



## Fish frying apprenticeships – one man's view



Lee Cooper of Seafish has been closely involved in the development of fish and shellfish apprenticeships over the last few years. Here is his view of how they can bring real benefits to fish frying businesses across the UK.

Businesses with apprentices should see real benefits to their business, **BUT** only if they take the right approach to managing the apprentice and the apprenticeship provider. Because apprenticeships are funded programmes the amount of funding available can vary, and how it is used to bring benefits to the business is down to the employer and the relationship they have with their apprenticeship provider.

Apprenticeships are not a substitute for a training course, but formal training should be an important part of it. An apprenticeship should be a journey of discovery, for both the apprentice and their employer, and like many a good journey you need a “map, an itinerary and a good travel agent” – or in apprenticeship speak “standards, a delivery plan and a good apprenticeship provider”.

For every apprentice embarking on a suitable apprenticeship there should be a clear idea of how they will grow their skills and knowledge from where they are starting from to where they hope to finish. This journey will include learning, some of which will be on the job, some informal and formal. There may be a need to attend a taught course, complete a distance learning programme, undertake a challenging project or learn a new set of skills.

For the business it should not be enough simply to have had an apprentice. As a minimum, the business should expect to see the apprentice develop more skills, more understanding and motivation, becoming someone who is competent or even proficient. But there should be other benefits. There should be a positive impact on other members of staff, on customers and on the business as a whole.

Here are some ways in which this can happen (to see the rest of this article go to [www.seafoodacademy.org](http://www.seafoodacademy.org)) – News for fish friers

- **Livery Company Apprenticeship Scheme** – Seafish, NFFF and Tallow Chandlers Company team up

The Livery Company Apprenticeship Scheme (LCAS) is an initiative to develop enhanced apprenticeships for those trades that are represented by the various City Livery Companies. One such Livery Company is the Worshipful Company of Tallow Chandlers and they are considering the potential for developing such an apprenticeship scheme for the allied trade of fish frying. The Clerk of the Tallow Chandlers Company states that, “Trade Apprenticeships have been fundamental in the historic role of our Livery Companies from the 13th Century.”

Tony Rogers, Chairman of VA Whitley Ltd, said, “It is a privilege to work on the Education and Charity Committee of the Tallow Chandlers Company to hopefully establish an additional apprenticeship route for such an important associated trade.”



Seafish has been asked to develop a suitable programme for fish friers. Such a scheme would work within the existing intermediate and advanced apprenticeship frameworks that are being adopted enthusiastically by fish friers in the UK, and would provide an enhanced apprenticeship programme for a limited number of exceptional candidates.

Lee Cooper of Seafish said, “The details of the proposal are still to be worked out but we hope to be able to report on progress in a future edition of *The Review*. Our proposals would complement and enhance the existing apprenticeship programmes available throughout the UK.”

- **Apprenticeship rollouts continue:** Both Duchy College and Blackpool College recently undertook targeted promotional activities in their regions. Employer responses are very promising as these two providers continue to build their intermediate and advanced apprenticeship services for fish and shellfish clients, with a strong focus on fish frying from management to customer service roles.

To see a full list of Seafish recognised apprenticeship providers, go to [www.seafoodacademy.org](http://www.seafoodacademy.org) – working with...

- **National Apprenticeship Service Support for Fish Friers** – Following a meeting between Seafish and the National Apprenticeship Service on the 20th January 2014, plans were unveiled to fund the first of a series of regional workshops to promote fish and shellfish apprenticeships throughout England. The first workshop will be delivered in Birmingham to coincide with Apprenticeship Week, which starts on the 2nd March. Enquires should go to the NFFF.

- **New Web Resources for Fish Friers** – changes to Academy website bring improvements for fish friers.

The Seafood Training Academy's website is hugely popular and highly informative and is about to have a thorough makeover. As part of the new design, fish friers will have a number of topic areas dedicated to their sector.

In the Training Course section fish friers will have an area dedicated to *fish frying courses*, while *qualifications for fish friers* is an independent topic within the Qualifications section. Other topics of interest to friers will include:

- *Fish frying and customer service skills* – part of the Online Learning section;
- *News for Fish Friers* – part of the News and Updates section;
- *Fish frying and food service* – part of Regions and Sectors section.

And with content on apprenticeships, quality, lists of providers and trainers, the new look Seafood Academy website should provide a much better resource to fish friers across the UK. The new structure is being rolled out now and much of this new information will be available by the time you read this.