

Hosting Apprenticeships  
and Traineeships in your  
Museum or Gallery  
*Hints and Tips*



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# Foreword

Apprenticeships and traineeships are an important means of allowing diverse young people the chance to access paid entry level positions in the sector. Orleans House Gallery completed a 4 year National Lottery Heritage funded project to host 8 trainees and 4 apprentices at the gallery and with partner organisations from 2014 to 2018.

The project aimed to:



*Address skill shortages*



*Improve workforce diversity*



*Build on best practice*

The project achieved:

**50%**

*of trainees were from BAME backgrounds.*

**100%**

*of apprentices being NEET (not in Education, Employment or Training).*

**100%**

*Guaranteed interviews were given to applicants who disclosed that they had a disability on their application form.*

This document contains hints and tips picked up through the project.



# Things to consider when planning your project

## Consider setting yourself recruitment targets – are you trying to diversify your workforce through traineeships and apprenticeships, if so how?

1. Have you considered whether your HR department has the appropriate support in place to manage atypical staff like apprentices and can ensure they are offered opportunities equal to those offered to other staff?
2. Partnering with other local museums and galleries can be a great way of giving trainees and apprentices a varied experience.
3. Practical interview tasks and group challenges are a good way to assess potential and practical ability as an alternative to traditional interview questions.



4. A high-quality induction can pave the way for a successful placement. Scheduling one to one meetings between trainees / apprentices and colleagues during the first week or two helps new placements settle in quickly and get a clear idea of everyone's roles in the organisation. It's helpful to plan an induction timetable for new trainees and apprentices as they settle in, and sometime having a timetable on an ongoing basis can be helpful.
5. Designating a mentor is a great way of supporting pastoral care for apprentices and trainees. It is often helpful if this mentor is outside of the trainee / apprentices' team and is someone who does not work with them directly. If this person is also feeding into project progress reports then one-to-one meetings can double as evaluation gathering exercises. It's important to be clear about how management responsibility is split between mentor and manager, for example, who signs off on training requests and annual leave, and who sick leave is reported to.
6. If your apprentices or trainees are completing qualifications as part of their placement then designating a half or whole day per week to work on this is a good way of avoiding clashing priorities and assisting them to balance their workload.
7. It is worth planning trainees and apprentice's tasks ahead of time, or, at the start of their placement if possible. This means you can be one step ahead in ensuring the modules that they pick for their qualification align with the work they will be carrying out. This can save extra work for the apprentices or trainees and means that they will complete coursework as efficiently as possible.
8. Have you considered allocating a budget for training for trainees / apprentices? If this is not a viable possibility lots of sector training is free and can be a great opportunity to allow apprentices / trainees to network on the organisation's behalf.
9. Delivering training on how to talk about your organisation, networking, and how to get the most out of CPD opportunities is a good thing to do before trainees or apprentices attend their first off-site training sessions.
10. Arranging regular sharing sessions where trainees and apprentices can disseminate their learning with the rest of the organisation can be a great way of ensuring learning is passed on and enabling apprentices and trainees to gain confidence in presenting.

# Timeline



# Job Adverts

Have you considered including a section in your job advert that highlights that you are particularly interested in applications from diverse applicants?

*For instance:*

At ORGANISATION we want our jobs to be accessible to everyone and to increase the diversity of our workforce. We encourage applications from those currently not in employment, education or training.

At ORGANISATION we want our jobs to be accessible to everyone and to increase the diversity of our workforce. We encourage applications from those from black, ethnic minority applicants, groups that are currently underrepresented in our sector.

Applicants with a disability will be guaranteed an invitation to interview. Please let us know if you have any additional requirements during or prior to interview.

When writing your advert, consider giving applicants the chance to focus potential rather than experience. This might mean including points that you wouldn't in a standard job advert.

*For instance:*

The purpose of this programme is to equip trainees with necessary skills and knowledge to work in the museum sector so we don't expect you to have any previous experience.

We are looking for people:

- *with passion and enthusiasm for engaging with culture and heritage.*
- *who are open to new experiences and keen to learn*
- *who can show they will benefit from this opportunity*
- *who are willing to commit to a programme of self-development and learning*
- *who can demonstrate they have transferable skills either from school, university or work*



# Open Days

Open days are a good way of inviting potential applicants to find out more about the role, and can be an informal opportunity for applicants to make a good impression outside of the more pressured environment of an interview. They also provide a learning experience for many applicants, which may help their career development even if they are not successful in getting an interview for the role specifically.

If you are holding an open day add the details to your job advert to encourage people to attend:

*We are holding an open day on Friday 20 June 2-4pm at Orleans House Gallery for potential candidates to find out more about the apprenticeship. The open days will include a number of activities and an opportunity for you to gain guidance on your application.*

*Attending an open day is encouraged as your participation may help to support your application for the role.*

When planning your open day think about programming activities led by different members of staff to allow attendees to get to meet a diverse section of your organisation. If you have any previous or current trainees/apprentices, it's a great opportunity to ask them to share their experiences.





# Example Apprenticeship Open Day Agenda

AM Set up space

Refreshments, organisation leaflets/brochures,  
application forms, role descriptions

2pm-2.10pm

*Meet & greet attendees*

Sign in; refreshments; informal discussions

2.10pm-2.20pm

*Description of Apprenticeship*

Programme manager / mentor describes the role and  
introduces the organisation in general

2.20pm-2.30pm

*Day in the Life*

A current apprentice's insight into their projects,  
everyday working life and the skills  
and experiences they are gaining

2.30pm-2.40pm

*Tour of Site*

Informal tour led by current apprentice

2.40pm-2.50pm

*Overview of Team*

Line manager gives an insight into the team  
the Apprentice will be based in;  
description of day to day tasks and upcoming  
projects the successful candidate will work on.

2.50pm-3.00pm

*1-1 Drop-in*

Opportunity to gain personalised advice  
and guidance on writing an effective application  
Discussions around application forms  
Discussions around role descriptions  
Answering individual questions



# Application Forms

Consider your use of language carefully. Application forms that explicitly invite applicants to use examples from personal life can open up opportunities to people who may not have previous work experience.



Example questions could include:

*Explain why you are applying for this role. Consider what skills and experiences you want to gain from the traineeship. Tell us what appeals to you about the cultural and heritage sector. (250 word limit)*

...

*Describe an event you have organised - for educational reasons, a social occasion, or related to work. Tell us how you planned it, how you made it work, how you managed any financial matters and how you could tell if it was successful. (250 words limit)*

...

*Tell us about a culture, heritage or arts organisation or event you have visited or attended recently. Why did you go there? What did you think made it successful or not? How would you have improved it? (250 words limit)*

...

*Explain an occasion when you have used communication skills. This could be a presentation, a report, a debate or a time when you have worked with a group and had to get your point across. How did you make sure you were understood? (250 words limit)*

...

*Refer to the Trainee Experience, Qualifications and Skills section of the Traineeship description and describe any other skills or experiences you have that are relevant to this traineeship. This is your opportunity to tell us anything else about yourself that makes you a good candidate for this opportunity. (250 words limit)*

...



# Places to Advertise



## In-House options

*Own organisation website*

*Own organisation blog*

*Email to existing volunteers / participants*

*Share with all staff*

*Twitter*

*Facebook*

*Audience e-mailing list*

*Personal Sectors*



## Arts / Heritage websites

*A New Direction*

*Heritage Alliance*

*Arts Jobs and Arts News*

*Arts and Culture Forum Newsletter*

*GEM email list*

*Engage in the visual arts*

*National Apprenticeship Service*

*The Dots*

*Leicester Museums Jobs Desk*

*London Museum Development newsletter*



## Local Contacts

*Job Centre Plus*

*Prince's Trust*



## Institutions / Groups

*Local Universities*

*Local Schools / Sixth Form Colleges*

*Youth Clubs*

# Rejection Letters

Contacting unsuccessful applicants is never an enjoyable task but can be an important opportunity to offer praise or constructive criticism on a candidate's performance if they have made it through to interview stages.

You may also like to use the opportunity to direct unsuccessful candidates to other opportunities that may interest them.



Dear Applicant,  
Thank you very much for your application for the role of Trainee at ORGANISATION.

We had a large amount of high-quality applications and on this occasion I regret to inform you that we will not be offering you an interview.

We appreciate that you are interested in our organisation and encourage you to apply again in the future should you see a job posting for which you qualify.

We also have other ways to get involved at ORGANISATION, should you wish to, such as ad hoc volunteering, and volunteer placements.

Please do check the Careers page of our website for these opportunities and for future job posts which may become available: WEBSITE LINK

You may like to look at APPROPRIATE CAREERS WEBSITE (see section on places to advertise) for similar opportunities.

Again, thank you for applying and we wish you all the best,  
Best wishes,

NAME

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To read the full report or find out more about  
the project visit: [orleanshousegallery.org](http://orleanshousegallery.org)

For specific questions contact us as  
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