Apprenticeships

Raising the Profile of Apprenticeships

John Myers – Head of National Accounts
John1.myers@education.gov.uk

Brought to you by
National
Apprenticeship
Service

National Apprenticeship Service - What We Do

Transforming lives National Apprenticeship Service

Raising the Profile - Employer Engagement

Which employers offer apprenticeships?

Here are just a few…

Apprenticeships

Brought to you by
National Apprenticeship Service

What we do?

A team focussed on customers

65 million citizens

5.2 million businesses

1.5 million employers

20,000 levy payers

6,200 with over £10m Pay Bill

1,000 of the largest accounts

400 with 50% of levy

National Apprenticeship Service

Our approach to Employer Engagement

- **Employer Segmentation**

	Wage Bill	Number of Businesses	Registered Sep 18
Tier 1	£100m plus	1,000	15,300
Tier 2	£50m-£100m	700	
Tier 3	£3m-£50m	18,300	
Tier 4	Non levy payers	1,500,000	

What do employers say?

- **25% of consumers are willing to pay more for products from a business employing apprentices**
- **78% of employers said apprentices improved productivity**
- **74% of employers say that apprentices improve quality**
- **73% of employers say that employing apprentices raises staff morale**
- **69% of employers say that staff retention improved**
- **67% of employers said that employing apprentices improved the image of the sector**

"As a result of the speed of change in the technology industry, we knew we had to take action to address the digital skills gap. The combination of gaining high-level skills and full exposure to the industry proposed by degree apprenticeships seemed like the obvious solution."
Capgemini, Apprenticeship Trailblazer

Transforming lives National Apprenticeship Service

Raising the Profile – Marketing & Communications

National Apprenticeship Week 2018

Apprenticeships

Thank you!

The Week was once again a huge success due to strong participation across the whole apprenticeship community

- Over **780 events** on the GOV.UK event map across England
- **430 events in schools**

10,000 talks movement - #10kTalks

National Apprenticeship Week 2019 – 4 March

Apprenticeships

The aim of National Apprenticeship Week is to celebrate apprenticeships and the positive impact they have on individuals, businesses and the wider economy.

#NAW2019 will be the twelfth annual National Apprenticeship Week.

- **This annual week-long celebration of apprenticeships will bring the whole apprenticeship community together to celebrate the impact of apprenticeships on individuals, employers and the economy.**

- **Following the most successful National Apprenticeship Week ever that took place earlier this year, National Apprenticeship Week 2019 will look to involve more individuals, employers, partners and providers in activities that highlight the benefits apprenticeships bring to employers and the opportunities apprenticeships present to individuals.**

Get in Go Far Campaign - Employer

Apprenticeships

Employer focused activity aimed at increasing the number employers who offer vacancies.

Featuring employers covering a broad spectrum of companies.

Telling stories with universal relevance to all the business sectors.

Activity Planned - Telemarketing

- **Radio advertising**
- **Digital - Paid-for Search**
- **LinkedIn Partnership**
- **Organic PR and social media**

New Campaign - Coming Soon!

Transforming lives National Apprenticeship Service

Raising the Profile – Intermediary Engagement

Intermediary Engagement – Who?

Apprenticeships

This is all about enabling ownership of the agenda by intermediaries, positioning them as the experts, utilising their connections and relationships.

The intermediaries we work with fall into 4 broad groups

- Large national non-sector specific bodies for example the Federation of Small Businesses, the CBI and the British Chambers of Commerce
- Trade Associations / membership organisations for example British International Freight Association, British Computer Society, Association of Labour Providers.
- National Skills Academies (NSAs)
- Local Enterprise Partnerships (LEPs) and Combined Authorities (MCA)

Intermediary Engagement – Why?

Apprenticeships

- **We are aware that the most effective way to engage employers is through trusted relationships:**
- **Businesses will trust and act on advice and guidance received from their fee paying membership to associations;**
- **Businesses will be more likely to view information on websites they are familiar with and subscribe to.**
- **When they require advice they are more likely to start by contacting organisations they are members of**
- **Collaborating with partners in LEPs and MCAs will improve reach to SMEs, inspires local communities to get involved and improve information for Young people.**

Transforming lives National Apprenticeship Service

Raising the Profile – School Engagement

Amazing Apprenticeships

(Resource portal for schools & careers advisers)

Apprenticeship Champions

Apprenticeships

A core part of the Amazing Apprenticeships project is to recruit and identify 1000 Apprenticeship Champions in schools across England.

- ✓ **Positively promote apprenticeships in a variety of ways to inspire students, teachers, parents and governors**
- ✓ **Actively encourage students of all abilities to consider apprenticeships as a viable and successful career route into a career**
- ✓ **Create opportunities for students to engage with employers and apprentice ambassadors**
- ✓ **Use the available resources to promote awareness raising, publicity and encourage inclusion at events**

Transforming lives National Apprenticeship Service

Raising the Profile – Ambassador Networks

Ambassador/Provider Networks

- ✓ **Apprenticeship Ambassador Network – 9 Networks led by employer advocates**
- ✓ **Young Apprentice Ambassador network – 9 Networks led by apprentices**
- ✓ **Diversity Champions Network – led by employers, seeking to raise inclusivity and diversity in apprenticeships**
- ✓ **Apprenticeship Sector Delivery Board – led by employers across key sectors, seeking to help employers in that sector grow through peer to peer support and persuasion**
- ✓ **Provider Networks – GMLPN**

Transforming lives National Apprenticeship Service

Raising the Profile – Our Ask of You

Explaining apprenticeships
Main components

- A genuine job with an employer
- Paid a salary
- 16 and over
- Qualifications and experience
- 20% of time is off-the-job
- Contract of employment, holiday, sick pay
- Support from a training provider
- 1 – 4 years

Brought to you by
National
Apprenticeship
Service

The facts about degree apprenticeships

Apprenticeships

80+ universities

Exactly the same

Professional status

Employer selects the university

Duration
Delivery

No student fees

Bust those Myths!

Apprenticeships

- **It's only for trades**
- **It's not a real degree**
- **It's for those less clever**
- **It's for those who don't want to study**
- **It's for an easier life**
- **It's not the best option**
- **You can't do this route at a Russell Group University**
- **It's second best**
- **The pay is rubbish**

It's a very competitive route:

BT takes on 4000 Apprentices, many of which are digital, 10% are Higher and Degree BUT they had in excess of 60,000 applications!

Apprenticeships are GROWING all the time:

Nursing, Teacher, Dental Assistants aerospace, nuclear and civil engineering, digital, management and much more.

Brought to you by National Apprenticeship Service

What can you do? – A Call to Action

Apprenticeships

- Join the North West Ambassador Network (AAN)
- Encourage your apprentices to join the Young Ambassador Network (YAAN)
- Enter the National Apprenticeship Awards
- Join in National Apprenticeship Week - 4 March
- Become an Apprenticeship Champion at Amazing Apprenticeships
- Tell your friends….Bust those myths!

Where can I find more information & advice?

Apprenticeships

- **To Register, Search and Apply for vacancies - Find an apprenticeship**
- ***Search apprenticeships on* .GOV.uk**
- **NAS YOU TUBE Channel**

- **Resources for schools & advisers on .GOV & Amazing Apprenticeships**
- **Complete Guide to Higher & Degree Apps on WHICH University**
- **Apprenticeship Hub on *The Student Room***
- **The Apprenticeship Guide summaries of every apprenticeship available**
- **Support available:**

National Apprenticeship Service help desk: 0800 015 0400

Email: nationalhelpdesk@apprenticeships.gov.uk

Brought to you by
National
Apprenticeship
Service

Any questions?

Apprenticeships

Brought to you by
National
Apprenticeship
Service