

Apprenticeships: Multi-Employer Models for the Creative & Cultural Industries

Key Messages from Phase 1 of the Research



Greater Birmingham & Solihull Local Enterprise Partnership and Screen Skills commissioned Creative Alliance to explore more flexible ways for employers to take on apprentices.

Employing an apprentice full-time will always be a great way for employers to grow talent within their company.

Partnering with Creative Alliance and creating a bespoke training plan so talent learns how to do things your way and to your standards has proven to be really successful for a number of companies.

But it's not always possible for companies in the creative & cultural industries to employ apprentices full-time for the legal minimum of 30 hours a week for 12 months.

So we talked with 20 employers in the screen sector and 60 from the wider creative & cultural industries about other models for employing apprentices.

What we've learned is that there is no ONE multi-employer apprentice model that will suit the creative industries.

The following broad models emerged:

- Job Share between two companies;
- Carousel where the one apprentice moves around a number of employers;
- Agency: one main employer who 'hires' the apprentice out to other companies;

Even in the screen sector corporate production companies favoured a carousel model where independent production companies said it was the agency model that would work best for them.

So – rather than create models to fit employers into, instead we're inviting employers to bring a partnership or consortia to us and we'll develop the model that suits you.

Each multi-employer model is going to be individually tailored to each partnership and consortia.

This is because each partner employer will need to agree on:

- Work programmes
- Training programmes
- On-boarding
- Pay and Terms & Conditions
- Consistency of approach
- Mediation Process

We'll also need to address these key barriers in the design and implementation of any model with each group of employers. These include.

- **Complementary** employers within each multi-employer partnership. It's unlikely to work if employers perceive that other partners are competitors.
- **Confidentiality:** ensuring that apprentices understand its importance and adhere to it.
- **Expectation management:** of both employers and apprentices. There won't be the same depth of experience and familiarisation on both sides, this needs to be carefully managed.

So, Creative Alliance will work flexibly with you to provide:

- **A Memorandum of Understanding** for the members of each partnership or consortia based on negotiations and agreements reached with those employers.
- **Simple processes** for recruitment, on-boarding, reporting, performance management, financial management and conflict resolution.
- **A training programme** tailored to each employer's work programme to ensure the apprentices develop the knowledge & skills to successfully complete their apprenticeship.

If you would like to develop your own model with other employers you collaborate with OR you'd like us to help you find other partners, get in touch.



Apprentices could be new recruits or existing staff or freelance associates who you want to put through a training programme to enable them to become the agile digital talent you need.

Apprenticeships available in administration, broadcast production, digital content creation, digital marketing, event management, software development and venue/event technicians. Click [here to view our apprenticeships](#).

What you get as an employer:

- Your own Development Coach to develop and deliver a training plan for your company.
- Development Coaches who are Industry Experts AND Qualified Educators.
- Specialists who will ensure your apprentice develops the knowledge, skills and behaviours to successfully pass their apprenticeship AND add value to your business.

Broadcast Production Assistant: an apprenticeship for Film, TV, Radio & Post-Production Companies. With support from [ScreenSkills](#) we've developed a Training Programme for this apprenticeship that provides a route into a variety of entry level roles in this sector. The Training Plan can be viewed [here](#).

This has been developed by [Deborah Aston](#) one of the UK's premier producers who has recently worked with Sir Steve McQueen and Terence Davies.

In consultation with industry professionals from:

[Pip Piper](#)

[Daniel Alexander](#)

[DRP](#)

[Richer View](#)

[Second Home Studios](#)

[Wellington Films](#)

Pip Piper is the creative consultant on this project. For further information about this apprenticeship and the variety of ways of employing a BPA apprentice please contact: pip@bluehippomedia.com

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And ask to talk with Noel
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