



Apprenticeship Special

By Seafish's Lee Cooper



The industry is on the cusp of something exciting! These are the words of NFFF Executive Councillor for England John Wild, who owns *Tarnbrook Chippy* in Heysham, Lancashire. John's comments came after a presentation on apprenticeships and professional qualifications for fish friers, which were delivered by Lee Cooper of Seafish and the Seafood Training Academy.

Invited to attend the Burnley & District Fish Friers Association meeting on 10th November, Lee Cooper was accompanied by Gary Parker and Mike Pickles from Blackpool and The Fylde College.

The presentation highlighted the benefits of apprenticeships for businesses and the opportunities for managers and owners to undertake a professional qualification. The presentation was very well received, with several members of the audience expressing an interest in the apprenticeships and qualifications offered by the college.

Blackpool and The Fylde College, a Seafish-recognised apprenticeship provider and partner in the NW Seafood Training Centre, will announce plans in the next few weeks to offer these apprenticeships and qualifications to fish friers throughout Lancashire, confident of a warm reception by employers in the region.

Employers interested in apprenticeships in the North West should contact Gary Parker at the Blackpool and The Fylde College or Lee Cooper at Seafish. Links are provided at the bottom of the page.

Apprenticeship Profile on Harbourside, Plymouth

Harbourside Fish and Chips is the first fish and chip shop in SW England to sign-up with Duchy College for an advanced fish and shellfish apprenticeship.

Harbourside Fish and Chips was originally opened in the 1970s on the Barbican, Plymouth, but more recently there have been significant upgrades, specifically in



the last three years where excellent cooking equipment, skilled staff and a revamp of the restaurant area have allowed for even more care and attention to be placed on each individual customer and their needs.

Harbourside are currently Top 3 in the South West for the National Fish and Chip Takeaway Award, and also Top 3 for the Training and Development Award. It already boasts a 5-Star hygiene rating and has become a blue fish restaurant with fish2fork for its sustainability efforts (the second highest rating for restaurants in Plymouth). The manager, Tom Hughes, is also a finalist in this year's *Drywite/ NFFF Young Fish Frier of the Year* competition.

Sarah Lock, the owner of *Harbourside*, has been searching for training courses suitable for their employees for the past five years, which is why they have been so keen to get involved with Seafish and the Seafood Training Academy, and the fish and shellfish apprenticeship programme. Sarah said, "We believe that staff training and development is key to a successful business and we are always looking at ways we can help our employees to improve on their knowledge and develop their skills further. We are positive that by working with Seafish and Duchy College we can improve our training packages and train our employees to the highest standard. The response from our team has been very positive and they are all excited about getting started on the apprenticeships."

With support from Seafish and the Seafood Training Academy, Duchy College launched their programme of support to fish frier apprentices on the 4th November 2013. Employers interested in apprenticeships in SW England should contact Emma Pate at Duchy College or Lee

Cooper at Seafish. To contact Emma Pate at the College, or any of the other recognised apprenticeship providers in the UK, please follow the link at the bottom of the page.

Apprenticeship Profile on *Pride of Bridlington*, East Yorkshire

Trevor Newbould and Veronica Pugh bought the business in 2010. Fish and chips are in their blood.

Trevor's father has had two successful shops, and Veronica and Trevor ran Kipper's in New Earswick for 13 years before attempting to leave the industry. They had only been out of the trade for a few months before realising that fish and chips were still the way forward and so started the search that led as far as Spain before finding the *Pride of Bridlington* just 40 miles down the road from *Kippers*, the shop they had sold.

As Veronica says, "*The Pride of Bridlington* was like coming home. The business was run in a similar way to the tight ship we had had before, with a lovely local customer base and a philosophy of training. By the end of the first year we had a smashing lad working on his catering and hospitality apprenticeship through day release at our local college and he went on to enter the *Drywite/NFFF Young Fish Frier of the Year*. Sadly, his circumstances meant that he had to move from Bridlington, but we are still in touch and he still pops in when he is in the area.

"By 2011 we were looking to expand a little. Trevor had decided that he would like to start a business from scratch and after a lot of searching he found an empty food unit right on our doorstep. Beachside was opened earlier this year and as the name suggests, caters more for the visitors to our seaside resort than for local customers, although we have had our regulars through our first season. As with all our businesses the mantra for Beachside has been: "*Restaurant quality food at take away prices*" and that means restaurant quality service too. We are thrilled that members of our staff have this opportunity to further their skills and knowledge with an apprenticeship and qualifications. It can only benefit them, our business and of course our customers."



Apprenticeship Grants for 16-24 year-olds

The Apprenticeship grant for employers for 16-24 year-olds aims to support businesses who would not otherwise be able to take on an apprentice with a grant of £1,1500 for each apprentice. Up to 10 grants can be claimed by an employer. These grants apply to England. Wales, Northern Ireland and Scotland may also have support for small businesses. In Wales, for example, there is a wage subsidy available to employers.

Some Local Authorities will top-up the grant. For example £3,000 top-ups per apprentice are currently available in Birmingham and Liverpool. This is in addition to any apprenticeship funding that is available nationally to support the actual delivery of the apprenticeship programme.

Apprentices recruited through your local job centre can also attract additional funding. For up-to-the-minute advice and guidance on apprenticeship funding AND incentive grants, please contact an apprenticeship provider or the National Apprenticeship Service on 08000 150 600. The Age 16-24 leaflet is available on the Fish Frier Latest News page at www.seafoodacademy.org

Fish Friers ready? Apprentice Providers ready?

Following the highly successful piloting of the advanced fish and shellfish apprenticeship programme by ESTC and Seafish, the following apprenticeship providers are ready to roll-out flexible, business specific, funded and accredited qualifications and apprenticeships to fish friers throughout their regions:

- **ESTC** – Midlands, Manchester, Yorkshire (01270 626663)
- **Duchy College** – SW England (01579 372353)
- **Blackpool and The Fylde College** – Lancashire and the NW (0794 755 6286)
- **Meat Ipswich** – initially for East Anglia and Intermediate apprenticeships only (01473 270757)
- **Polaris Learning** – Scotland (01651 873398)

Other Seafish-recognised apprenticeship providers will announce their programmes for fish friers soon. If you are interested in an apprenticeship in another region than those above, please e-mail: academy@seafish.co.uk as soon as possible.

To find out more about any of the opportunities described in these apprenticeship articles, please contact Lee Cooper at Seafish, the NFFF or your nearest apprenticeship provider. A link to all the Seafish recognised apprenticeship providers can be found at www.seafoodacademy.org/latestnews