

# New apprenticeship academy to launch in Birmingham

A new apprenticeship academy aimed at hiring the next generation of talent in the media and creative industries is set to open in Birmingham. London-based The&Partnership has announced its new project, called 'The&Academy', will launch in the Custard Factory in Digbeth.

The&Partnership is an independent, creative agency working in sectors such as advertising, marketing and digital creative. The long-term aim for the The&Academy, which will be delivered by training provider Multiverse, is to create a centre of excellence for media and creative specialties in Digbeth.

The hub will provide full-time training and work experience on year-long courses and, during its first year, welcome 25 apprentices aged between 16 and 24 who live a commutable distance from Birmingham. Following this, the aim is to expand the centre up to 100 apprentices.

## Greater Birmingham Apprenticeship Awards 2022

The Greater Birmingham Apprenticeship Awards are back for 2021 and [now open for entries here.](#)

The event will be held at Edgbaston Stadium in Birmingham on **Friday November 11** and will celebrate apprentices, employers and training providers across 12 categories including our overall Apprentice of the Year.

The deadline to enter the awards is **Friday September 23** and sponsorship opportunities are also now available.

Please email [paige.jackson@reachplc.com](mailto:paige.jackson@reachplc.com) for details and follow the hashtag [#GBAA](#) for updates on social media.

For more information about our Apprenticeship Awards and other events [please visit www.reachplcevents.com](http://www.reachplcevents.com).

At the end of the course, the apprentices will transition into part-time or full-time work with either The&Partnership or its joint venture company mSix&Partners.

Daniel Wardle, programme director for The&Academy, said: “It’s so exciting to be launching The&Academy in Birmingham. We felt that, within our sector, Birmingham has often been overlooked in favour of London.

“We knew there was plenty of untapped potential and overlooked talent in the region and we wanted to find the right location for a long-term project. I grew up in Birmingham so it’s great to be launching this project back home. We can’t wait to bring The&Academy to life.”

James Craig, founding partner of Oval Real Estate which acquired the Custard Factory in 2017, added: “We are so pleased to announce that The&Partnership have chosen The Digbeth Estate as the location for their first venture with The&Academy. Digbeth is fast becoming a hub for creative business and this latest addition to the education sector in the area is a great win.

“We can’t wait to see the results of The&Academy and watch the long lasting, positive impact on both the area and the industry.”

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