

## CASE STUDY

### Apprentice Event

ESH ADDED VALUE 



**Apprenticeships have always been an integral part of Esh Group. Apprenticeships are seen to allow businesses to recruit someone with the right attitude and work ethic. They bring fresh thinking and enthusiasm to a company providing a solid base to build their skills set. With the rise of tuition fees many young people are considering the apprenticeship route as the starting point for their career choosing professional trades over higher education.**

Our in-house apprenticeship programme Esh Academy was established in 2013 and was created to responsibly recruit apprentices per business need. In 2013 we made the commitment to enrol 150 apprentices, and in 2016 we achieved this target and welcomed our 150th Apprentice to the Group.



Over 90 young people signed up to our “your career starts here” mailing list which provides signatories with up to date news and information on work experience, traineeships, apprenticeships and training and advice.

Esh have a range of apprentice opportunities available including; Quantity Surveying, Bricklaying, Joinery, Roofer, Construction, Engineer, Administrator, Groundworker, Construction Engineer and Plant Operator.

“The Esh Apprentice day has been a great success and exceeded expectations. We have had a productive day with lots of potential candidates. We would not hesitate to take part in this event in the future”

Jayne Parsley-Walsh,  
Mediaworks

## Apprentice Event

In June we held an Apprentice Fair in our new apprentice training building, Esh Academy based at headquarters in Bowburn. The Apprentice Fair enabled us to promote available North East apprentice vacancies we have that are due to start in September.

A wide range of businesses were invited to the Apprentice Fair and given the opportunity to have an event stand showcasing their business sector and available apprentice vacancies. Supply chain partners and local organisations from a range of sectors attended including law firms Bond Dickinson & Muckle, digital marketing agency Mediaworks, training provider Profound Group, security company Protector, Northumbrian Water, Construction Industry Training Board (CITB), Tarmac, Esh Training Solutions, MOD Army, Newcastle College and New College Durham.

On the day, over 50 business guests were recruiting apprentices ready for the September intake. Each organisation had a stand with promotional materials, available apprentice opportunities and application forms. Employees from each business were on hand to answer any questions about their organisation, the apprenticeship pathway and apprentice opportunities they had available.

Group Training Manager Tricia Mullen from Esh Training Solutions attended the event helping to guide people to relevant businesses, whilst discussing the apprenticeship pathway with parents and young people. All Esh Group apprentice vacancies advertised on the day had an A4 job description highlighting, location, overall objectives, qualifications, key measurements and experience.

Over 30 local secondary schools were contacted and invited prior to the drop-in event which was held between 1pm -7pm. Approximately 200 local young people, parents and teachers came through the doors of Esh Academy to visit businesses and learn more about apprenticeships with many people taking application forms to complete at home.

