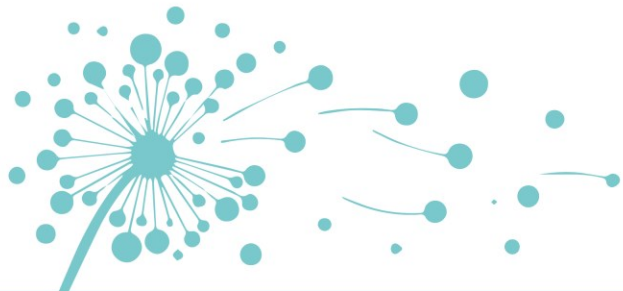




# Apprenticeships Support Project

report July 2022



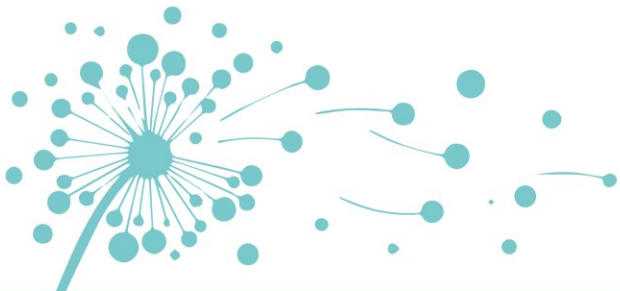
# Introduction

In response to the Covid 19 recovery plan, Shropshire Council commissioned Edwina McQueen, Education & Training Consultancy to support three Schools in Shropshire transitions students into apprenticeships and employment.

Research conducted by YouGov in November 2021, found 52 per cent of students would have considered an apprenticeship had more information been made available.

Apprenticeships are key to addressing longer term skills and labour shortages in the Marches. During 2019/20 there were 5,050 apprenticeship starts in the Marches area, this is a decrease of 20.6% (-1,310) compared to 2018/19. The national average also showed a decrease of 18% for the same period. In August 2021 there were 336 apprenticeship vacancies in the Marches this is an increase of 150 vacancies when compared to August 2020. (Blackburn, October 2021).

This project will aim to increase understanding of apprenticeships in three Shropshire schools by supporting young people choose their routes to employment and to provide individual support when applying for apprenticeship jobs within the Marches.



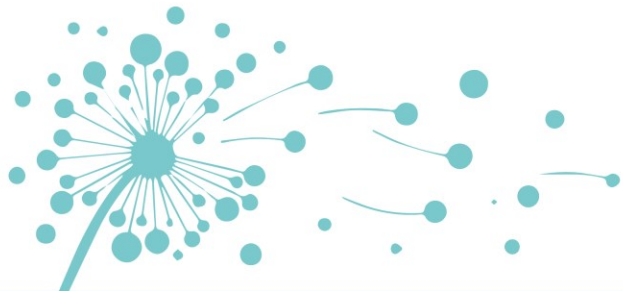
## About Edwina McQueen etc.

Edwina is a volunteer Career Enterprise Advisor, an Apprenticeship Ambassador for the West Midlands and the Marches.

She has a consultancy and coaching business in Shropshire and works as an Independent Apprenticeship Assessor at Level 7 for the Chartered Management Institute and is an International Coaching Federation (ICF) qualified Coach.

Edwina is passionate about workplace learning and apprenticeship and has over 30 years of experience delivering apprenticeship both in the private and public sector and has worked with several FTSE 100 companies in the UK and Internationally.

She is experienced in working with neurodiversity conditions and coaches' individuals at various levels within organisations to improve workplace performance and to progress into leadership positions.



# Programme structure & content

Structure	Content
General Apprenticeship Talk to all Y12 & Y13 students	What is an apprenticeship and where to find them. Sectors, standards, levels, degree apprenticeship, duration, employers and recruitment.
Apprenticeship set up, preparation & research workshop for students unclear of their employment route and not going to university	How to setting up and register for an apprenticeship account, research apprenticeship jobs, structure a cv for specific jobs and how research employers and apprenticeship jobs using company find an apprenticeship service, company websites, social media (LinkedIn) and how to use the Institute for Apprenticeships to identify standards and requirements and link back to jobs on 'find an apprenticeship'.
A package of individual coaching & mentoring sessions both face to face and on-line	Tailored coaching to individuals needs. Students bring questions to the sessions they are struggling with e.g. finding the right apprenticeship, concerns, hope and fears. Through the process they develop confidence by working on their strengths.
Email support between sessions	Answering questions, reviewing and feeding back on cv's
Apprenticeship interview preparation & techniques.	What do expect during an interview, how to prepare for the interview and techniques to answer competency interview questions
One to one email support	Any follow question or support needed on the application and interview process

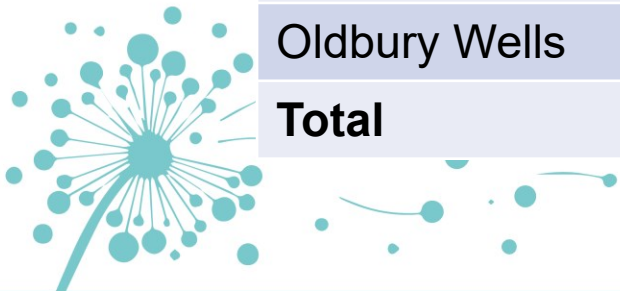
# The Numbers

## Apprenticeship talk by year

School	Y13	Y12
William Brooks	18	20
Thomas Adams	18	15
Oldbury Wells	17	15
<b>Total</b>	<b>53</b>	<b>50</b>

## Actual students on programme

School	Y13	Y12
William Brooks	9	5
Thomas Adams	8	4
Oldbury Wells	11	7
<b>Total</b>	<b>28</b>	<b>16</b>



# Y13 Interim progress report

School	Student No	Undecided		Applications in progress		Applications made/awaiting		Apprenticeships secured	
William Brooks ***	9	n/a		n/a		2 *	22%	n/a	
Thomas Adams	8	1	12%	3	37%	3 *	37%	1	12%
Oldbury Wells	11	4 **	36%	3	27%	2 *	18%	2	18%
<b>Total</b>	<b>28</b>	<b>5</b>	<b>26 %</b>	<b>6</b>	<b>31%</b>	<b>5</b>	<b>26%</b>	<b>3</b>	<b>15 %</b>

***78% of Y13 students who started the apprenticeship program have either secured an apprenticeship, have applications in progress or are awaiting outcome***

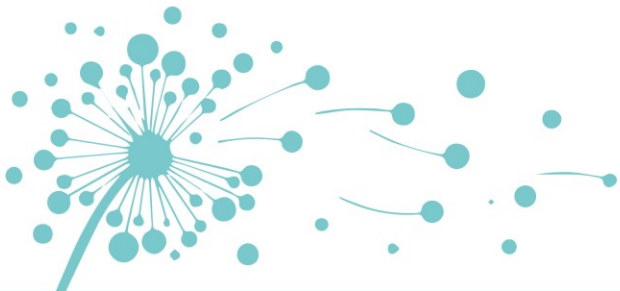


## Notes

- \* four applications for degree apprenticeships
- \*\* awaiting for students feedback
- \*\*\* school data not included

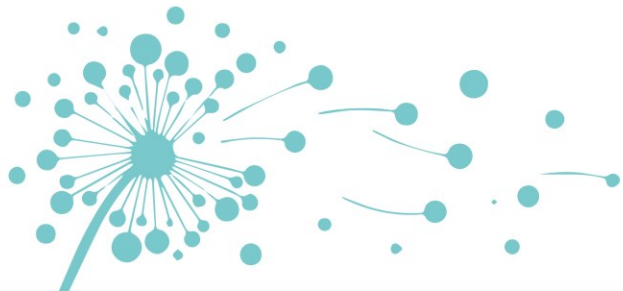
# Other associated programme outcomes & benefits

- Increased awareness of apprenticeships and the opportunities available
- Increased confidence, accountability & independence
- Behaviours required for the world of work e.g. accountability, communication
- Skills in research and interview preparation, questioning techniques and communication
- How to use powerful language to get their message across when writing a cv
- How to have a professional discussion
- How to utilise their strengths to improve confidence and demonstrate competencies
- An understanding of the apprenticeship standards and what will be expected of them in the workplace for their chosen apprenticeship route.
- Increased understanding and awareness of degree apprenticeships as an alternative to university
- Face to face and on-line interview and assessment preparation
- All students have a work ready cv and the tools to keep them up to date and relevant



# Lessons Learnt


- Schools with dedicated support staff engaged and progressed
- Although all schools provide cv support this was an area all students struggle with e.g. they found it difficult to apply their learning to the world of work and customise for a real job
- cv writing needs to be a separate practical workshop.
- Students need to be on programme earlier Y11 or Y12. Supported with a re-fresher follow-up programme for Y13, there was a lot to cover and the programme was competing with A level study and exams



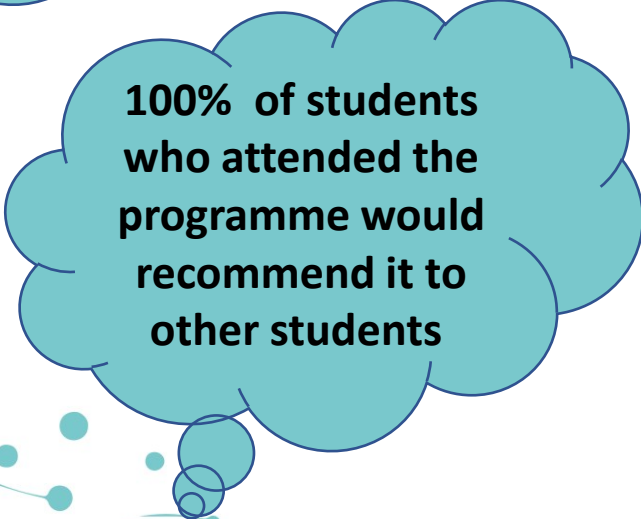




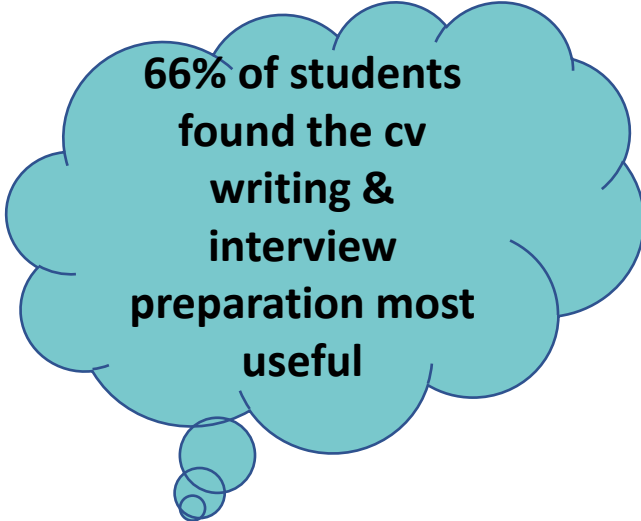
**34% of students found the 'find an apprenticeship' account set up and research very helpful.**



**"Thank you very much for your session today. I spoke to a couple of students from my class and they really enjoyed it and are now considering apprenticeships as a real option."**



**100% of students who attended the programme would recommend it to other students**



**66% of students found the cv writing & interview preparation most useful**



**67% of students found individual mentoring and coaching beneficial**

