

Oxfordshire Apprenticeship Awards 2024 **16 May 2024, 18:30 - 21:30 at Williams Racing Conference Centre**

Celebration Evening Brief (7 pages)

Background Information

Oxfordshire Local Enterprise Partnership (OxLEP)

Oxfordshire Local Enterprise Partnership (OxLEP) was launched in March 2011. We are one of 37 LEPs in England and we are responsible for championing and developing Oxfordshire's economy.

In recent years, we have made considerable progress in strengthening Oxfordshire's economy by establishing robust and effective relationships between businesses, academia and the public sector.

We act as an informed, independent advocate for those driving innovation and growth across the county and – through a Strategic Economic Plan (SEP) for Oxfordshire – we prioritise key programmes that build dynamic economic growth.

Our highlight achievements to-date includes:

- We have secured in-excess of £660 million-worth of central government and European funds benefitting the Oxfordshire economy and our communities.
- Working with the private sectors, we have supported the creation of around 48,000 new jobs between 2012 and 2018, representing over 50% of a 2031 target of 85,600 new jobs.
- Working alongside key partners, we now oversee a £2.2bn growth programme for the county.
- We have led the development of the Oxfordshire Local Industrial Strategy, which has an ambition to position the county as one of the top-three global innovation ecosystems, highlighting our world-leading science and technology cluster.
- We have led the development of the Oxfordshire Energy Strategy, which sets out an ambitious framework to enable the county to be at the forefront of energy innovation to foster clean growth.
- We are a key player – working alongside Government departments, local authorities, academia, businesses and communities – in the evolution of the Oxford-Cambridge Arc.

Our vision is to see:

'Oxfordshire as a vibrant, sustainable, inclusive, world leading economy, driven by innovation, enterprise and research excellence.'

OxLEP today

Today – we continue to build-on several years of success, championing the Oxfordshire economy and securing funding for the benefit of both our business community and wider Oxfordshire communities.

We have three distinct business units, supporting our everyday work:

- **OxLEP** (*strategy and major Government-funded projects*).
- **OxLEP Skills** (*support with and promotion of apprenticeships, linking business with education – supported by stakeholders, including the Careers & Enterprise Company*). **More on The Skills Hub later in this paper.**
- **OxLEP Business** (*Growth Hub, funded programmes of support for businesses and international trade and investment for Oxfordshire*).

The Oxfordshire economy

As a county, Oxfordshire continues to reaffirm a world-leading economic position, with many international and national bodies highlighting the success of our economy. Key statistics and highlights currently include:

Economy:

- A GVA of £23bn per year, currently, one of just three net county contributors to the exchequer.
- A significant player in the Oxford-Cambridge Arc, which contributes over £111bn GVA per year, with the potential to do more.
- A potential £180bn boost to the UK economy through our four transformative technologies, as identified in the county's 2017 Science and Innovation Audit.

Jobs and business survival rates:

- Around 48,000 new jobs created in Oxfordshire between 2011/12 and 2017/18.
- The UK five-year survival rate for businesses born in 2011 and still active in 2016 was 44.1%, Oxfordshire averaged 49.3% during the same period.

Academia and research:

- Home to the number one 2020 Times Higher Education's globally-ranked university – the University of Oxford was also number one in 2019 and 2018. In addition, Oxford Brookes University ranks in the top 50 in the Complete University Guide 2021.
- Home to the largest fund for university spin outs in Europe, via Oxford Sciences Innovation, totalling £600m.
- Home to the number one concentration of science research facilities in Western Europe.

OxLEP Skills Hub

The Oxfordshire Local Industrial Strategy recognises that developing ‘people’ and ‘skills’ are critical to ensuring economic success. OxLEP has a local leadership role within the skills system and to prioritise actions to address skills issues. In turn, this can give more people in the local community access to high quality skills provision that leads to good jobs.

Oxfordshire is a strongly performing economy, with strong economic growth across a range of high-value sectors and there has been robust employment across many of Oxfordshire’s target sectors. Traditionally, the area has a relatively strong skills ecosystem, but it hasn’t retained enough of the talent that providers have nurtured and trained and not all sections of society have benefitted from Oxfordshire’s growth.

Our Social Contract Programme is a £1.7M programme of activity set to make a significant and positive impact on Oxfordshire's skills ambitions. The programme has a strong emphasis on apprenticeships and encouraging employers to ‘grow their own’ and retain both apprenticeship funding and talent here in the county. We aim to achieve this through several work streams, including:

Unlocking and accessing the apprenticeship levy – we work with levy paying businesses who would like to pledge up to 25% of their unused levy to help grow apprenticeships in Oxfordshire rather than the funding being returned to HM Treasury. Pledges have benefited a range of sectors, including health, adult social care, education, construction and hair and beauty. We support small and medium sized enterprises (SMEs), social enterprises and charities to access the pledged funds to pay for apprenticeship training. We also have a dedicated advisor focusing on apprenticeship completions to help ensure successful outcomes for apprentices, employers and training providers.

Our **apprenticeship ambassador scheme** invites current apprentices to volunteer in Oxfordshire schools and colleges to give presentations to young people about why they chose an apprenticeship as a career pathway. By growing our scheme through the Social Contract, we aim to inspire more young people to consider apprenticeships.

Community Employment Plans (CEPs) aim to enhance training, employment and skills opportunities resulting from major developments and generate economic activities for local communities in Oxfordshire. Supported by our dedicated Community Employment Plan Advisor, CEPs consider how the development can offer apprenticeships, meaningful work placements, entry level training or further qualifications to local communities.

Oxfordshire Apprenticeship Awards (OA Awards)

The OA Awards were launched in 2017, to showcase the value of apprenticeships to apprentices and employers. The OA Awards aims to promote apprenticeships as a positive career route for all levels of learner, including degree and Master's level (and minus the debt!) and to employers. The benefit to employers is that they can 'grow their own' talent and retention of an apprentice over a graduate tends to be much longer.

The awards are managed by OxLEP Skills on a not-for-profit basis through a small committee. The awards ceremony has increased in size from being delivered in a school hall to a F1 team conference centre. There are various opportunities for businesses/organisations to financially support the awards, which include being the headline sponsor, sponsoring a category, or being a supporter.

The uniqueness of the awards is that they are sponsored, judged and awarded by business. There are different categories, which include awards for apprentices, various sized employers and individuals working for schools/colleges and training providers who go over and above to promote apprenticeships.

The 2023 awards ceremony was held at Williams Racing Conference Centre:

Live stream recording: <https://vimeo.com/826879049/1f76a6d3c0>

Highlights film: <https://www.youtube.com/watch?v=qzbfz-5wyA4>

Sponsor promo film: https://youtu.be/5D_uU7SOT4U?si=X4JlbWTkG9ui5l6K

Celebration evening photos:

<https://benjaminmolephotography.pixieset.com/oxfordshireapprenticeshipawards2023>

Oxfordshire Apprenticeship Awards 2024

<https://oxlepskills.co.uk/oaawards>

The awards will open for entries and nominations on 16 November and close at midnight on the evening of 19 February 2024. The OA Awards 2024 awards event will be held on **16 May 2024 from 18:30 - 21:30** at Williams Racing Conference Centre, Grove, Wantage, OX12 0DQ.

We are looking for an event/video company to work closely with the Skills Hub team to help us deliver a professional awards evening.

Pre-event

- Creation of engaging branded graphics and VTs to make the event look professional, including displaying finalists and winners names as they are announced and seamlessly joining together different categories and sections of the event
- Ensure that sponsor and supporter branding is fully utilised and meets branding criteria
- Liaise with the Williams Racing Conference Centre technical team to ensure that the event production goes smoothly, including a site visit if required
- Opportunity for practice / run through in advance

During the event

- Awards ceremony to be filmed to create an exciting, pacy highlights film, incorporating winners' reactions through capturing soundbites / short interviews on the night and interviews with sponsors, OxLEP leaders, hosts and committee members.
- Material collected to create a sponsor promo film for the 2025 awards
- Awards ceremony to be streamed live from Williams Racing Conference Centre
- Sharing of live social media feeds at intervals during the event

Post event

- Highlights film created
- Sponsor promo film created for the 2025 awards

Timings

- 14:00: set up
- 15:00: run through with event hosts
- 17:30: run through with sponsors and sponsor filming
- 18:30: guests arrive, drinks reception in Heritage Collection Museum
- 19:15: guests move through to conference room
- 19:30: awards ceremony / live broadcast starts
- 21:00: awards ceremony / live broadcast finishes
- 21:00-21:30: networking and informal photos in conference room
- 21:30: guests leave

Timescale

With your quote, please share:

- video links showing other events/awards you have produced and video highlights
- a vision on how you would make our awards night extra special through the VTs and video work
- timetable of delivery and ways that you envisage working/communicating with the Skills team e.g. use of project software

Quotes and confirmation of brief to be submitted by **17:00 on Thursday 30 November 2023**.

Contact details

If you have any queries about this brief, please contact Melanie Ringer on melanie.ringer@oxfordshirelep.com or 07880 042658.

Oxfordshire Apprenticeship Awards 2024 categories

Award no	Name of category	To recognise the following:
	Apprentices:	
1.	Intermediate Apprentice of the Year Award	Level 2 apprentices who have excelled in their work, learning and development and made exceptional contributions to their workplaces
2.	Advanced Apprentice of the Year Award	Level 3 apprentices who have excelled in their work, learning and development and made exceptional contributions to their workplaces
3.	Higher / Degree Apprentice of the Year Award	Level 4 and above apprentices who have excelled in their work, learning and development and made exceptional contributions to their workplaces
4.	Special Recognition Award	Apprentices at any level who have achieved in overcoming significant challenges or barriers to learning or work
5.	Rising Star Award	Individuals who have made outstanding progress and had a significant impact in the first 9 months of their apprenticeship
6.	Shining Star Award	Individuals who have made outstanding progress in their career since completing their first apprenticeship and have potential to achieve more
7.	Apprenticeship Ambassador Award	Apprentices at any level who have demonstrated a commitment to promoting apprenticeships
	Employers:	
9.	Apprenticeship Employer of the Year Award (<250 employees)	Small and medium sized apprenticeship employers in Oxfordshire that have exceeded normal standards and expectations in providing a high-quality Apprenticeship experience
10.	Apprenticeship Employer of the Year Award (250+ employees)	Large apprenticeship employers in Oxfordshire that have exceeded normal standards and expectations in providing a high-quality apprenticeship experience
11.	Inspiring the Future Employer of the Year Award	Employers in Oxfordshire that have demonstrated a commitment to inspiring the next generation e.g. engaging with local schools and colleges and providing work / industry placements
	Schools/Colleges/Providers:	
12.	Careers Champion Award	Oxfordshire secondary school/college careers staff who make a significant contribution to promoting apprenticeships to students and parents/guardians as part of a wide ranging and inclusive careers programme
13.	Training Provider Individual Award	Staff from local training providers (colleges, universities, employer providers, independent training providers) who go the extra mile to encourage and support apprentices and enable individuals to achieve to their potential
	Overall Winner:	
8.	Oxfordshire Apprentice of the Year (announced by headline sponsor)	The apprentice who has reached the highest levels of excellence and achievement . Chosen by the headline sponsor with the support of the awards committee from the winners of the five apprentice award categories