

EXECUTIVE SUMMARY

www.eventsapprenticeships.org

Overview

The UKEVENTS Skills Talent & Diversity Working Group has launched the Events Apprenticeship Framework to bring together event related apprenticeships. An Events Apprenticeships Advisory Board (EAAB) has been formed and includes employers and wider industry representation. At a time of workforce challenges, the EAAB aims to create a recognised and coordinated event apprenticeships offer across the UK events industry.

The breadth and depth of the industry runs deep across the UK economy, from festivals, concerts, exhibitions, meetings, weddings, public, private events, the list goes on. The value of events to the economy in GVA and employment numbers is currently unknown post-pandemic.

In 2019 the value was estimated at £70bn GVA and 700,000 employed (BVEP, 2020, *UK Events Report*). This figure could now be anywhere between £14-56bn and 140-560,000 employed (BVEP, 2022; DCMS, 2022; UKCAMS, 2022). This demonstrates that recruitment post-pandemic is our biggest challenge, and the need to onboard new people and those returning to events, if they are going to return to 2019 figures.

One route into the events workforce has traditionally been through UK Higher Education providers of event-related undergraduate and postgraduate degrees. This route has seen a decline in applications and acceptances over the last 5 years (HESA, 2022). There are now approximately 2,000 graduates entering the workforce from event degrees each year.

Apprenticeships are another route into the industry, with over 500 Event Assistant apprentices between 2017–2021 (IFATE, 2022). Given the number of people employed in the industry, this is a small percentage and a potential opportunity for growth. This is mainly due to a lack of awareness, understanding and investment as to the opportunities available outside of the university route.

Picking up the reins of the existing Event Assistant Apprenticeship and working alongside associated apprenticeships, such as the Live Event Technician, Creative Venue Technician and Live Event Rigger, the group will work with event businesses to build a sustainable model for success.

Apprenticeships offer an accessible and alternative route into industry, supporting people from underprivileged backgrounds and minority communities with paid work, training, and education.

Mission

To produce inclusive and accessible apprenticeships that meet the needs of the events industry by delivering skilled and confident people with a desire to succeed and contribute.

Vision

- Creation of at least 3 more event specific apprenticeships within 3 years
- To see at least 5,000 apprentices across event related apprenticeships in 5 years
- Creation of a self-funded scheme with paid management and marketing



Framework

The events apprenticeships framework will be delivered by the EAAB through three key pillars of work:

Education and regulation

Developing a framework of available apprenticeships that offer entry and career progression opportunities across different roles within the events industry. This includes reviewing existing IFATE occupational standards and end point assessments. This will be undertaken in collaboration with employers, industry representatives, training, and assessment providers.

Marketing and communications

Create, collaborate and communicate what we are doing to the wider events industry. Helping businesses, schools, teachers and parents to navigate, engage, and recruit apprenticeships.

Finance and funding

To seek financial support and funding (through the Crowdfunding initiative) from the industry to launch and fund the events apprenticeships framework to **invest in everyone's future.**

Next steps

- EAAB fundraising through the Crowdfunding initiative which is underway
- Review of the events assistant apprenticeship standards
- Launch of the official events apprenticeship website
- Collaborating with other event industry initiatives such as the Power of Events and the Institute of Event Management (IEM)

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