



## Creating a Passion for Apprenticeships

A two-year campaign to create a passion for Apprenticeships and Traineeships across Greater Manchester has been successfully won by a partnership bid from the Greater Manchester Learning Provider Network (GMLPN), Greater Manchester Chamber of Commerce (GMCC) Marketing Manchester (MM) and marketing communications specialist MC2.

The campaign has been designed to increase the number of Apprenticeships and Traineeships across Greater Manchester by targeting employers, young people, parents and carers, as well as other key influencers including teachers, schools and skills providers.

The consortium's bespoke, distinctive, sustainable and highly innovative approach will use pioneering and imaginative solutions to highlight the positive benefits of Apprenticeships and Traineeships. The campaign will highlight the effectiveness of these schemes in delivering relevant and high quality career stepping stones, while contributing to the economic growth of individual businesses and the wider Greater Manchester community.

Anne Gornall, Executive Director at GMLPN, said: "This is a really exciting project for the partnership to be involved in. Our objective is to reach as many stakeholders as possible throughout the duration of the campaign to maximise employer take-up and drive up knowledge of and interest in the Apprenticeship route for young people. It's a tough brief but I am confident that we have the right team in place to deliver it."

Louise Timperley, Head of Skills and Employment at GMCC added 'With over 90,000 businesses across Greater Manchester, this is an excellent opportunity to get the message out and support businesses, large and small, to recruit and engage more young people on apprenticeship career pathways.'

**GMCA**

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