

APPRENTICESHIPS NEWS

Monday 13th July 2020

This week:

- ESFA Update 08/07/2020
- A Plan for Jobs 2020
- Statistics on apprenticeships & traineeships
- Guaranteeing apprenticeships for all
- COVID-19 guidance to EPA'S
- The future of the apprenticeship sector
- Traineeships
- Suffolk and Norfolk updated
- Webinar link
- A spotlight on staff
- A focus on digital marketing
- Where to go for support
- Mental Health Helplines

ESFA UPDATE - 08/07/2020

The latest update from **ESFA** can be found [here](#)

A PLAN FOR JOBS 2020

Click [here](#) to see **Sunak's announcement** on the **GOV.UK Website**. How they will support employers financially to encourage them to hire apprenticeships. More information will follow.

APPRENTICESHIPS & TRAINEESHIPS STATISTICS

Please click [here](#) to see updated statistics on apprenticeships and traineeships on the **GOV.UK website**.

GUARANTEEING APPRENTICESHIPS FOR ALL

Robert Halfon MP for Harlow presented his vision for delivering the **apprenticeship guarantee**. Click [here](#) to be taken to **FE News** article.

COVID-19 GUIDANCE TO EPA'S

IfATE has released a guidance on how to approach decisions relating to **end-point assessments (EPA'S)** during the current Covid-19 situation. Click [here](#) to be taken to **IfATE**.

THE FUTURE OF THE APPRENTICESHIP SECTOR

As furlough comes to an end will **job cuts rise** and what does that then mean for **apprentices** who are already working or wanting to start. Please click [here](#) to be taken to **End Point Assessment & Apprenticeships Directories**.

TRAINEESHIPS

Sunak to give firms £1,000 cash bonus to hire **trainees** find out the AELP response to the governments £111 million boost for traineeships. To find out more click [here](#) for the **BBC News** article.

KEEPING APPRENTICES ENGAGED... AND FUNDED

AVOIDING BREAKS AND RETAINING ONGOING FUNDING

STEWART SEGAL, AEGIS, AELP BOARD MEMBER
FORMER CEO OF AELP

TUESDAY, 14 JULY 2020 | 2:00 PM - 3:00 PM



<https://www.aelp.org.uk/events/events/july-2020/keeping-apprentices-engaged-and-funded-sponsored-by-cognassist/>

NORFOLK UPDATES

We are continuing to work on the content for our new website, we are very excited to share this with you in the near future.

We are hosting an apprenticeships event for the Norwich Job Centre Plus on 22nd July - if you have any vacancies you would like us to share at this time please contact us.

If you require any assistance please contact us by email Apprenticeships@norfolk.gov.uk or by phone 0344 800 8024.

Norfolk County Council's Childrens Services department are still keeping post-16 providers updated with a weekly newsletter. For support or to add to those newsletters please contact CS.RPAQueries@norfolk.gov.uk

SUFFOLK UPDATES

Over the last 2 weeks we have had more referrals come through our website. We now have established participants who we are working with to ensure they are apprenticeship ready. Our pipeline for our employers is growing but we are still finding some employers are nervous. However, we are working on some apprenticeship opportunities with employers.

We also had a new apprentice join our team. Evin started at the beginning of July as the new Apprentice Business Support Officer. Evin will be completing a Level 3 Junior Content Writer apprenticeship and handling our social media. He will be a great case study for us to show how apprenticeships can be supported during COVID-19 where everything is virtual.

Apprenticeships Suffolk are on hand to answer any questions you might have by email apprenticeships@suffolk.gov.uk by phone 07849354236 or through the website www.apprenticeshipssuffolk.org

A Spotlight On Staff

We recently advised that Ellen, Amy, Sharon and Claire started with Apprenticeships Suffolk on 1st June 2020. In our last newsletter we introduced Ellen who shed some light on her experience of completing a Level 2 Business Administration apprenticeship and where that then lead her.

This week we would like to introduce Amy, who is the other Apprenticeships Suffolk Coordinator and Sharon and Claire who are the Apprenticeships Suffolk Advisors

Sharon

Hello, my name is Sharon and I have recently joined Suffolk County Council as an Apprenticeships Suffolk Advisor. My new role is focused on working with employers to create apprenticeship opportunities and to support them throughout their apprenticeship journey.

Previously, I have worked as an Account Manager for Cambridge Regional College and I have also had experience of apprenticeships as an employer in a construction related role, which I believe gives me a greater understanding of potential concerns employers may have when thinking about recruiting an apprentice. I am passionate about apprenticeships and hope that my personal experiences and honest approach will provide a positive insight into the benefits of employing an apprentice and how they can enhance your business with the 'Home Grown' approach.



Claire

Hi, I'm Claire, an Apprenticeships Suffolk Advisor and I will be supporting, mentoring, and coaching candidates who are interested in completing an apprenticeship. I have worked for local training providers for over 15 years, specialising in post 16 education on a variety of youth engagement programs, both as a front-line teacher right through working as a Centre Manager. I am a huge advocate of apprenticeships, as my career was built on my own journey through work based learning and I truly believe in the benefits an apprentice can bring to both an employer and an apprentice as they develop their skills, knowledge and confidence. I am bringing enthusiasm and drive as well as a wealth of experience in supporting people at the beginning of their career aspirations and see apprenticeships as a way to help build the economy and a company's workforce.



Amy

Hello, my name's Amy and I am a new Apprenticeships Suffolk Coordinator at the Suffolk County Council. I have recently graduated in Sociology from The University of Leicester and I will be focusing on the youth engagement side of the project. Although I chose to continue my academic journey into University, I recognise how apprenticeships can provide a great opportunity in developing career paths and I now have the privilege of assisting young people in taking their next steps towards their apprenticeship and future career.



Do you have a success story or case study to share?

We are really keen to celebrate the great work that is going on in our region, particularly throughout the pandemic. We are collating case studies for publication on our website and social media platforms. Thank you to those providers that have already contributed.

We want to showcase a broad range of apprenticeships, so we welcome your case studies from all sectors.

As well as celebrating the successes, we hope that these case studies will be inspiring for both potential apprentices and employers.

Please contact:

NORFOLK: apprenticeships@norfolk.gov.uk or **SUFFOLK:** apprenticeships@suffolk.gov.uk

A focus on.... DIGITAL MARKETING

Today we want to focus on the future of the level 3 digital marketing apprenticeship. There has been a recent outreach for employers to become more involved in reviewing the level 3 training to meet industry needs and up to date regulations.

IfATE source details what the Level 3 Digital Marketer standard offers. To which you can follow through the link below: <https://www.instituteforapprenticeships.org/apprenticeship-standards/digital-marketer/>

An overview of what the digital marketing standard achieves is the use of online and social media platforms to design, build and implement campaigns and drive customer sales.

GOV.UK released a blog on 7th July reaching out to employers to join a new trailblazer group that will transform the digital marketer apprenticeship.

As we have already been informed, the old apprenticeship frameworks will all be removed from the end of July 2020 and new apprentices will then have to study towards a new apprenticeship standard. The new wave of apprenticeships standards is employer-led, which means they are designed by employers to ensure they provide trainees with the skills their sector really needs and to set apprentices on a path to successful and lucrative careers.

They are looking for a good mix of large and small employers that truly reflect the make-up of the sector. Representatives from professional bodies, training providers, and end-point assessment organisations are also welcome to apply. Email sally.timmins@education.gov.uk if you are interested.

Please follow the link to the government website [here](#)



WHERE TO GO FOR SUPPORT



New Anglia Growth Hub

Advice and guidance to Norfolk & Suffolk businesses during the COVID-19 crisis.

Phone: 0300 333 6536

Email: growthhub@newanglia.co.uk

Visit: www.newangliagrowthhub.co.uk



Apprenticeship Service Helpline

For queries not covered in the gov.uk guidance.

Phone: 08000 150 600

Email: helpdesk@manage-apprenticeships.service.gov.uk



New Anglia LEP

To speak about funding and apprenticeship levy transfer, please contact Alison Ward on 07901 207114 or email alison.ward@newanglia.co.uk



Steadfast Training

Offering redundancy support under the wider Skills Support for the Workforce (SSW) contract. The service supports companies based in Norfolk and Suffolk (regardless of their size) and employees from the age of 16. It can also support individuals, who are at risk of redundancy or have been made redundant within the last 3 months.

Phone: 01775 513055

Email: info@steadfasttraining.co.uk

Visit: <https://www.steadfasttraining.co.uk/SkillsSupportWorkforce.asp>



Department
for Education

DfE coronavirus helpline

Phone: 0800 046 8687

Email: DfE.CoronavirusHelpline@education.gov.uk



Universal Credit Claims

Apply online: www.gov.uk/apply-universal-credit

Phone: 0800 012 1331



Norfolk and Suffolk First Response

A 24/7 service for people of all ages in Norfolk and Suffolk requiring mental health care, advice and support

Phone: 0808 196 3494



Norfolk County Council

Phone: 0344 800 8020

Visit: www.norfolk.gov.uk

[Breckland](#) [Broadland](#) [Great Yarmouth](#) [South Norfolk](#)
[Kings Lynn & West Norfolk](#) [North Norfolk](#) [Norwich](#)



Suffolk County Council

Phone: 0345 606 6067

Visit: www.suffolk.gov.uk

[Babergh & Mid-Suffolk](#) [East Suffolk](#)
[Ipswich](#) [West Suffolk](#)

MENTAL HEALTH HELPLINES

Information sourced from the [NHS](#)

Anxiety UK

Charity providing support if you have been diagnosed with an anxiety condition.
Phone: 03444 775 774 (Monday to Friday, 9.30am to 10pm; Saturday to Sunday, 10am to 8pm)
Website: www.anxietyuk.org.uk

Bipolar UK

A charity helping people living with manic depression or bipolar disorder.
Website: www.bipolaruk.org.uk

CALM

CALM is the Campaign Against Living Miserably, for men aged 15 to 35.
Phone: 0800 58 58 58 (daily, 5pm to midnight)
Website: www.thecalmzone.net

Men's Health Forum

24/7 stress support for men by text, chat and email.
Website: www.menshealthforum.org.uk

Mental Health Foundation

Provides information and support for anyone with mental health problems or learning disabilities.
Website: www.mentalhealth.org.uk

Mind

Promotes the views and needs of people with mental health problems.
Phone: 0300 123 3393 (Monday to Friday, 9am to 6pm)
Website: www.mind.org.uk

No Panic

Voluntary charity offering support for sufferers of panic attacks and obsessive compulsive disorder (OCD). Offers a course to help overcome your phobia or OCD.

Phone: 0844 967 4848 (daily, 10am to 10pm). Calls cost 5p per minute plus your phone provider's Access Charge

Website: www.nopanic.org.uk

OCD Action

Support for people with OCD. Includes information on treatment and online resources.
Phone: 0845 390 6232 (Monday to Friday, 9.30am to 5pm). Calls cost 5p per minute plus your phone provider's Access Charge

Website: www.ocdaction.org.uk

OCD UK

A charity run by people with OCD, for people with OCD. Includes facts, news and treatments.
Phone: 0333 212 7890 (Monday to Friday, 9am to 5pm)

Website: www.ocduk.org

PAPYRUS

Young suicide prevention society.
Phone: HOPELINEUK 0800 068 4141 (Monday to Friday, 10am to 10pm, and 2pm to 10pm on weekends)
Website: www.papyrus-uk.org

Rethink Mental Illness

Support and advice for people living with mental illness.
Phone: 0300 5000 927 (Monday to Friday, 9.30am to 4pm)
Website: www.rethink.org

Samaritans

Confidential support for people experiencing feelings of distress or despair.
Phone: 116 123 (free 24-hour helpline)
Website: www.samaritans.org.uk

SANE

Emotional support, information and guidance for people affected by mental illness, their families and carers.
SANEline: 0300 304 7000 (daily, 4.30pm to 10.30pm)
Textcare: comfort and care via text message, sent when the person needs it most: www.sane.org.uk/textcare
Peer support forum: www.sane.org.uk/supportforum
Website: www.sane.org.uk/support

YoungMinds

Information on child and adolescent mental health. Services for parents and professionals.
Phone: Parents' helpline 0808 802 5544 (Monday to Friday, 9.30am to 4pm)
Website: www.youngminds.org.uk