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## Search for a Star Apprenticeship Recruitment Programme

ALWAYS A  
BETTER WAY

Dear Parent / Guardian

Gaia Innovation are working with Vantage Motor Group to reach out to young people to offer **quality apprenticeships** within their dealership network. Information leaflets about the innovative Search for a Star programme have been given to students to bring home and share with you. We have also attached a copy of the leaflet to this communication.

Your child has registered their interest in attending a dealership opening evening with **Vantage Toyota, Bilston Road, Wolverhampton, WV2 2QE** on **Tuesday 5th February, 6pm-8pm** to hear more about the apprenticeships available from September 2019 in vehicle technician roles.

We wanted to take this opportunity to provide you with some information about the apprenticeship programme which will be run in conjunction with Toyota Academy, so that you are more informed before attending the open evening.

### **VANTAGE MOTOR GROUP:**

Vantage Motor Group has run apprenticeship programmes for over 10 years. The apprenticeship scheme is full time employment from the first day, and the apprentice will remain employed on completion of their training qualification. Vantage are committed to taking on young people from their local communities to train, nurture, guide and provide valuable, long term employment.

At the dealership opening evening on 5th February, there will be an opportunity to meet with senior managers and representatives from Toyota Academy and ask them questions about the content of the apprenticeship programme and the pastoral care and guidance that your child will receive.

Detailed below are some comments from parents who have attended a dealership open evening in previous years:

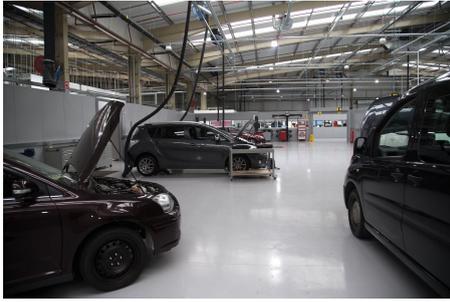
*"Very friendly, informative event, there should be more like it"*

*"I found the event very informative and I found out lots of things I never knew about car dealership and apprenticeships"*

*"Impressed at how well organised the whole event was, very friendly, knowledgeable staff. I wish I was starting out as I would have liked this type of opportunity. Well done all."*

### **TOYOTA ACADEMY:**

The Toyota Academy is a world class training facility based in Burnaston, Derby. Its apprentice programme, rated outstanding by Ofsted, currently trains over 200 young people from its network of UK centres. The quality of its training programmes has been recognised with awards from the engineering skills organisation Semta in 2014 and 2015 and individual gold medal-winning performances in the World Skills Competition for the past three years.



Images from Toyota Academy

Those attending the Academy gain qualifications through courses in the Toyota Team 21 programme, including Institute of the Motor Industry (IMI) accredited courses for young people starting out on their careers and functional skills such as maths, English and ICT.

### **THE APPRENTICESHIP ROUTE:**

Here at Gaia Innovation we have looked at research regarding how parents feel about apprenticeships as a post 16 or 18 pathway for their children and have discovered that parents often feel confused about apprenticeships and need more information about the opportunities available.

A recent survey showed that 74% of the parents said they didn't receive the guidance they needed themselves to pursue their dream job so perhaps it's not surprising that many parents don't feel confident enough to discuss the full range of career options available. Almost two-thirds (65%) of parents said they didn't feel wholly informed about the alternatives to university for their child – be they apprenticeships, gap years, or starting a business. More parents would encourage their child to do an apprenticeship if they were better informed about them. Many parents are also likely to have a limited or out of date understanding of the apprentice job roles currently available.

Please do take the time to find out more about the fantastic employment opportunity an automotive apprenticeship can provide for your child, and support their attendance at the dealership open evening where you will be able to meet the dealership team they will be working with if they are successful in securing the job.

**We look forward to seeing you at the dealership event at  
Vantage Toyota, Bilston Road, Wolverhampton, WV2 2QE on Tuesday 5th February starting at 6pm.**

The Gaia Innovation team and Vantage Motor Group

If you have any questions before the event, please do not hesitate to contact us at [info@gaiainnovation.com](mailto:info@gaiainnovation.com) or call 0114 236 0602