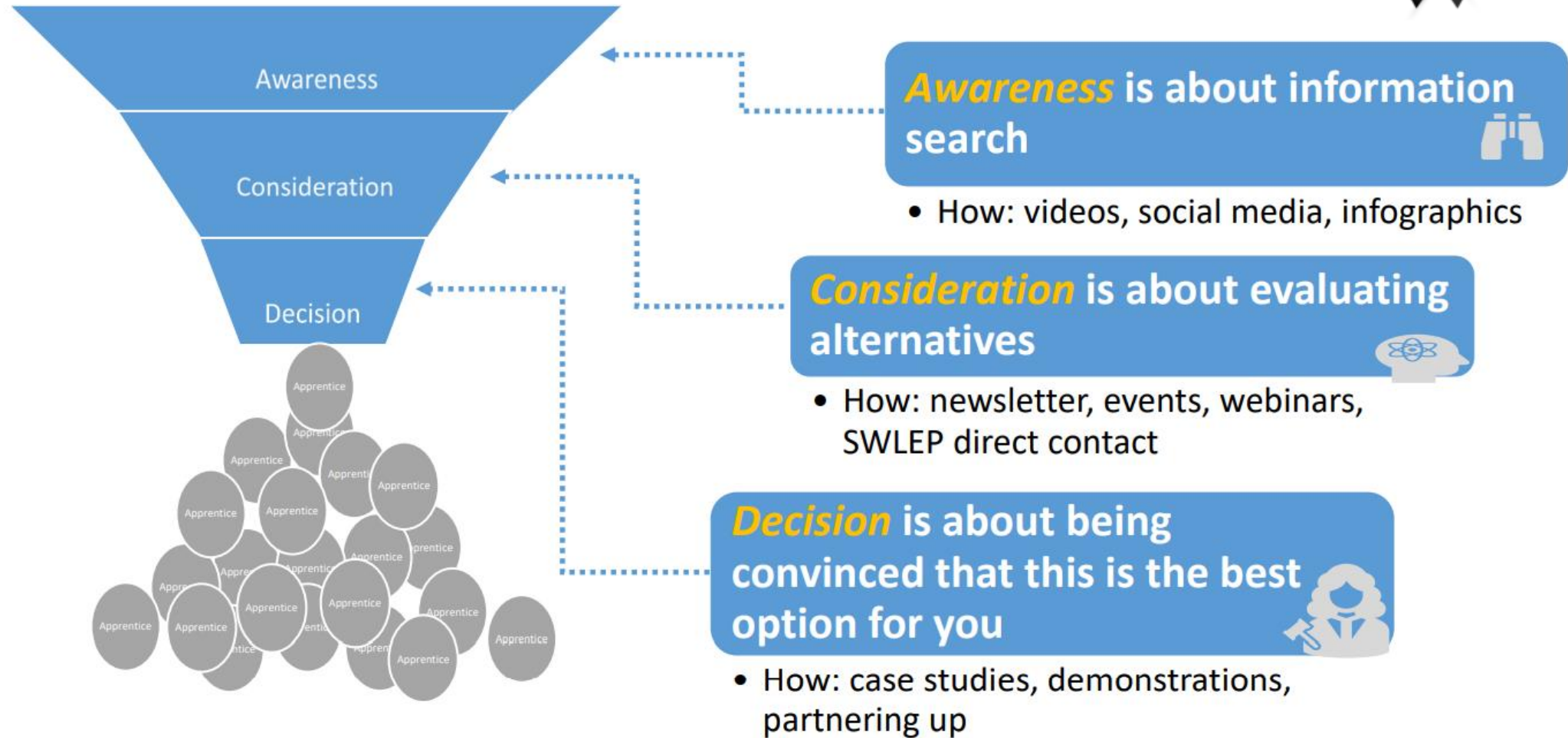


# Apprenticeship Campaign

The SWLEP Apprenticeship campaign purpose is to succeed in supporting 50 businesses to take on an Apprentice that have not had an Apprentice before





# Apprenticeship

Starts: 12

Tentative:  
10

Initial stages:  
16

Actively  
Recruiting:  
1

Employers with  
employee ready  
to start: 9

# Outreach



696 visits on persona landing pages since April 1st.  
Paid advertising



Conversion of Kickstarters



SWLEP and Growth Hub social media, team linkedin channels



Webinars delivered in February and available on demand



All things Apprenticeships Coffee and Chat, 5 sessions 65 registrants, 3 more booked in



Direct Delivery – Team work internal referrals, referrals from external agencies