

The Employer Pledge



Creating a minimum of 1,000 new apprenticeships in 1,000 days



By pledging to invest in local people you can nurture talent and grow your business.

Grow your business with tailor-made apprenticeships

Have you ever thought about how an apprentice can help your business?

Apprentices give you the chance to nurture your own talent, reduce training costs, and develop a workforce with the specialist skills you need.

We're aiming to give at least 1,000 young people a helping hand into a worthwhile career in the city and we need local businesses to work with us.

The independent Employer Skills Task Force was set up in September 2015 to tackle this challenge. Formed from over 30 leading businesses and education providers in and around Brighton & Hove, we see apprenticeships and traineeships as the solution.

This is your chance to help grow the talent in the Greater Brighton region while creating a tailor-made workforce with the right skills for your business.

The task force will help you set up apprenticeships, and guide you through the process while growing your business.

Help us create a minimum of 1,000 new apprenticeships in 1,000 days.

Make the pledge

We're asking you to sign up and pledge your support to help local young people prepare for and enter the world of work.

This pledge will help local businesses strengthen your workforce and create jobs and training opportunities which you could benefit from.

Make the pledge, and commit to offer one or more of the following:

- Offer a traineeship, apprenticeship or higher apprenticeship
- Offer a workplace visit to your business
- Offer a work placement to a young person
- Offer help with student projects or enterprise activities in schools and colleges
- Offer to speak to pupils about careers and recruitment
- Become a school governor
- Mentor a budding entrepreneur
- Provide employment advice about your industry



Create careers in your business

By offering traineeships and apprenticeships, you can create flourishing careers suited to your business.

Rachel Maddison completed a Level 3 Business and Administration apprenticeship while at Brighton & Hove City Council, after which she managed to get a permanent position as a procurement advisor.

She will soon be starting her second apprenticeship with the council in Procurement and Supply Management.



Nurture your own talent and support Greater Brighton

Apprenticeships can offer you the opportunity to develop people with the skills you need as well as bringing benefits such as improved staff morale, staff retention, and improving your productivity and reputation with customers.

Productivity in the Greater Brighton region is lower than the rest of the South East. Businesses tell us that there is a lack of skilled workers holding back their growth. At the same time, the number of new apprenticeships recently hit a five year low.

By offering opportunities for young people, not only will you help the region reach the goal of a minimum of 1,000 apprentices in 1,000 days, but you could also give a boost to your business. A recent government survey found that three quarters of businesses surveyed said that apprentices had improved product and service quality.



“I’m happy and in a job I love. It still astounds me to think two years ago I was unemployed and lacking any kind of confidence or direction.”

Rachel Maddison



Apprenticeships in practice

Alison Hill, Director at Burnands Brazier Malcolm Wilson Solicitors, saw the potential for her businesses when she took on Abbie Kimber, 19, as an apprentice.

“As the leading general practice in the Worthing area, with a strong business ethos and links to the community, it was important to us to recruit a local candidate and invest in young talent. When we were approached by Northbrook College about their apprenticeship scheme we were keen to learn more and get involved. And we certainly haven’t been disappointed - not a week goes by without a client saying how friendly and helpful Abbie is.”

Abbie works as the company’s receptionist and successfully studied for her Level 2 Business & Administration framework during her first 12 months.

To read the full list of eight recommendations from the Employer Skills Task Force, or to find out more about the Employer Pledge and our ambition to create a minimum of 1,000 apprenticeships in 1,000 days head online and visit brighton-hove.gov.uk/1000-apprenticeships



“I’m thrilled to be moving onto the next level. The whole team has been very positive and supportive throughout my apprenticeship.”

Abbie Kimber



Find out more about taking on an apprentice.
Web: brighton-hove.gov.uk/apprenticeships
Email: Apprenticeships@brighton-hove.gov.uk
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