment
- Salaries and contracts
- Apprenticeship Induction
- Briefing note

Employer Relationships

Creative a Cultural Employers Forum to promote opportunities for Apprenticeships, Future Jobs Fund and other initiatives.

- Speaker focused events
- Sharing good practice.

Employer Relationships

Creative Apprenticeship

Steering Group.

- Chaired by Vision+Media
- City Council actively involved
- Created an Employer pack

Manchester’s Creative Apprentices

What next

New Cohort for 2011 and expansion of the apprenticeships being offered.

- Impact of the recession
- Interest from young people
- Growing political priority
- Potential across the sector