

Merseyside Apprentices get involved in Capital of Culture

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As Liverpool celebrates the start of its reign as European Capital of Culture 2008, 140 young learners across Merseyside are enjoying a range of creative, skills-based activities as part of the Learning and Skills Council's (LSC) new Capital of Culture Badged Apprenticeship Programme.

During a year of firsts for the LSC in Merseyside, the new Capital of Culture programme is being launched this week as part of the first ever Apprenticeship Week, which celebrates the success thousands of young apprentices across the region.

As part of the exciting new programme, the LSC has added an innovative dimension to a number of its Apprenticeships, allowing Merseyside learners to further develop their skills, whilst at the same time participating in this year's Capital of Culture.

The programme, run by Greater Merseyside Learning Providers Federation (GMLPF) and training provider General Physics, enhances the LSC's Apprenticeships in Retail, Tourism and Hospitality, and Leisure, making 2008 a memorable year for learners.

Joanne Rymer, Project Manager at GMLPF comments, "The Capital of Culture Badged Apprenticeship Programme is for young people aged 16-24. It adds value

to the current Apprenticeship programme, particularly within the key related sectors.

“Apprentices will have access to an enhanced menu of themed learning experiences and activities, from producing an hour-long show of Liverpool’s music with Radio Merseyside, to learning about film and actually creating an animation with St. George’s Hall. All the activities will relate to the European Capital of Culture, and will allow learners to get involved in what promises to be an unforgettable year for Merseyside.

“The programme will culminate with a number of showcase events later in the year and individuals who have taken part will receive a Liverpool Capital of Culture certificate in addition to their main Apprenticeship framework.”

Liverpool Culture Company, the organisation set up to deliver Liverpool’s cultural programme in 2008 and beyond has played major a part in launching the new Apprenticeship programme and their Learning and Skills Manager, Mary Beaumont comments, “For anyone interested in pursuing a career in retail, tourism and hospitality, and leisure this scheme presents a wonderful opportunity to gain valuable industry experience through the Apprenticeship programme, whilst at the same time becoming involved in cultural activities.

“Liverpool Culture Company is delighted to be involved in this programme. It allows participants an opportunity to become engaged in a whole range of cultural experiences currently on offer as part of our Capital of Culture year.”

Karon Brownbill, Economic Development Director at the LSC in Merseyside adds, “This programme has been developed with the intention of delivering a high quality and unique experience for a number of apprentices and their employers. It is about

giving the young people who participate in the programme a real sense of engaging with the full 'culture' experience during the whole of 2008.

“The programme is a once in a lifetime opportunity, Capital of Culture status is not likely to come to the UK again in the foreseeable future, and this programme is designed with this in mind, marking the LSC’s commitment and participation in the year. This unique opportunity will also bring sustainable outcomes in terms of the confidence that the young people involved will gain and in the skills they will learn.”

If you would like to know more about the Capital of Culture Badged Apprenticeship programme, call Joanne Rymer at GMLPF on 0151 707 8775. For general information on Apprenticeships call 08000 150 600 or visit www.apprenticeships.org.uk

Ends

Learning and Skills Council:

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England’s young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

FOR FURTHER INFORMATION:

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