

APPRENTICESHIP SUPPORT by BE MORE

Jan 2022

Funded by the Liverpool City Region Strategic Investment Fund (SIF) and the European Social Fund (ESF)



METROMAYOR
LIVERPOOL CITY REGION



What we do...

Provide **free information advice and guidance** about Apprenticeships to schools, young people, parents and all Liverpool City Region residents. This includes:

Schools Support Sessions

- ✓ Recorded Presentations through our portal Learn Live
- ✓ Educational Theatre Productions performed in schools
- ✓ Virtual or Live presentations to students
- ✓ Mock Interviews
- ✓ Careers Fairs

Job Centre's & Partners Apprenticeship Information Sessions and 121 IAG with Individuals

Deliver LCR Skills Show and Careers Events and the Liverpool City Region Apprenticeship Graduation

Working with Schools

Innovative Delivery



Inspiring Educational Theatre: 250 live theatre productions will be performed in schools, sixth form and college settings across the Liverpool City Region. **3 different productions** have been created to provide a comprehensive suite of information for students from Year 9 through to sixth form or college Year 13. The content of the productions will aim to strengthen the students' knowledge and understanding around set key themes of information around apprenticeships. We have delivered **79 performances** in LCR schools so far.

Virtual Delivery: Adapted our IAG sessions from physical activity to live presentations via Zoom, Microsoft Teams and the Learn Live platform. This has enabled us to engage all students and deliver a more varied programme with external moderation of the chat facility built in. The sessions often include apprentices and employers from our apprentice Ambassador Network.



- Since Nov 19 we have delivered **291 school activities** so far reaching **22,454 students**
- Strategic partnership** working with both LCR ASK providers and the CEC to ensure coordinated and targeted delivery of services to LCR schools promoting apprenticeships.

Working with Job Centre Plus and Key Stakeholders



Adapted our delivery from physical presentations to live presentations via Zoom and Microsoft Teams. This has enabled us to engage larger groups of residents and deliver a more varied session to all JCP's across LCR. Inviting along apprentices and employers from our Ambassador Network, giving a real life flavour to how Apprenticeships work.

Since Nov 19 we have delivered **224 sessions** so far reaching **2136 local residents** and **18-21 year olds** through their **Youth Obligation Programme**.

Current Focus: Working in partnership with the DWP to support the new **Youth Hubs** and developing a be-spoke **Digital Apprenticeship Information Session** tailored to support suited JCP customers with live chat facility. Pilot programme launched Dec 21.



Apprenticeship Vacancies and Newsletter Articles

Over 8712 Apprenticeship Vacancies advertised on Be More website so far.

Since Jan 2021 created 96 News Articles, 12 Employer Case Studies and produced 12 newsletters to a growing subscriber database, inspiring readers on the many unknown apprenticeship opportunities and directing them to the live LCR vacancies on Be More.



BE MORE



be-more.info

Be More Marketing Campaign Promotional examples



Highlights so far

100% increase in unique visitors to the Be More website as a result of the campaign
 136,495 social media reach from advertising

LCR Be More Apprenticeships
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Never too late to make a career change. There are hundreds of organisations in the Liverpool City Region looking for experienced people just like you.

APPRENTICESHIPS ARE FOR PEOPLE EARLY IN THEIR CAREER
 Make smart career choices.

Nina, 42
 Art Technician

our future apprenticeships

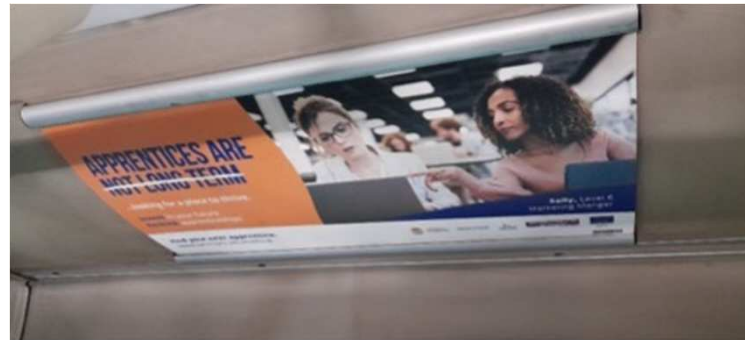
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George, Level 2
 Engineering operative

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APPRENTICESHIP
SUPPORT

BY BE MORE

Large Promotional Events Coming Soon

Skills Show

Event to hold approx. 100 exhibitors and 5,000 attendees and will include a twilight session for residents parents, guardians.

Apprenticeship Graduations

Event to be held in September 2022 to 150 apprentices & guests. Our first event was held on the 25th November 2021 at Grand Central Hall.



Join us at...

LIVERPOOL CITY REGION SKILLS SHOW 2022

BOOK NOW

Brought to you by: **APPRENTICESHIP SUPPORT**

1 & 2 MARCH
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Thank You



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