



# Building your talent pipeline: - How to engage with education and apprenticeships



18<sup>th</sup> May 2022



# Adrian Hawkins OBE, Chair of Hertfordshire Skills and Employment Board

Welcome





# Agenda

3.00 pm – Arrival, networking and skills exhibition

3.15pm – Mary Sykes, Corporate Relations, Hertfordshire Chamber of Commerce

3.20 pm – Welcome: Adrian Hawkins OBE Chair of Hertfordshire Skills and Employment Board

3.25 pm – ‘Introducing Hertfordshire Opportunities’ – Caroline Cartwright, Head of Skills, Employment and Apprenticeships – Hertfordshire Local Enterprise Partnership

3.30 pm – Keynote – ‘Showcasing the value of Apprenticeships’ – Professor Sir Tim Wilson. Deputy Lieutenant of Hertfordshire

3.40 pm – ‘Helping young people find their next best step’ – Anna West, Director of Talent, MCP. Find out about the work of the Careers and Enterprise Company from Steve Trotter, Careers Hub Operations Lead

3.50 pm – ‘Hear how Further Education can support the skills needs of your business – do you know what your local College has to offer?’ – Angela McLean– Vice Principal Curriculum and Quality, Hertford Regional College

4.00 pm – ‘Developing a motivated and skilled workforce’ – Simon Heywood, Managing Director, Hertfordshire Building Control

4.10 pm – ‘Accessing Apprenticeship Levy transfer to fully fund your apprenticeship programmes’ – Helen Patterson, Director , JHP Electrical

4.20 pm – ‘Spearheading the drive to employ apprentices’ - Become an ambassador for Apprenticeships - Matt O’Conner, Chair of East of England Apprenticeship Ambassador Network

4.25 pm – HOP Into Your Future – Anna Morrison, CBE, Director of Amazing Apprenticeships

4.35 pm – Question Time – a chance for you to ask your questions to our panel of experts in skills and apprenticeships including some of our young apprentices who are achieving in the business world

4.50 pm – Summary and acknowledgements: Chair

5.00 pm – Skills exhibition, networking and a glass of fizz and canapés

5.30 pm – Formal close

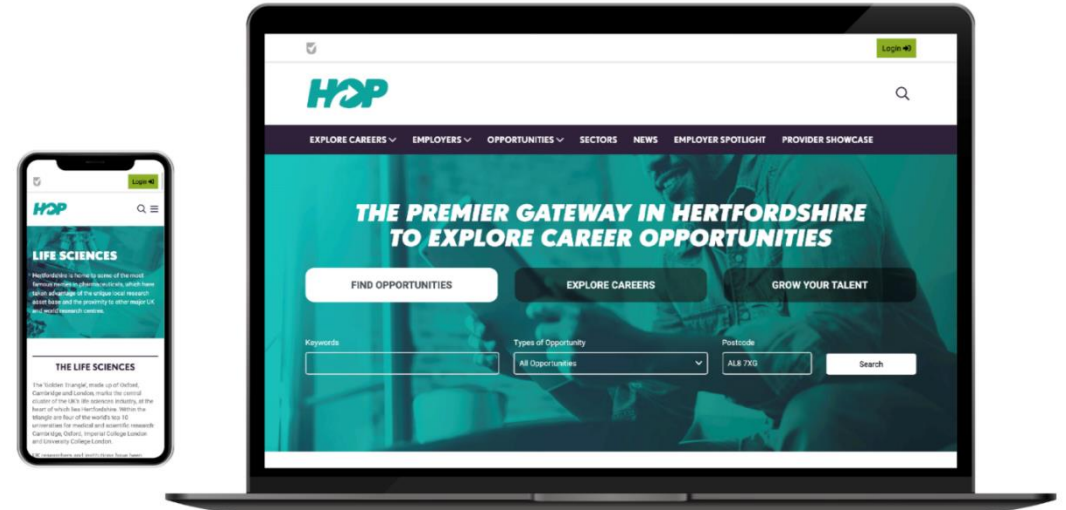
# Caroline Cartwright, Head of Skills, Employment and Apprenticeships – Hertfordshire Local Enterprise Partnership

Introducing Hertfordshire Opportunities



# HOP and the Hertfordshire Opportunities programme

- Just over 2 years old!
- 2021 viewing figures: Total page views: 102,081
- User engagement events: 55,854
- Over 4500 young people have registered for Careers and Apprenticeships events over the last 2 years – Generation Stevenage, Watford, Hitchin and Apprenticeships: Work, Earn and Learn – Coming up – Generation Broxbourne and Dacorum
- Use of the Apprenticeship search page on HOP has markedly increased over the last 12 months – 1000 hits a month
- Over 1500 students have registered for our virtual employer encounter webinars which profile careers and apprenticeship pathways with over 15,000 views on YouTube
- 2500 parents/carers have responded to our most recent apprenticeship survey with an increase in interest in apprenticeship pathways for their children
- New programme Hertfordshire Opportunities aimed at supporting SMEs to implement skills and apprenticeships programmes and connect with education

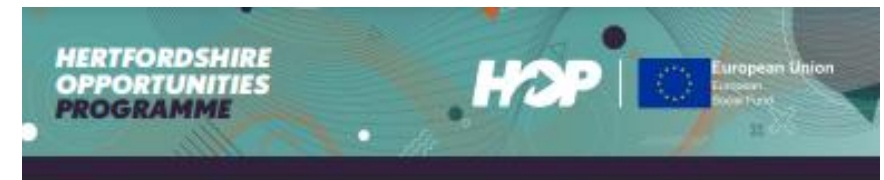


Our vision is to be truly embedded in Hertfordshire as the central portal for information on careers, employment, apprenticeships and skills programmes for our young people, residents and employers.



# How can HOP help?

- Enables employers and providers to showcase their employment and skills opportunities to our residents/employers
- Streams live job, course and apprenticeship opportunities – [click here](#) to learn how vacancies are fed through HOP
- Profiles [our key employer sectors](#) – industry description, key job families, job roles, signposting to local providers and support in the sector and feeding local jobs, apprenticeships and courses
- Our [careers directory](#) enables residents to explore different job roles, labour market information and jobs, apprenticeships and courses relevant to those industries
- Our [Employer Spotlight](#) profiles employers (large and small) who excel in offering high-quality career opportunities for our young people and residents
- Our [Provider Showcase](#) enables employers and residents to explore learning programmes available via our Further and Higher Education providers
- Packed full of information, how-tos and step-by-step guides on skills programmes such as [Apprenticeships](#), [Work Experience](#), [T-Levels](#) and [Higher Education](#)



**Does your business struggle to recruit skilled people?**

**Are there misconceptions and myths about the roles available within your industry?**

Help us plug the Hertfordshire skills gap!

We are inviting employers to get involved in an exciting new programme - Hertfordshire Opportunities - that will help our residents in Hertfordshire attain the skills required by Hertfordshire businesses and industries to secure jobs close to home.

Hertfordshire Opportunities will put employers at the heart of inspiring, informing and communicating with the next generation of employees in our county.

Led by a team of careers and skills experts, your business can get involved with activities such as mentoring, work experience, taking part in careers fairs, as well as supporting the design and delivery of careers curriculums.

A skills adviser will work with your organisation to do a skills diagnostic, covering the full breadth of your skills needs. Support will then be provided to ensure the right solution is found for your business.

Advantages for you include the casting of a wider recruitment net, openings to headhunt talent, access to funding to support your skills needs, CSR opportunities and benefiting from young people's ideas and energy.

The project is funded by the European Social Fund and managed by the Department for Work and Pensions. Hertfordshire Opportunities Portal, the premier gateway for exploring careers, employment and skills, in the county, is at its core.

**WWW.HOPINTO.CO.UK**

Hop into @hop\_into @Hopinto\_herts



# Professor Sir Tim Wilson, Deputy Lieutenant of Hertfordshire

Keynote – ‘Showcasing the value of Apprenticeships’



# Anna West, Director of Talent, MCP

Helping young people find their next best step





# MCP Property Services Ltd – our story so far



caring for customers since 1978



# Who we are

- Based in Hertford
- Over 40 years
- Repairs & Maintenance
- 120 employees
- *We support our clients to make a difference to peoples homes and lives*



# Why education?

- Sustainability of our business
- Average age of our trades people is 49
- In 10 years time we would have no one under the age of 30
- Only 7% of young people are going into construction
- We had to act!



[www.mcp.community](http://www.mcp.community)





# Partnering with Volker Wessels UK & Rivers Education Centre

- 3<sup>rd</sup> Year of Speed Networking
- 3 x work experience opportunities
- 1 x accounts apprenticeship
- Positive experience for our current apprentices



# Partnering with the Careers & Enterprise Company



- Introductions to schools, colleges & universities
- Working with amazing teachers and Heads of Departments
- Support with work placements
- Advice – at the end of the phone
- As a business – you are not alone



*Try before you buy – corny but it works both ways!*

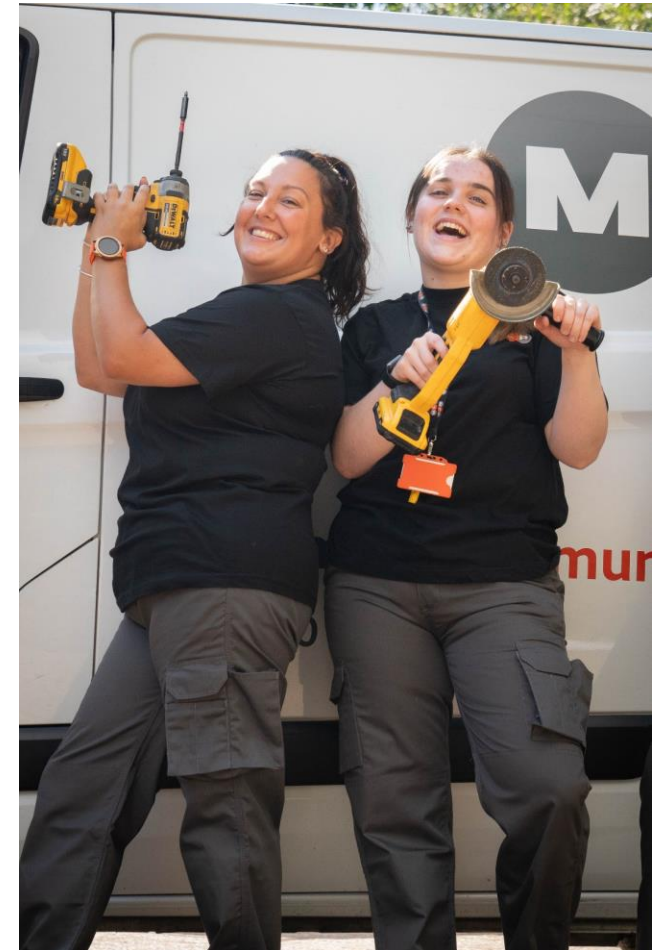


[www.mcp.community](http://www.mcp.community)



# What's next?

- Growth through our people
- Target 10% of our headcount being apprentices
- Upskilling & retraining opportunities
  
- Change lives!
- Have fun!



[www.mcp.community](http://www.mcp.community)

caring for customers since 1978





# Steve Trotter, Careers Hub Operations Lead, Hertfordshire LEP

Hertfordshire Careers Hub



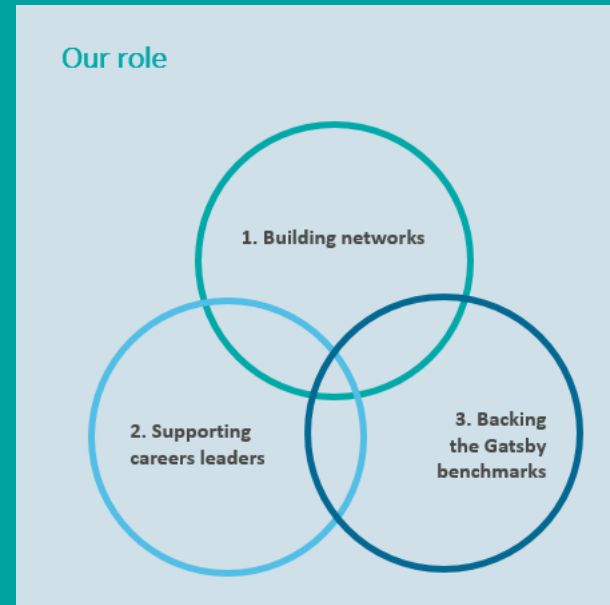
# Hertfordshire Careers Hub

- To inspire and support young people in the transition to the fast-changing world of work
- Strengthen the links between education and employment
- Raise the profile and quality of Careers Education in schools and colleges by backing the 8 Gatsby Benchmarks
- Raise aspirations among young people and help every young person in Hertfordshire find their best next step



## Careers Hubs

“A Careers Hub is a group of schools, colleges, employers and providers within a local area working together to improve practice.”



THE CAREERS &  
ENTERPRISE  
COMPANY

**Hertfordshire  
Local Enterprise  
Partnership**

# Have an impact & gain access to your future Hertfordshire talent

Headlines	Standards
Inspire young people for their best next step	Provide opportunities
	Make it meaningful
	Be inclusive
	Evaluate and improve
Prepare young people to be career ready	Build essential skills and explain their relevance
	Prepare young people for applications
	Raise awareness of pathways into work
Collaborate for success	Engage over the long term
	Partner with teachers
	Value the engagement

*“Sometimes the worlds of education and business talk past each other. But when they come together with co-ordination and purpose, young people benefit in extraordinary ways. They gain vital skills and experiences, and deep insights into what comes next. There are wider benefits too. Schools and colleges get access to new thinking and partners for their careers’ programmes. Employers get a chance to support their future workforce.”*

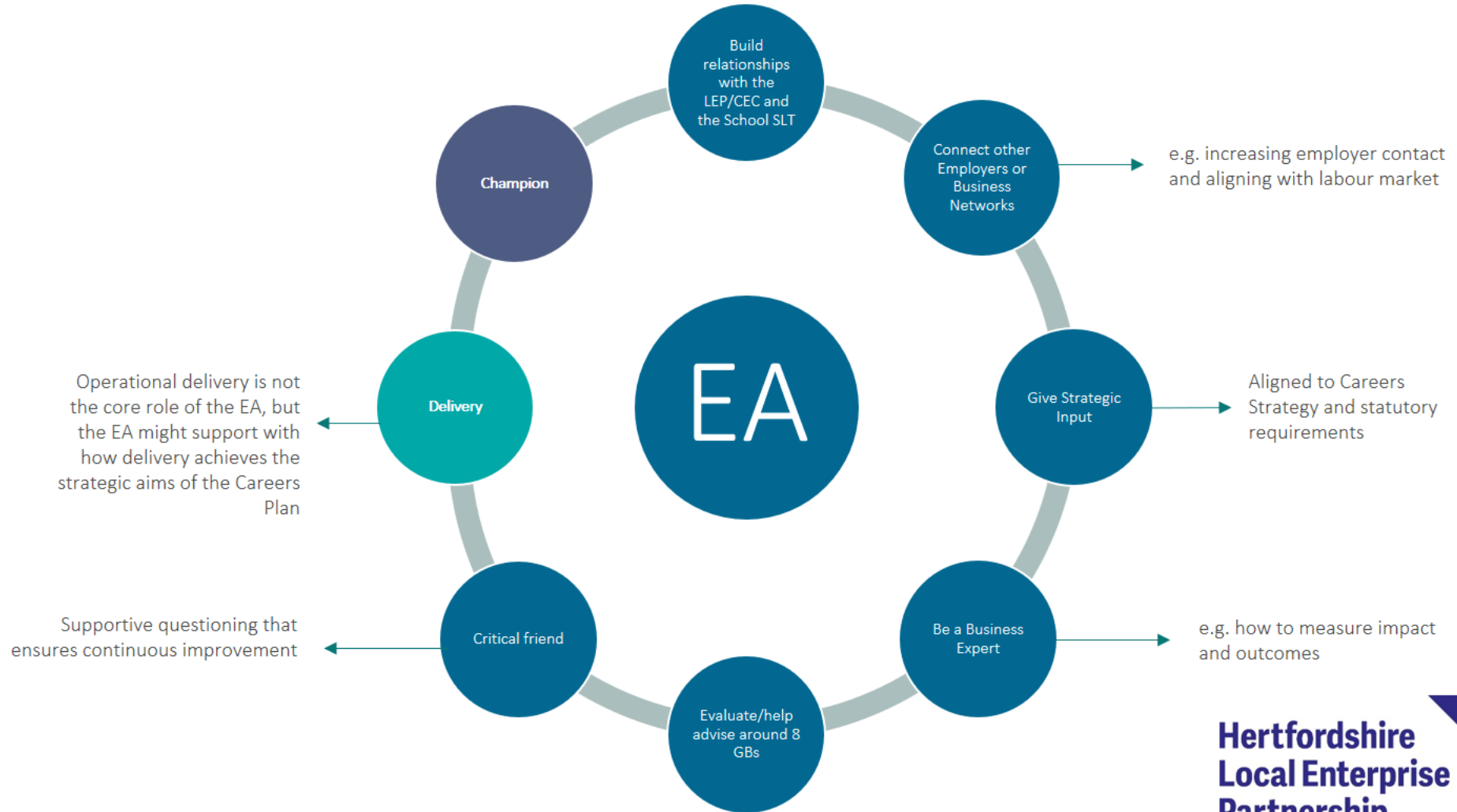
Oli De Botton The Careers & Enterprise Chief Executive



**Hertfordshire  
Local Enterprise  
Partnership**

# How can you help?

## The role of an Enterprise Adviser (EA)





POWERED BY HERTFORDSHIRE LOCAL ENTERPRISE PARTNERSHIP

## MAKE THE PLEDGE

The purpose of the Hertfordshire Opportunity Pledge is to help more young people to develop their skills and future careers with local employers.

By signing the pledge you are committing to offering one or more of the following:

trotski2016@gmail.com [Switch accounts](#)



\*Required

Email \*

Your email address

(tick box as appropriate)

- Apprenticeships/Traineeships
- Work placements/tasters
- Entry level roles
- Become an Enterprise Adviser within a local school
- Become a Disability Confident employer
- Become an Apprenticeship Ambassador
- Support a school/college with careers education activities

By pledging your support to young people, your organisation will be able to showcase your career programmes on HOP's Employer Spotlight which is a great chance for your organisation to reach a wide pool of talent.

# Schools needing Enterprise Advisers

## Special Schools

- Breakspere Hemel Hempstead
- Garston Manor Watford
- Greenside Stevenage
- Heathlands St Albans
- Lonsdale Stevenage
- Lakeside WGC
- Roman Fields Hemel Hempstead

## Schools

- Hockerill Anglo European College
- Bishops Stortford High School for Boys
- Fearnhill Letchworth
- Links ESC St. Albans
- Goffs Broxbourne

THE CAREERS & ENTERPRISE COMPANY



Hertfordshire Local Enterprise Partnership

www.hopinto.co.uk

# MAKE THE PLEDGE

Scan this QR code to sign the pledge



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ENTERPRISE  
COMPANY

*“As an employer, you should never underestimate the positive influence you can have on young people. Giving pupils multiple exposure to employers and workplaces allows them to meet role models and build aspiration and inspiration around future pathways, jobs and opportunities.”*



*Steve Trotter*

*Careers Hub Operations Lead*

*Hertfordshire LEP*

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Partnership



Angela McLean,  
Vice Principal Curriculum and Quality,  
Hertford Regional College

Hear how Further Education can support the skills needs of your business – do you know what your local College has to offer?

HERTFORD  
REGIONAL  
COLLEGE

**hrc**

**How Further Education can develop your  
talent pipeline and support the skills  
needs of your business**

Do you know what your local College has to  
offer?

**Angela McLean**  
**May 2022**

# Hertford Regional College (HRC)

- HRC is a medium-sized, general further education college with campuses in Broxbourne and Ware
- Most learners are recruited from Broxbourne, East Hertfordshire, Epping Forest, Harlow and the London Borough of Enfield
- Rated Ofsted Good - *'Leaders work effectively with local employers to design a curriculum which equips learners and apprentices with the skills and knowledge required by the local and regional employment market'*
- Provision from entry level to level 6 for learners aged 14 – 99+
- We offer a unique opportunity to learn, develop and succeed, focussing not just on the qualifications, but on the wider knowledge, skills and behaviours that will support their progression and make them work ready – 'Destination curriculum'
- Strong widening participation agenda
- We serve the Hertfordshire community including business and enterprise
- Very committed to working with our local employers on their upskilling and reskilling agenda

BE A  
CAREER  
HERO

#destinationHRC

[www.hrc.ac.uk](http://www.hrc.ac.uk)

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# BE A CAREER HERO

#destinationHRC

[www.hrc.ac.uk](http://www.hrc.ac.uk)



Catering and Hospitality Facilities



Inspires Hair & Beauty Salons



Gym, Fitness Suite and Sports Hall



The Atrium Restaurant



JetBlue Air Cabin



Michael Morpurgo Theatre



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# Sector skills areas

- Construction
- Electrical Installation
- Engineering
- Science
- Motor Vehicle
- Childcare
- Health & Social Care
- Public Services
- Sport
- Catering & Hospitality
- Travel & Tourism
- Business, Accounting & Management
- Digital Technologies
- Art and Design
- Media, Music and Performing Arts
- Fashion Design & Production
- Visual Merchandising
- Hairdressing & Beauty Therapy
- Theatrical & Media Make Up
- Photography
- Graphic Design & 3D Design
- Games Design & Animation

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# What We Offer

At HRC we offer a wide variety of high quality provision including:

- Study Programmes – Full-time courses offered predominantly to 16–18-year-old students that help them develop and become independent adults
- Apprenticeships – Ideal for ambitious people who are looking to gain skills and knowledge whilst earning a wage, either entering the job market at 16 or those looking to upskill or reskill within your organisation
- Higher Education – Course options at Levels 4 and 5 that can be topped up to a full degree (such as a BA and BSc) with additional study at HRC or university
- Adult full-time and part time courses
- English and Maths courses
- T Levels from 2023 – ‘the flip of an apprenticeship’

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# Apprenticeships

We work with employers to offer apprenticeships across several industries, including:

- Accounting
- Business Administration
- Customer Service
- Early Years Care
- Teaching Assistant
- Marketing
- Management - Team Leader
- Hair Professional
- Digital Support Technician
- Construction
- Carpentry & Joinery
- Electrical Installation
- Motor Vehicle maintenance
- Plumbing

And many more!

Talk to us about your needs and we can work with you to develop the right apprenticeship model to suit your needs

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# Working with Employers – help us to help you

## **Knowledge and skills**

Industry aligned education preparing graduates for the workplace

## **Work Experience and industry placements**

Provide opportunities to meet your future workforce and recruit the very best

## **Recruitment of Apprentices**

Providing support with the recruitment process

## **Develop bespoke training**

**programmes** to help upskill and reskill your existing workforce

**Advice and support** to develop your own in house L&D programmes

**Award-Winning Facilities** – access to our facilities

**Host employer network events** e.g. breakfast meetings

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# Working with Employers – how you can help us

**Curriculum construction & design** - ensuring that the provision develops learners for the future workplace

**Live project briefs and Employer endorsed modules**

Providing opportunities for **Work Experience and Industry Placement**

**Expert speakers** – young people hearing directly from employers

**Host visits/tours** of your facilities

**Support to ensure the currency of our learning spaces and equipment** – providing advice for future investment

Development of our staff into **dual professionals** with up to date industry knowledge

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COLLEGE**

# Get in touch

Whatever your training need we either have or can develop a solution for you

[www.hrc.ac.uk](http://www.hrc.ac.uk)

**Angela Mclean**, Vice Principal Curriculum & Quality HRC

[amclean@hrc.ac.uk](mailto:amclean@hrc.ac.uk)

01992 411449

**Richard Roberts**, Director Of Apprenticeships & Commercial Development HRC

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[Apprenticeship@hrc.ac.uk](mailto:Apprenticeship@hrc.ac.uk)

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# Simon Heywood, Managing Director, Hertfordshire Building Control

Developing a motivated and skilled workforce







# HERTFORDSHIRE

BUILDING CONTROL

Developing a Motivated and Skilled Workforce

Building your future talent pipeline - Brockett Hall 18<sup>th</sup> May 2022

Simon Heywood - Managing Director Hertfordshire Building Control



# What Have Apprentices / Apprenticeships Done for us?

- Company grown from 35 people in 2016 to 82 people today
- Employed people with the values and passion for the role - we give them the knowledge and skills to do the job (and its not just for 18 year olds)
- Financial support with industry recognised academic qualifications
- Helped us to focus on training and development
- Brings knowledge and challenge



The right support is key:

Trevor Clements - Technical classroom training

Graham Mills - On site advice and direction

John Swainson - Support with plans checking

and mentors within each of the teams

and it is not cheap labour!



## Some Data:

- Company employs 82 people
- 5 current providers
  - Westminster University
  - Wolverhampton University
  - University of Hertfordshire
  - University of Bedfordshire
  - Cranfield University
- Courses
  - 11 on Building Control BSc
  - 3 on MBAs (2 through app)
  - 1 on Business Studies BA
  - 2 on AAT qualifications



## Ruth Waters

Joined Hertfordshire Building Control in  
September 2021

Attending Westminster University

BSc (Hons) in Building Control

1<sup>st</sup> year student



## Connor Beasley

Joined Hertfordshire Building Control in  
September 2021

Attending Westminster University

BSc (Hons) in Building Control

1<sup>st</sup> year student





John Calvey

Joined Hertfordshire Building Control in  
May 2018

Attending Cranfield University

MBA

2<sup>nd</sup> year student





# HERTFORDSHIRE

BUILDING CONTROL

Questions?

# Helen Patterson, Director, JHP Electrical

Accessing Apprenticeship Levy transfer to fully fund your  
apprenticeship programmes



# Matt O'Conner, Chair of East of England Apprenticeship Ambassador Network

Spearheading the drive to employ apprentices' - Become an  
ambassador for Apprenticeships





Spearheading the drive to employ  
apprentices

MAY 2022

**BECOMING  
AN  
EMPLOYER  
APPRENTICE  
AMBASSADOR**



# Regions Championing Apprenticeships

*The Apprenticeship Ambassador Network (AAN) is a group of employers and current and former apprentices whose main aim is to **spearhead the drive** to engage new employers to commit to apprenticeship delivery in England.*

Our ultimate ambition as an Ambassador Network is to connect more employers with apprenticeships.

## VISION:

The Apprenticeship Ambassador Network **inspires and influences** people to choose apprenticeships, as a route to create business and individual success across the country.

## MISSION:

The Ambassador Network is the movement championing apprenticeships to raise awareness and increase engagement to meet the needs of employers, communities, and individuals across the country.



# 2 STRANDS OF AMBASSADOR



## EMPLOYER

- they demonstrate a high commitment to apprenticeships and/or traineeships in their own workforce
- they have a high profile in their sector or geographical area
- they represent a diverse range of employment sectors

## APPRENTICE

- community of current or former apprentices who are trained to support events and activities to inspire and inform the apprentices of tomorrow.





Storytelling

Signposting

Celebrating

Insight

The East of England  
71 Employer Ambassadors  
36 Apprentice Ambassadors  
>5000 Apprentices Employed



WHAT'S EXPECTED OF AMBASSADORS?



# EMPLOYER ROLE



Our Apprenticeship Ambassadors are expected to:

- proactively champion apprenticeships
- act as a role models
- share experiences, knowledge and skills
- endorse apprenticeships, and educate other employers about the benefits of apprenticeships
- volunteer to undertake their role for approximately 1 day every 3 months





YOU BELIEVE IN  
APPRENTICESHIPS  
AND WANT TO  
PROMOTE



NETWORKING  
OPPORTUNITIES -  
MEET OTHER  
SENIOR LEADERS



PART OF A TRUSTED  
NETWORK –PROVIDE  
FEEDBACK & INSIGHT TO  
KEY DECISION MAKERS



BENCHMARK YOUR  
OWN APPRENTICESHIP  
SCHEME LEARN &  
IMPROVE

WHAT'S IN IT FOR ME?

# HOW DO I JOIN?

National and regional portals:

<https://engage.apprenticeships.gov.uk>

Or Google

Apprenticeship Ambassador Network (AAN)

**QUESTIONS?**



Anna Morrison CBE,  
Director,  
Amazing Apprenticeships



# KEY ELEMENTS

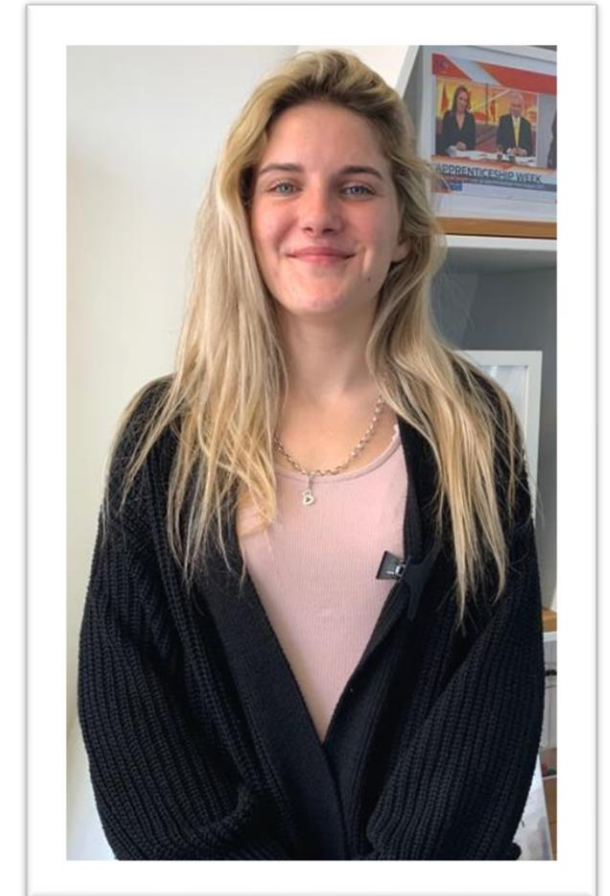


## **The main elements of the programme for the employer include:**

- 12 hour work taster
- Expert mentoring training
- Support from Hertfordshire County Council with DBS and Health & Safety
- Signing up to the Hertfordshire Pledge
- The option to convert the taster to a 70-hour placement (Traineeship) or full apprenticeship
- Up to £1,000 + other possible government incentives

## **The main elements of the programme for the young person include:**

- 1:1 initial assessment and careers session
- Matched to the tasters and placements
- 1:1 mentoring with the employer volunteer
- Financial assistance



# Programme overview

**PROJECT  
POSITIVE**

#projectpositive



2-year pilot  
programme



15 high-quality  
apprenticeships  
(Scaling up)



Care experienced  
young people  
16-24



Hertfordshire



Committed  
employer



**Wrap around support**



Training provider

[www.amazingapprenticeships.com/project-positive](http://www.amazingapprenticeships.com/project-positive)

# QUESTION TIME

Introducing our panel:

Gareth Dace, Careers Hub Strategic Lead

Rob Dawson, Skills and Apprenticeships, University of Hertfordshire

Jessie Edwards, former apprentice now Senior Consultant, KM4HR

Simon Heywood, Managing Director, Hertfordshire Building Controls

Anna Morrison CBE, Director, Amazing Apprenticeships

Anna West, Director of Talent, MCP



# Upcoming Events



## **The Queen's Awards for Enterprise Launch**

Thursday 19th May, 11:00 – 12:00, via Zoom

## **Hertfordshire County Show**

Saturday 28th and Sunday 29th May, at Herts County Showground  
Herts Chamber will be hosting a marquee at the show celebrating the  
Entrepreneurs Challenge

## **Summer Party (*Members only*)**

Thursday 30th June, 18:00 – 21:00, at Sopwell House

# HERTFORDSHIRE OPPORTUNITIES PLEDGE

The purpose of the Hertfordshire Opportunity Pledge is to help more young people to develop their skills and future careers with local employers.

Scan this QR code to sign the pledge



# HOP



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Local Enterprise  
Partnership

