

National Apprenticeship Week 2023: Fresh funding round for apprenticeship campaign

A campaign launched to create new apprenticeships across Birmingham and Solihull has received a fresh round of funding.

The Ladder for Greater Birmingham is now targeting 1,000 new apprentice starts after securing £50,000 in backing from the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP).

[This is the fourth round of funding](#) from the LEP for the Ladder which was set up to connect employers with training providers and apprenticeship candidates across Birmingham and Solihull.

What is the Ladder for Greater Birmingham?



The Ladder for Greater Birmingham [campaign launched in summer 2018](#) with the aim of creating new apprenticeships in Birmingham and Solihull by bringing candidates and training providers together with employers.

We have been supporting the project from day one as media partner and organiser of our annual apprenticeship awards in partnership with the Ladder.

Other stakeholders include Vine Trust, Performance Through People, Greater Birmingham and Solihull LEP, Birmingham and Solihull Training Provider Network and West Midlands Combined Authority.

To get involved in the campaign visit www.ladderforbirmingham.co.uk and read all of [our previous coverage here](#). You can contact the Ladder team on **03332 409 699** or by emailing [**apprenticeships@ladderforbirmingham.co.uk**](mailto:apprenticeships@ladderforbirmingham.co.uk)

Since its launch, it has welcomed 3,000 apprenticeship starts

and this latest funding round will support recruitment following a decline in apprenticeship starts in Birmingham and Solihull since the Covid-19 pandemic.

The announcement of the new funding follows swiftly on the launch this week of the new [Ladder Skills Academy in Birmingham city centre](#).

The new facility has been created to enable potential apprentices to learn about the career options and gain some hands-on experience in a series of mocked up workplaces such as a dentist's surgery, shop and café kitchen.

GBSLEP chief executive Henriette Breukelaar said: "As an employer-led organisation, our skills strategy has always worked to provide a pipeline of training to match the needs of local and regional employers.

"Our investment for the next phase of the Ladder for Greater Birmingham will help people of all ages looking to gain the skills and experience they need to secure good quality jobs with local businesses.

"The Ladder for Greater Birmingham has been a key to the delivery of GBSLEP's strategy to drive inclusive and sustainable economic growth.

"Having a skilled workforce will help local employers survive and thrive in the harsh economic climate."

National Apprenticeship Week 2023

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CECA supports campaign

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Skills academy launches

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HS2 recruits apprentices
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Campaign wins funding

Ladder for Greater Birmingham chairman Kevin Davis added: “Having enjoyed the support of GBSLEP since we launched, we are delighted they have agreed to fund the next phase of our work creating opportunities for employment and training.

“Like us, GBSLEP recognises the step up which apprenticeships can make on the ladder of opportunity for people young and old.

“Building on the opening of the new Skills Academy, which the LEP has helped to fund, the Ladder can work towards our shared mission of increasing the quality of life for all their residents.”