

Get in Go Far
**EMPLOYER
COMMUNICATIONS**

**EMPLOYERS
GIVE YOUR
BUSINESS
A BOOST**

**GET IN
GO FAR**
APPRENTICESHIPS

THE CAMPAIGN

Aim:

to redefine perceptions of what an apprenticeship can bring to a business and increase demand for apprenticeships amongst employers.

'Get In. Go Far' was launched in Spring 2016 to tell a different story about apprenticeships, showing young people, their parents, teachers and employers, what they really look like in the 21st century. This current wave of the campaign takes a closer look at what an apprentice can bring to a business - showcasing the stories of several SME's.

This activity will highlight to employers how they can grow their business with an apprentice and encourage more to take one on.

THE CREATIVES



**GIVE YOUR
BUSINESS
A BOOST**

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GO FAR**
APPRENTICESHIPS

THE CREATIVES

// Our apprentices are now firmly at the heart of our firm
- Angels Costumes //

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THE CREATIVES

Our apprentices are gaining relevant skills to help us grow

- Fairfield control systems

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HOW TO SUPPORT THE CAMPAIGN

- **Follow us**

Follow us on Facebook, Twitter or Instagram

- **Share the campaign on social**

Share your own messages using #GetInGoFar .

- **Got something bigger in mind?**

Get in touch and let us know what you're planning! We're happy to support alternative ideas, from PR to events, just let us know what you're thinking by emailing us in advance: thomas.mccarthy@education.gov.uk.

- **Speak to your networks**

Talk to your supply networks about the possibility of apprenticeships and the benefits it could offer to their businesses too.

FIND OUT MORE

More information, facts and case studies on what an apprenticeship can offer a business can be found on the [Get in Go Far](#) webpage. Or find out more on our [LinkedIn](#) page.

Information on pay costs and changes made due to the 2017 apprenticeship levy can be found on [gov.uk](#).

SUGGESTED SOCIAL MEDIA POSTS

- Do you find it hard to recruit staff with the right mix of skills? An apprentice could you grow your own talent <https://goo.gl/gkiHRq>
 - Find out how apprentices can help to solve your recruitment challenges and grow your business <https://goo.gl/gkiHRq>
 - Learn how you can use apprentices to bring new talent through the ranks and even upskill current staff <https://goo.gl/gkiHRq>
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- Find out how apprentices could bring new talent and new ideas into your business. Learn more @GetInGoFar <https://goo.gl/gkiHRq>
 - Apprenticeships aren't just for big employers – learn about the support available if you take on an apprentice <https://goo.gl/gkiHRq>

What is an apprenticeship?

An apprenticeship is a job with training. It offers the chance to gain a recognised qualification and essential skills whilst working and earning a wage.

What can apprenticeships do for a business?

With apprenticeships you can enhance your workforce and introduce a fresh perspective to your business, 89% of employers say apprentices make their business more. Furthermore apprenticeships offer the opportunity to strengthen and diversify the workforce providing a future talent pipeline tailored to your business needs.

What is the offer for SME businesses?

The STEP arrangements provide four easy to understand ways non-Levy-paying SMEs can access government funding for their apprentices:

- **SUPPORT:** The government pays 90% of an SME's training and assessment costs for the lifetime of the apprenticeship, any age, any level (up to funding band maximum).
- **TEEN GRANT:** An extra £1,000 grant will be paid to any SME who takes on a 16-18 year old, or a 19-24 year old that has previously been in care.
- **ENTREPRENEUR OFFER:** Businesses with under 50 staff will also see 100% of training and assessment costs paid for if they recruit an apprentice aged 16-18.
- **PROVISION FOR ADDITIONAL SUPPORT:** For SMEs who take on those with additional learning needs further support is also available.