

Higher Apprenticeships Support Service

Case Study: Developing a brand to promote the Higher Apprenticeship in Sustainable Built Environment (HASBE) – Leeds College of Building and Leicester College

Led by Leeds College of Building, the Higher Apprenticeship in Sustainable Built Environment (HASBE) combines the professional qualifications and high level practical skills that the construction and built environment industry needs to prosper. It was developed to tackle the skills gap that exists in leadership and management within the construction industry. Representatives from Edexcel, Construction Skills, Summit Skills, Leeds College of Building, Leicester College and other FE providers, have been meeting since January 2012 to develop the NVQ element of the qualification. Employers, including NG Bailey, and professional bodies have also been consulted to ensure that the Higher Apprenticeship meets industry requirements. It has now gained professional institution recognition. The framework offers three specialist NVQ pathways with the HND in Construction and the Built Environment forming the knowledge based component. The HND also has the same three pathways.

Leeds College of Building have worked collaboratively with a number FE providers who were signed up as partners, to support the development and implementation of the Higher Apprenticeship. This approach has paid off as it has engaged these providers fully in implementation. A clear brand identity for the framework – HASBE, and a dedicated website has been set up at: www.hasbe.co.uk. The website enables partners to directly recruit and provides employers and learners with a single point of information. Learners can submit their initial application through the site and are redirected to the partner provider closest to where they live.

Leeds College of Building have used pilot development funding to dedicate marketing resources to the promotion of the HASBE brand and produced a template for promotional material. The messages used for the offer have been streamlined and standardised amongst partners and whilst each partner can also develop their

own marketing material, there is a consistency in the information provided. USB sticks for promotional giveaways have been created and distributed to promote the HASBE brand - see Figure one below.

Figure 1 – HASBE USB stick



As a partner College, Leicester College have recently developed an employer guide (see resource A) to support Higher Apprenticeship discussions between their Business Development staff and employers. This information can be left behind for reference after the initial approach has been made. A further, smaller information leaflet (see resource B) has been created to support direct mail out campaigns. Similarly Leeds College of Building have also developed a small brochure for employers (see resource C).

For further information contact

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