'Get up and Grow’ Apprenticeship Campaign – Get involved

1. Background of the ‘Get up and Grow’ campaign:
Apprenticeships provide an effective route for almost any business seeking to boost its skills base. But it’s a win win situation because apprentices can use the opportunity to learn while they earn, developing skills, gaining experience and securing qualifications. Here in the East we are committed to helping to support the delivery of apprenticeship training in local government and the wider public sector, making sure that any levy money is spent in the most effective way. Working together is the best way to achieve this.

At the ‘Blazing the Trail’ conference held in January 2017 a regional strategy for apprenticeships in local government in the East of England was launched. The strategy is available here.

To keep messaging consistent for this strategy, the representatives at the conference were invited to enter a competition to find a slogan. The winning message – picked by Cabinet Office representative Felix Cornehl, Senior Adviser in the Implementation Unit – was penned by apprentice, Matthew Wallis who was part of a team from Central Bedfordshire Council which came up with “Supporting apprentices to get up and grow” slogan.

2. Aims of the ‘Get up and Grow’ campaign
The aim is to use the ‘Get up and grow’ message to drive a campaign across the East of England to support the delivery of the regional strategy to enable councils to increase the number of apprenticeships that are undertaken and make best use of the funding available.

The aims of the campaign are to:
- Raise awareness of the Apprenticeship Levy scheme to ensure that councils make the best use of funding.
- Collate and share existing good practice and new initiatives e.g. trailblazers or existing successful schemes.
- Help to promote “careers in local government” with the help of the LGA and share approaches with authorities to attract apprentices from within the existing workforce and beyond
- Engage trades unions to involve them and use their allocated resources to support authorities at employer level.

3. Campaign outcomes:
The outcomes are as follows:
- By 2019 all authorities in the region will be offering apprenticeships to their existing workforce and have accessed funding from their digital account.
- Staff will have increased understanding of the valuable impact of apprenticeships for attracting new staff and developing the skills and careers of existing staff.
- Entry level apprenticeships across the region will have increased to over 1000.
- All authorities within the region will have details about the standards, frameworks and suppliers available to tackle the known skills shortage areas and have a network of partners to work with on any new areas.
4. **Key messages:**

Key messages include:
- Councils in the East of England “support apprentices to get up and grow”.
- Apprenticeships are an effective way to attract new staff and develop the skills and careers of existing staff.
- Apprenticeships offer a great opportunity to learn while you earn; developing skills, gaining experience and securing qualifications.
- Apprenticeships are key to helping address skills shortage areas.
- A typical county council can have as much as £2 million of apprenticeships levy funding available. A district council might have £50,000. This money can be drawn down to pay the providers of apprenticeship training.

5. **Delivery:**

There is now a ‘Get up and Grow’ identity for local authorities in the East of England to use free of charge to create a joint brand to enhance the local activity we as a sector are doing to support the aims of the regional strategy.

This includes:
- A ‘Get up and Grow’ brand (included in this pack)
- The campaign strapline ‘Supporting apprentices to get up and grow’
- Social media hashtags #getupandgrow and #apprenticeshipeast

These tools are there to be used by the East of England LGA and Local Authorities on all materials which support the aims of the regional strategy for apprenticeships in the East of England. This could include, but is not restricted to:
- Including the identity on your relevant website pages to demonstrate commitment
- News stories in the local media
- Social media activity
- Events

If you are running any initiatives on apprenticeships in your area and want to get involved in the campaign do let us know so that we can help to promote where relevant.

Get in touch with:
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6. **Timing**

The campaign will be launched in the region during Apprenticeships Week 6 - 10 March 2017.