



# JTL

## Apprenticeships and Ethnic Minority Group Representation





# Projects



JTL Projects since 2003 - YTD

Plugging the Gap (Part funded by ESF @ £120k) Total cost of project £270K (National)

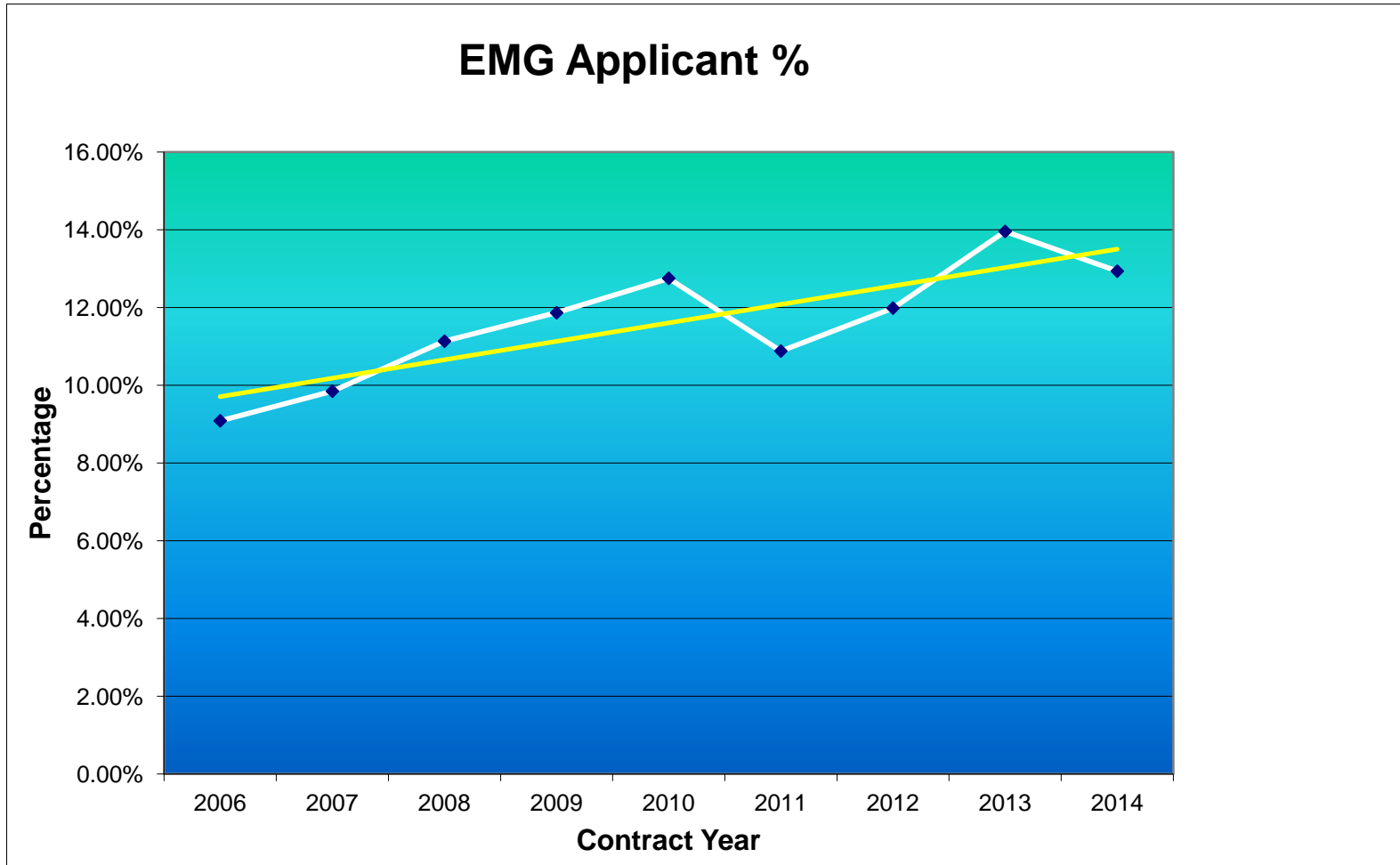
Livewire (Funded by the LSC @ £170k) specific to BAME

Shockwaves - grants to assist with wages total cost of project £120k

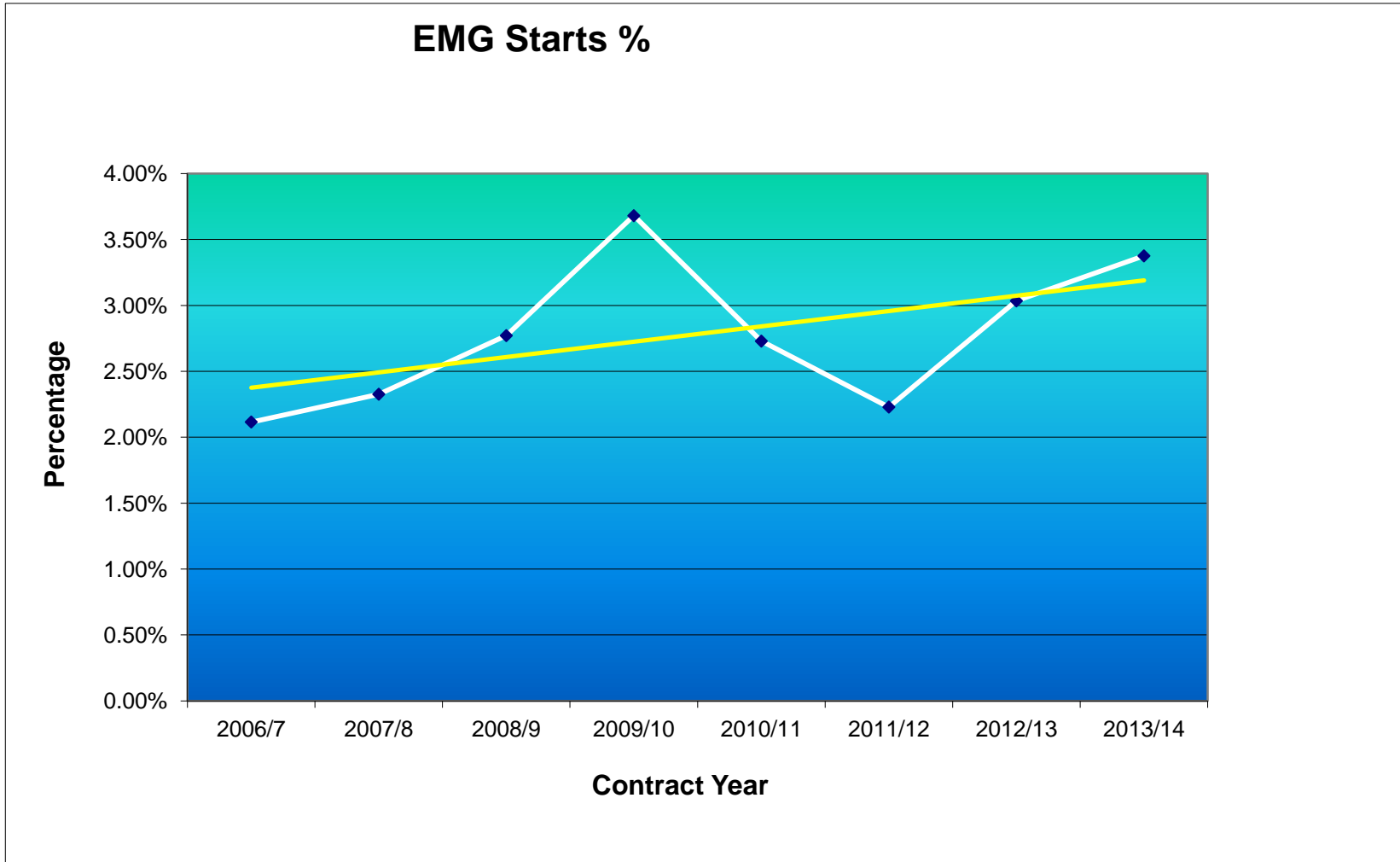
Breaking the Mould (part funded by ESF/LSC) total cost of project £125k

Apprentice Ambassador Initiative funded by JTL total cost for year 1 £70k

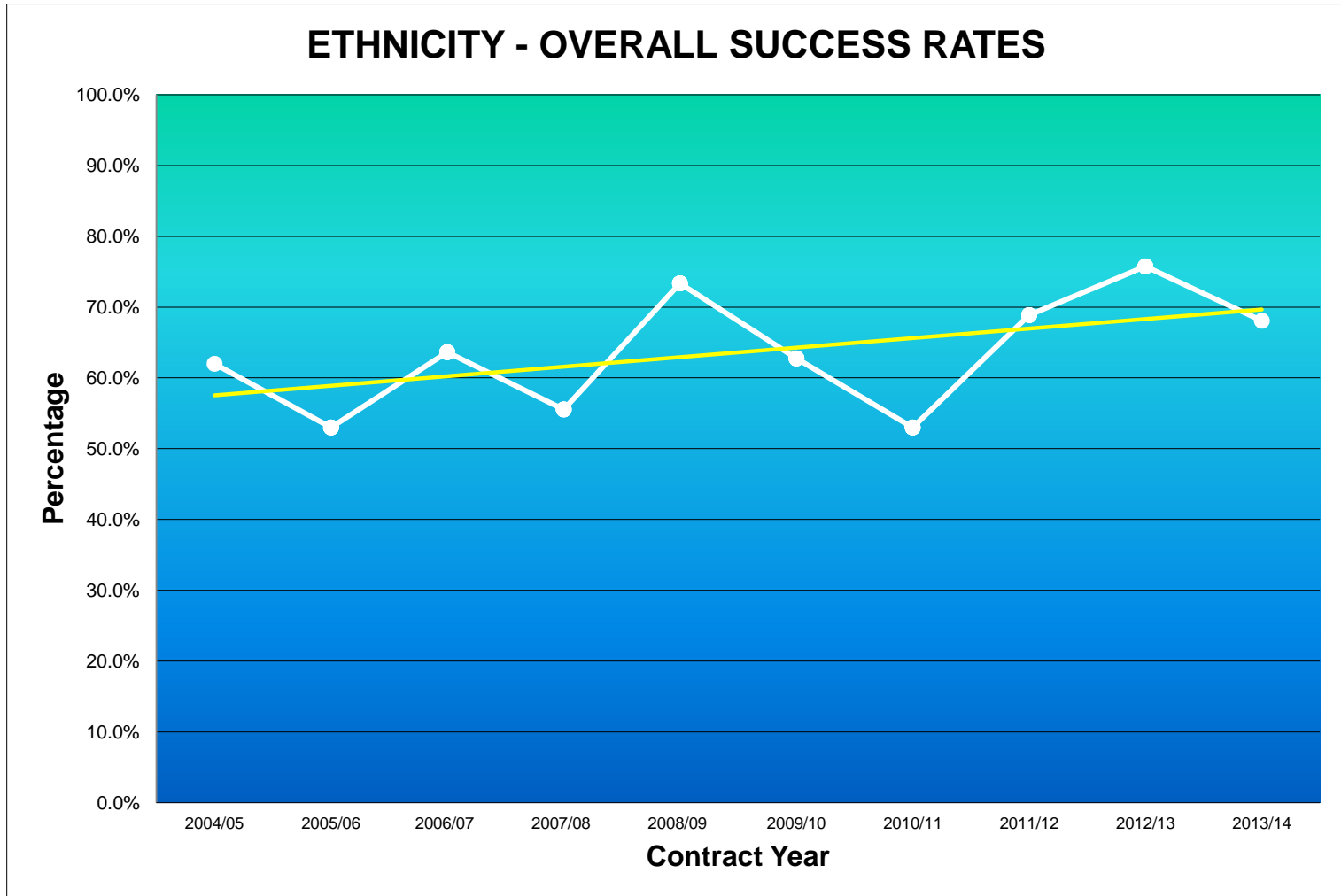
# The JTL Picture



# The JTL Picture



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## Continued barriers



- JTL is probably one of the best/worst kept secrets among BAME young people;
- Understanding what apprenticeships are, removing the perception;
- Parental influence;
- Cultural/Peer influence;
- Industry perception;
- Not enough role models from the industry;
- Money;
- Perceived lack of employment opportunity;

# Working with the Regions





# Moving forward



There are a lot of changes that need to be implemented to counteract the barriers.

- More community engagement
- More information sharing
- More promotion of apprenticeships utilising the Apprentice Ambassadors more.

# Thank you

