Learning legacy

Lessons learned from the London 2012 Games construction project

Building for success – Apprentice Plus programme

The Apprentice Plus programme was designed to help construction apprentices add greater value as part of the Olympic Delivery Authority (ODA) construction programme, but at the same time develop skills and confidence for the world of work after their Olympic Park site involvement. Success of the scheme was evidenced through the high level of participation by the Park contractors with training on personal finance particularly rated highly by the apprentices.

Overview

The London 2012 Apprentice Plus programme was supported by the ODA and aimed to provide additional skills for apprentices on the Park site who wanted to work in the construction industry. The overriding aim was for apprentices to be equipped with sustainable skills for future employment through personal development and the development of life skills.

Context

As part of the London 2012 Apprentice Plus programme, enterprise training company Entrepreneurs in Action (EiA) developed and delivered a series of programmes for seven groups of construction apprentices. The apprentices were a diverse group and came from a range of prime and sub contractors working on the Park and Athletes' Village. Initially the programmes were run over three consecutive weeks, whilst the later programmes were condensed into one day to limit disruption to contractors in the final stages of delivery. This involved cooperation from the building contractors and close liaison with the ODA apprenticeship team.

Approach

The programme went outside traditional apprentice learning by developing an holistic approach, to building confidence and skills over and above that normally taught in a traditional apprenticeship. EiA used coaches as an alternative style to teaching to unlock the potential of each participant. Coaching encourages apprentices to develop creativity and greater problem solving skills.

Content

The programme consisted of three modules:

Foundations for success:
- introducing planning and goal setting;
- developing effective communication skills;
- exploring the attitudes which make people successful.

Personal Finance:
- introducing and developing skills for effective money management.

The Construction Challenge (within a construction framework):
- problem solving;
- teamworking;
- enterprise.

Lessons learned

Delivering the ODA vision required effective collaboration between the ODA and partners, to identify programme changes based on ODA, contractor and apprentice feedback.

Apprentices on the Olympic Park receiving their graduation certificates

The aim of the programme was to equip apprentices with sustainable skills

The apprentices were a diverse group and came from a range of prime and sub contractors

Early marketing, clearly explaining the benefits to the key stakeholders at a senior level, achieved greater participation and outcomes. A number of Tier Two firms which engaged early in the process, increased their commitment by sending all their apprentices through subsequent programmes.

The beneficiaries of additional learning are not only the apprentices themselves, but also the building contractors, through the renewed enthusiasm and commitment the apprentices' have towards their own personal development and a better understanding of their role in the business.

The module on personal finance was highly rated by the majority of apprentices as it developed skills which the apprentices considered to be the most useful in every aspect of their lives beyond their apprenticeships. There is a clear need to provide learning opportunities for apprentices to have a better understanding of how to manage and budget for future spending.

The majority of apprentices on the programme did not know each other as they worked across many sites and trades. The programmes also gave them an opportunity to develop their networking and team working skills.

Project

The London 2012 Apprenticeship Plus Programme

Supplier

Entrepreneurs in Action

Author

Derek Browne – Chief Executive, Entrepreneurs in Action

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MAYOR OF LONDON

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For more information visit: london2012.com/learninglegacy

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