

What is ASK?



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National
Apprenticeship
Service

Careers & Enterprise Company
September 2019



Department
for Education



Apprenticeships



Apprenticeships

ASK ABOUT APPRENTICESHIPS



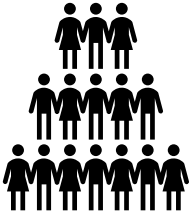
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ASK over the past three years



3,770 schools and colleges engaged



791,667 students supported



121,631 Find an apprenticeship registrations



32,965 teachers supported

Delivery models

North - BL Training

Utilising a network of subcontracted organisations

Guy Saxton Guy.Saxton@bl-training.co.uk



Midlands - Workpays

Direct delivery

Hollie Sturgess Hollie.Sturgess@workpays.co.uk



London – Education Development Trust

Direct delivery

Andrew Cruickshank

Acruickshank@educationdevelopmenttrust.com



South – CXK

Combination of direct delivery and subcontracted organisations

Kellie Major KellieMajor@cxk.org



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The ASK offer for 2019/20

Face-to-face sessions with:

Students

- Awareness assemblies
- Registration and application workshops
- Mock assessment centre workshops
- Careers fairs

Teachers

- Teacher awareness presentations and workshops
- Specialist programme for staff working with disadvantaged students *New

Parents

- Parent awareness presentations and workshops
- Attendance at parents evenings

Resources

Amazingapprenticeships.com



ASK Brochure



Apprenticeship Champions



Developing a whole-school approach to apprenticeships



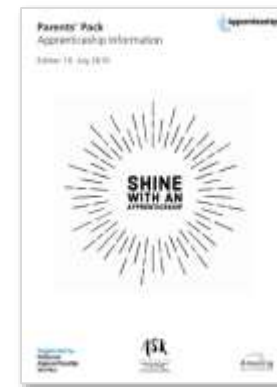
Apprenticeship Checklist for Governors



Parents factsheet translated

7 languages:

- Arabic
- Urdu
- Latvian
- Pashto
- Punjabi
- Polish
- Romanian



Monthly Parents' Pack
(11 editions from October 2018)

Classroom resources

Amazingapprenticeships.com



101 Guide & Benchmark tool



Posters
General awareness



Posters
Subject specific



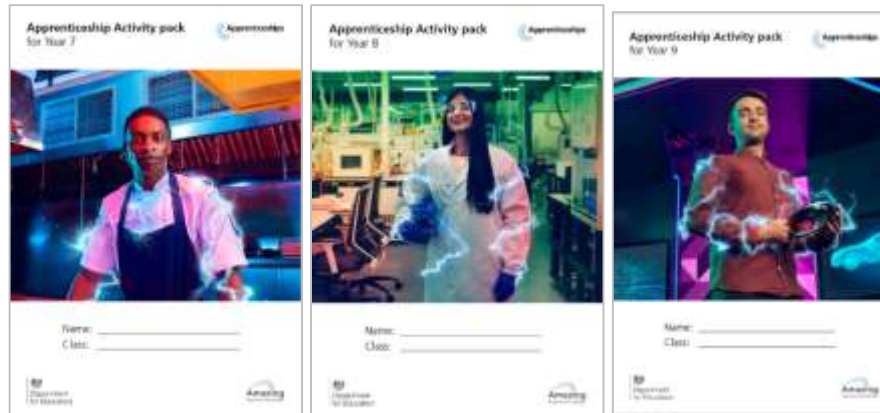
Posters
Staffroom campaign
'Think apprenticeships'

NAW
2020



Key Stage 3 – students

Amazingapprenticeships.com



- ✓ Downloaded (& tracked) via AA.com
- ✓ Interactive online and printable
- ✓ Colour coded to year groups
- ✓ Range of activities for all abilities
- ✓ Certificate of completion for each year group



Key Stage 3 – teachers

Amazingapprenticeships.com

Task guidance
Instructions and guidance for each task

Task	Page	Purpose	Duration	Instructions
Facts about apprenticeships	4	To introduce key apprenticeship facts to the students	15 mins	<p>Resources you will need A computer, projector and sound to play the video.</p> <ol style="list-style-type: none"> Students should be shown the video within the overall presentation on apprenticeships. Whilst watching the video clip, students should complete the statistics by filling in the gaps with the numbers at the bottom of the page. (See Appendix A) As a class, go through the statistics, giving the students a chance to check their answers. Facilitate a class discussion: <ul style="list-style-type: none"> Did any facts surprise you? Which fact attracts you the most? Do you feel inspired to look at apprenticeships as a future option?
Test your knowledge	5	To check understanding of the key facts about apprenticeships	20 mins	<ol style="list-style-type: none"> Students should read through the statements and should tick if they think the statements are true, false or they are not sure. As a class, go through the statements, giving students a chance to share their answers. Use the teacher notes to expand on each statement. (See Appendix B) Encourage students to reflect on what they have found out about apprenticeships so far. Ask them to use the spider diagrams to list all of the benefits of an apprenticeship that they can think of. <p>Stretch and support This logo activity will work well as a competition.</p> <ol style="list-style-type: none"> Students should then individually reflect on which company they would like to work for and why. Facilitate a class discussion where students are encouraged to share their responses to the final question.
Logo Quiz	6	To experience the broad range of well-known companies offering apprenticeships	30 mins	<ol style="list-style-type: none"> Students should work in pairs to identify as many companies as possible from the logos. Allow 15 minutes and then go through the answers as a whole class. (See Appendix C) <p>Stretch and support This logo activity will work well as a competition.</p> <ol style="list-style-type: none"> Students should then individually reflect on which company they would like to work for and why. Facilitate a class discussion where students are encouraged to share their responses to the final question.

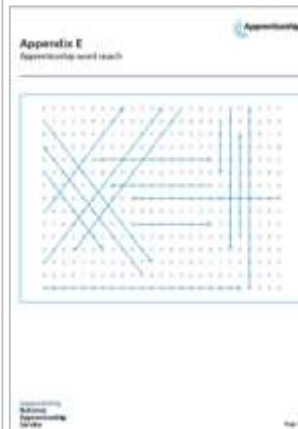
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To find an apprenticeship visit GOV.UK and search for apprenticeships

Page 3

- ✓ Activity task guidance
- ✓ Suggested duration
- ✓ Resources required
- ✓ Stretch & support ideas
- ✓ Appendices that link to answer sheets
- ✓ Colour coded to link to student packs

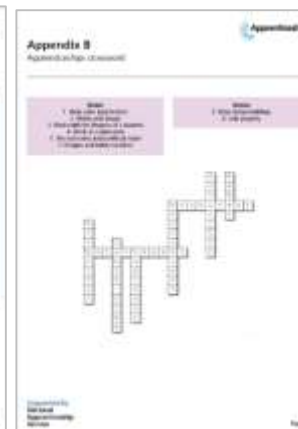
Appendix E
Apprenticeship word search



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Page 5

Appendix B
Appendix on High Street



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Page 10

Apprenticeships explained



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Whole year / class assembly to be delivered by teacher

6th Form Programme

(available at end of Sept via [Amazingapprenticeships.com](https://www.amazingapprenticeships.com))



6th Form Student Pack

Interactive activity pack for students. Can be completed online or printed.

How to help your students to... Apply for apprenticeships

A guide for form teachers supporting 6th form students that covers key topics;

- notes for teachers
- check students' understanding
- how to use relevant local examples
- how it compares to applying to university



Slide deck for Head of 6th Form

To be used to introduce the new 6th Form Tutor Programme to teachers.

Films

Amazingapprenticeships.com



Fire It Up video (60 seconds)



Understanding Apprenticeships



Technology Apprenticeships for the New Generation



Higher and Degree Apprenticeships: Make them your Plan A



Amazing Apprenticeships - Using 'Find an Apprenticeship' to apply



New Recruitment Methods

Quizzes


(Guess the employer available next week)



**THE APPRENTICESHIP
QUIZ**

Take our fun and informative quiz and test your knowledge to see just how much you know about apprenticeships! Will you get 10 out of 10?

[TAKE THE QUIZ](#)



**GUESS THE EMPLOYER
QUIZ**

There are lots of fantastic apprentice employers all over the UK! Take our quiz to find out more about some of the top employer's schemes.

[TAKE THE QUIZ](#)

<https://amazingapprenticeships.com/apprenticeship-quiz/>

Vacancy Snapshot

Amazingapprenticeships.com/vacancies



VACANCY SNAPSHOT

Click on the logos below to see a snapshot of apprenticeship vacancies coming up soon

Sort Employers

Employer Name

Alphabetical

- A-Z
- Z-A

Area of Interest

- Agriculture, environmental and animal care
- Business and administration
- Care services
- Catering and hospitality
- Construction
- Creative and design
- Digital

HOVIS LTD

Hovis Apprentices are our star of the future! Join us and be a part of the fastest-growing bakery brand in the UK, with over 130 years of baking heritage.

We are one of the UK's best loved and most iconic brands and we can offer you an industry-leading, award-winning apprenticeship scheme where you will be paid a competitive salary to learn and begin your career in a supportive and nurturing environment. Find out more now.

[READ MORE](#)

amazon EMPLOYERFACTFILE

WHY WORK WITH US?

- Benefit from working with leading experts and get the chance to work on essential projects alongside other apprentice colleagues.
- At Amazon we pride ourselves on our unique culture. We have a job board that addresses that each Apprentice brings, and we seek to provide those opportunities to our learners for our global customer base.
- We work up in the morning learning about how we can improve our customer experience, and the day that is the most fun we spend... from kinds to Amazon Web Services (AWS) to Prime to Fulfillment by Amazon (FBA).
- Our benefits package includes private medical insurance, a company pension plan, the Amazon bonus, holiday protection, subsidised meals and an employee discount.

CONTACT US AT AMAZON

[1](#) [2](#) [3](#) [4](#) [5](#)

BEHIND THE SCENES

QUOTES ABOUT APPRENTICESHIPS

"Apprentice is the right place for me because my personality can shine and it has helped me grow as a person. I am 100 per cent more confident than I have been in any other job and I believe that is down to the Amazon culture. I love the training and that I can continue learning."

SARA KIDDM Learning Coordinator

AMAZON UK APPRENTICESHIP PROGRAMME

AMAZON FULFILMENT CENTRE

TECHNOLOGY AT WORK

APPLICATION HINTS AND TIPS

YOU'RE THREE STEPS AWAY FROM YOUR FUTURE.

STEP 1 - GETTING TO KNOW YOU

1. Do a background check

2. An online test is either a conditional interview, technical and reasoning screening test OR a behavioural test for some engineering roles.

STEP 2 - SHOW US YOUR SKILLS

Make an application to get a job at an employer. Technical and creative roles may have a portfolio. Don't forget your CV, references or testimonials.

STEP 3 - SHOW US YOUR ENGAGEMENT

Make an application to get a job at an employer. Technical and creative roles may have a portfolio. Don't forget your CV, references or testimonials.

School Workforce

<https://amazingapprenticeships.com/school-workforce/>



Apprenticeships for the school workforce

Thousands of schools across England are benefiting from apprenticeships as a way to recruit new staff and retain or upskill existing staff of all ages and levels of experience, in a wide variety of roles.

Popular Apprenticeships For Schools

There are hundreds of different apprenticeships to select from. Here are some of the most popular apprenticeship standards that schools are using:

TEACHER (POST GRAD)

SCHOOL BUSINESS PROFESSIONAL

TEACHING ASSISTANT

APPRENTICESHIPS GUIDE

A guide to apprenticeships for the school workforce

BENEFITS FOR EMPLOYERS

Achieving the benefits of apprenticeships - A guide for employers

DEPARTMENT FOR EDUCATION

Apprenticeship Live Broadcasts

<https://amazingapprenticeships.com/live-broadcasts>



New for 2019/20

- Enhanced offer for KS3 students
- 40 x broadcasts featuring YAANs in schools / colleges
- 10 x live themed broadcast days
- Delivery of a live event from New Scientist LIVE at London Excel on Thursday 10th October 2019
- Opportunities through apprenticeships programme

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What are the benefits to schools?



Fully funded and quality assured by the Department for Education



A range of support for students in Years 7 –13, as well as parents and teachers & careers professionals



Access to the latest apprenticeship information through high quality resources



Supports the achievement of Gatsby Benchmarks, statutory Careers Strategy duties and Ofsted EIF



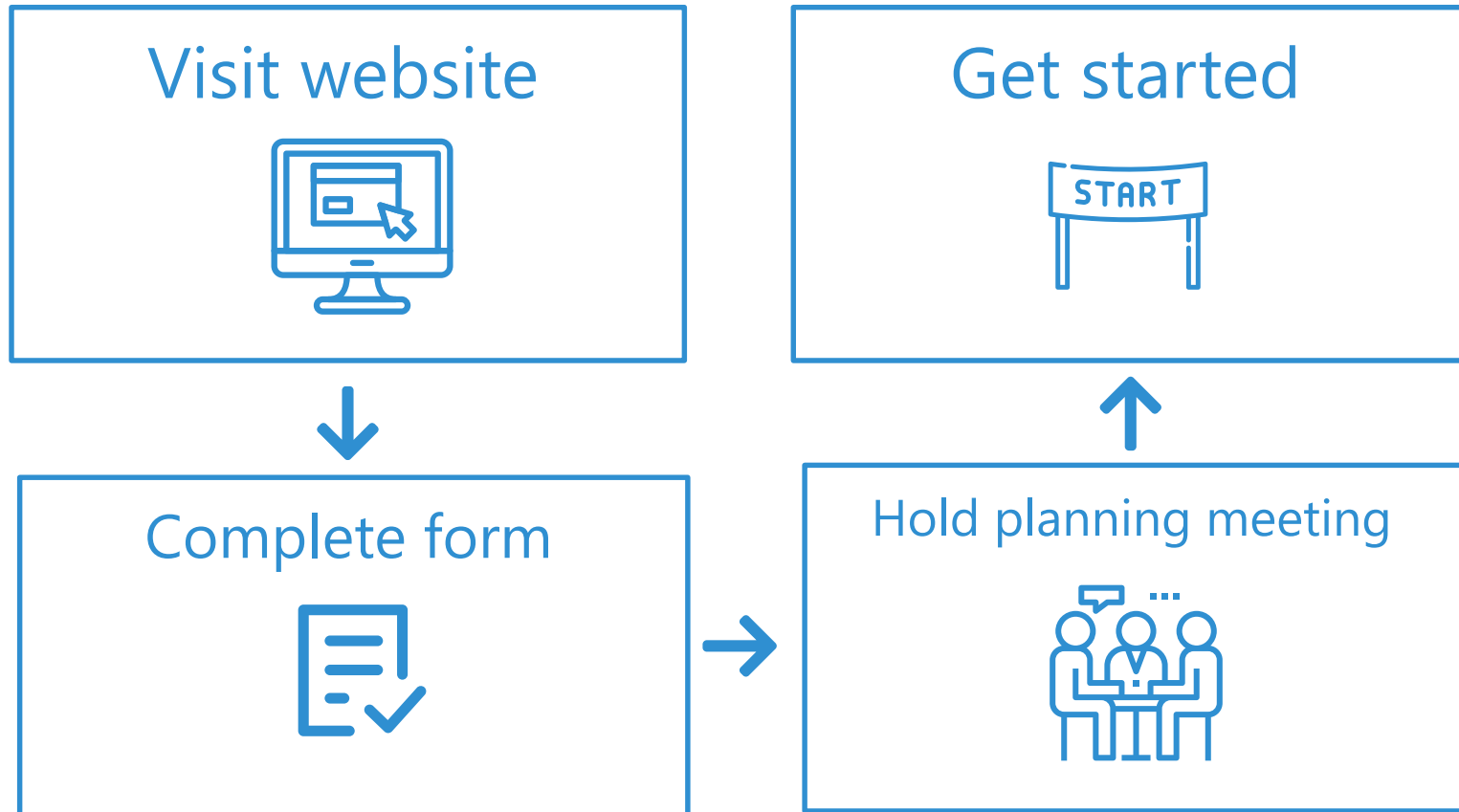
Supports increased positive destination outcomes for students

How does it help the achievement of Gatsby Benchmarks?

Direct link 	Classroom resources	Apprentice Ambassadors	Apprentice Champions	Benchmark tool	Vacancy Snapshot	Live Broadcasts and films	Awareness assemblies	Application workshops	Mock assessment	Parents support	Careers Fairs	Teacher training and development	
													Indirect link 
Gatsby 1													
Gatsby 2													
Gatsby 3													
Gatsby 4													
Gatsby 5													
Gatsby 6													
Gatsby 7													
Gatsby 8													

How to book support

www.amazingapprenticeships.com/request-support



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Working in partnership



Become an Apprenticeship Specialist

Guidance for Enterprise Co-ordinators



Introduction

This guide has been created to support Enterprise Co-ordinators working with schools and colleges in England. It is designed to help raise awareness of the range of resources available and the Apprenticeship Support & Knowledge for schools and colleges programme (ASK).



General apprenticeship guides

There are a number of apprenticeship fact sheets on GOV.UK including a guide to apprenticeships, the A-Z of apprenticeships and the Essential guide to apprenticeship support.

www.gov.uk/government/publications/a-guide-to-apprenticeships



Higher and degree apprenticeship guides

There are two additional publications that provide specific information on higher and degree apprenticeships and the Which? guide to higher and degree apprenticeships.

www.gov.uk/government/publications/higher-and-degree-apprenticeships



Higher and degree vacancy listing

This listing of higher and degree vacancies can be downloaded from GOV.UK and is a great way to see the range available. An updated document is expected in Autumn 2019.

www.gov.uk/government/publications/higher-and-degree-vacancy-listing

Sign up to receive monthly newsletters

Amazing Apprenticeships send out a monthly newsletter with the latest apprenticeship news, resources and opportunities. Sign up at:

www.amazingapprenticeships.com

Look at the Institute for Apprenticeships and Technical Education

The Institute for Apprenticeships and Technical Education website has information about new apprenticeship standards that have been approved and are in development. Take a look at the standards listing to see the range of apprenticeships from Archæologist to Youth worker and from level 2 through to level 7 (master).

www.instituteapprenticeships.org/apprenticeships-standards/

Apprenticeships for the school workforce

There are a number of apprenticeships that could be suitable for schools to see as a way to upskill their existing workforce, as well as new recruits. A guidance document has been produced which helps to explain this.

www.gov.uk/government/publications/a-guide-to-apprenticeships-for-the-school-workforce

Use social media to stay connected

Twitter, Facebook and LinkedIn are all brilliant ways to keep connected to apprenticeship news. Follow the National Apprenticeship Service to keep up to date by using the links below.

Follow National Apprenticeship Service
@Apprenticeships / @FirstUp_Apps
@FirstUpApps
FirstUpApps
Visit apprenticeships.gov.uk or call 08000 130 400

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Become an Apprenticeship Specialist

Guidance for Enterprise Co-ordinators



Catch up on Live broadcasts

The ASK programme records a number of broadcasts with high profile employers and their apprentices throughout the year. They can be watched on catch-up at any time.

www.youtube.com/watch?v=live-link&list=PL6a66666666666666

Speak to your Provider Network Chair/Manager about existing information

There are around 40 local Training Provider Networks (TPNs) set up across England. Each network will consist of a mix of independent providers, FE colleges, Universities and other interested partners such as Local Authorities, LEAs and employers. Speak to them about existing literature and information about the local apprenticeship landscape.

Attend a local network meeting

Each Training Provider Network will hold meetings, typically every 2 – 3 months. These are a great opportunity for you to introduce yourself in person, explain the work of the CEC and hear about the issues affecting providers.

Ask your network manager to send out an email explaining your role

Most networks will have some kind of newsletter that they will use as a way to keep their members informed. Consider sending out a joint communication to members so that they are aware of your role, the intended outcomes and how they can get involved.

Visit a training provider's premises

Speak to your network manager about the different types of providers within the network and which ones might be best to visit. See if you can attend (as an observer) a pre-apprenticeship session for individuals trying to find an apprenticeship, an off-the-job classroom session and maybe even a review.

Visit an apprentice in the workplace

Speak to your network manager to see if a local apprentice and their employer would be happy for you to visit them and shadow for a couple of hours. This will give you a unique insight into apprenticeships.

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Build a calendar of events

There will be a variety of events and activities happening across your local area that are intended to promote apprenticeships to young people, parents, teachers and businesses. Start to build up a calendar of interesting events that you could attend to increase your knowledge of apprenticeships in the area.

Attend national events

As well as local events, there are lots of national events including WorkSkills UK Live, Skills London, UCAS events, What Career Live and the Apprenticeship Shows. You can meet employers, apprentices and training providers, attend workshops and pick up literature.

Familiarise yourself with the AAN and YAAN

There are 9 regions across England, each with an Apprenticeship Ambassador Network (AAN) and Young Apprentice Ambassador Network (YAAN). Familiarise yourself with the networks, their activity calendar and social media activity.

Understand the YAAN booking process

Schools can book a YAAN to speak at their school to inspire their students, teachers and parents. This is co-ordinated through the ASK programme.

www.amazingapprenticeships.com/yaan-request-support

Speak to your ASK Delivery Partner

Every educational establishment in England with students in years 10 – 13 can access a bespoke programme of apprenticeship support for students, teachers and parents. Your ASK partner will be able to share intelligence about which schools are engaged and which have not yet engaged in this offer.

Promote the Apprenticeship Champion Network

Get your schools know about the Apprenticeship Champions Network, an online network of like-minded individuals sharing free apprenticeships resources, ideas and receiving useful updates. All new Champions also receive a welcome pack, which includes an introductory letter, badge and poster pack.

www.amazingapprenticeships.com/becoming-a-champion

Follow National Apprenticeship Service
@Apprenticeships / @FirstUp_Apps
@FirstUpApps
FirstUpApps
Visit apprenticeships.gov.uk or call 08000 130 400

Follow the National Apprenticeship Service:

 **@Apprenticeships**

 **Fireitupapps**

 **National Apprenticeship Service**

**Search for apprenticeships on GOV.UK
or call 08000 150 400**

Hello@amazingapprenticeships.com

Any questions?



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