

## **Northamptonshire Apprenticeship Project**

The aim of this high-profile project is to develop a joined up approach to apprentice recruitment across Northamptonshire to attract, recruit and develop young people into NHS apprenticeships and onward to NHS careers.

*Jo Stewart*, the Apprenticeship Project Manager has worked with the apprentice leads from each of the trusts to develop and manage a range of activities to support the following recommendations that were agreed by the Northamptonshire LWAB:

- Working towards more consistent terms and conditions for apprentices across the Northamptonshire NHS trusts
- Developing and delivering our 'Step into the NHS in Northamptonshire' events for local students
- Creating a 'Northamptonshire NHS Apprenticeship' brand and developing a range of marketing products – both internal and external
- Delivering targeted recruitment campaigns (in line with the recommendations of the ThinkFuture programme)
- Developing workshops and L & D products to support line managers and mentors of current and future apprentices

All of the above align with the three primary themes of Get In, Get On and Go Further. In particular, a local priority has been to attract more young people into the NHS to raise awareness of the range of career pathways an NHS apprenticeship can lead to. The Project Manager has worked closely with the Northamptonshire Enterprise Adviser network to improve links with our local schools and external partners. To ensure a more collaborative approach across the county, we have introduced a 'shared calendar' of careers fairs and school events and this, along with the generic marketing materials, enables us to promote the opportunities across the wider NHS – rather than individual trusts.

### **Early Successes:**

- Regular meetings of the apprentice leads are now taking place; these provide a great opportunity to share ideas and support effective partnership working
- Actively working with over half of our local secondary schools and colleges – this number has doubled since the start of the project in September 2016
- Developed a number of 'have-a-go' activities to help us to engage with students – in particular, the virtual t-shirts have been a huge success!
- Plans are in place to build on the success of our first 'Opportunities in the NHS' event – rather than a traditional careers fair, this conference provided students with a taster of the world of work
- Starting to see an increase in the number of applications coming through for apprenticeship vacancies and requests for work experience

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