

Swindon and Wiltshire Careers Hub

Apprenticeship Technical Education Project Findings

September 2022

'To help every young person find their best next step.'

Project Overview

In January 2022 the Swindon & Wiltshire Careers Hub secured £20,000 of funding from the CEC to run a project to focus on apprenticeships.

The aim of this project was to understand what the current barriers are for young people when considering/taking up an apprenticeship, and a business to offering apprenticeships or filling their apprenticeship vacancies.

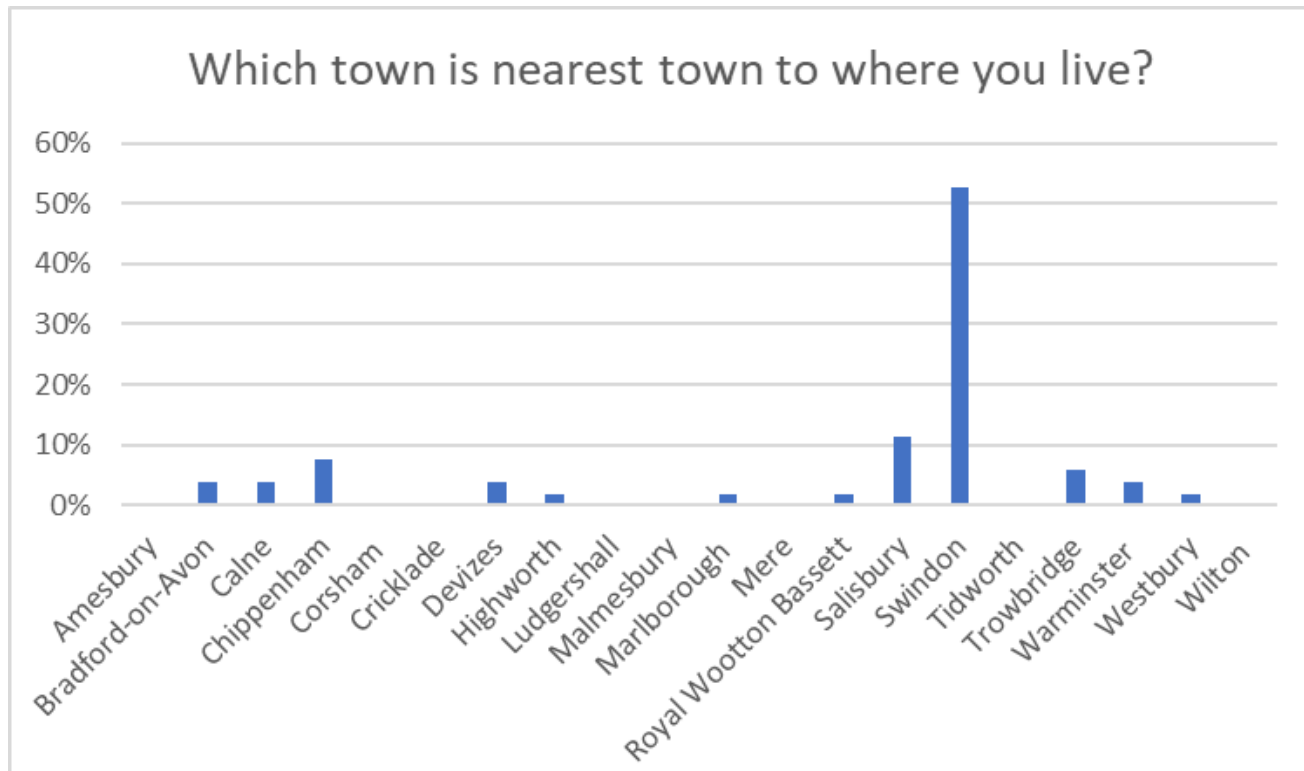
To do this, we:

- undertook a survey with young people and local businesses
- facilitated discussions with both groups
- used data other sources to understand what these barrier may be.



Young person survey feedback

53 young people between the ages of 16-24 completed the survey across Swindon and Wiltshire



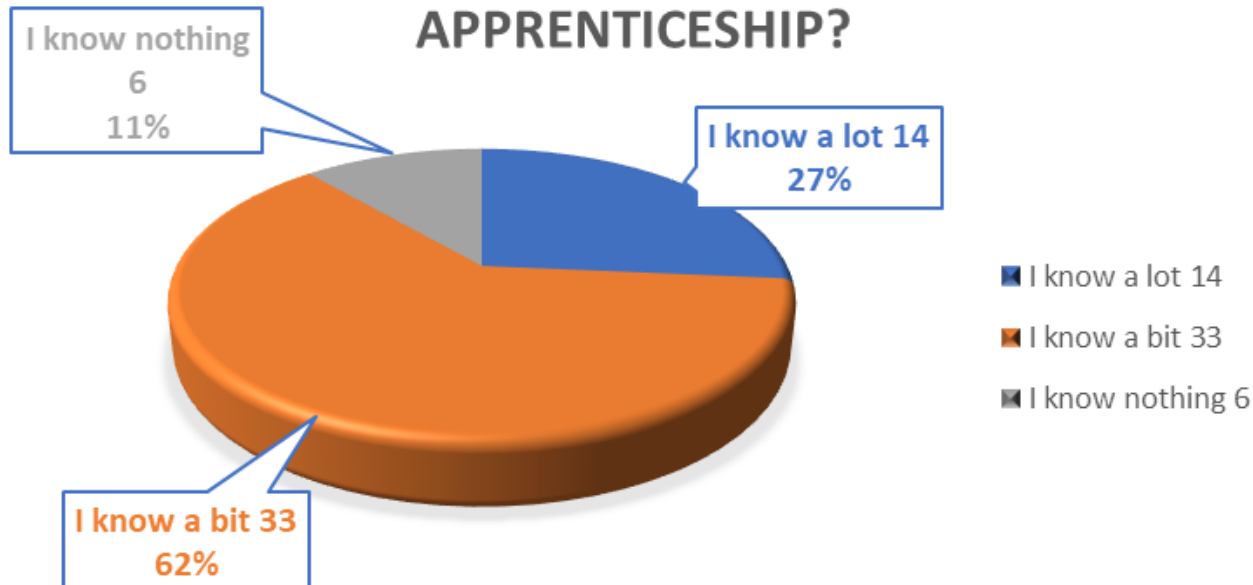
The highest returns came from young people living in the Swindon area.

Wiltshire area returns were low with Salisbury registering the highest return with just over 11%.

44% of all response came from those in the 16–18-year group and 66% said they were currently in college.

Current knowledge of apprenticeships

Q7. WHAT IS YOUR CURRENT UNDERSTANDING OF AN APPRENTICESHIP?



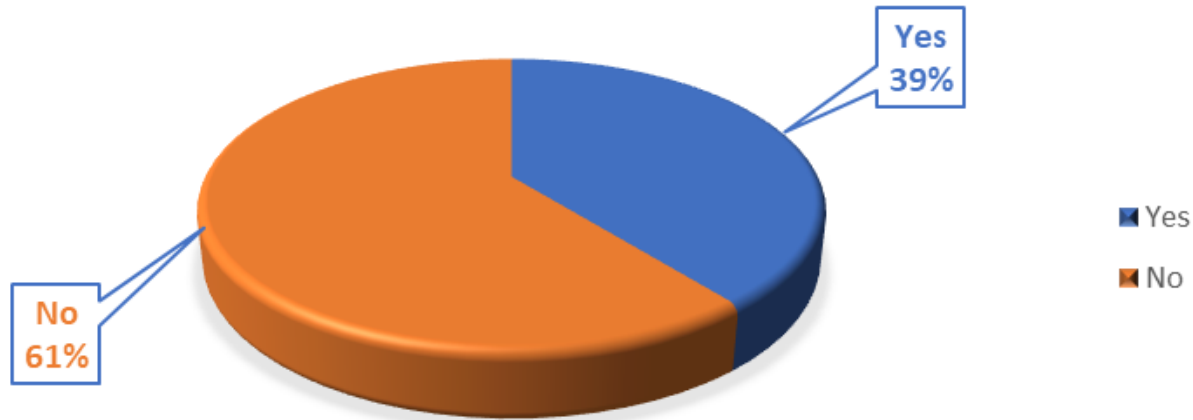
Over 70% had little or no knowledge of apprenticeships.

Those who had some knowledge of apprenticeships obtained this from school or parents.

15% obtaining information from other sources.

Current knowledge of apprenticeships

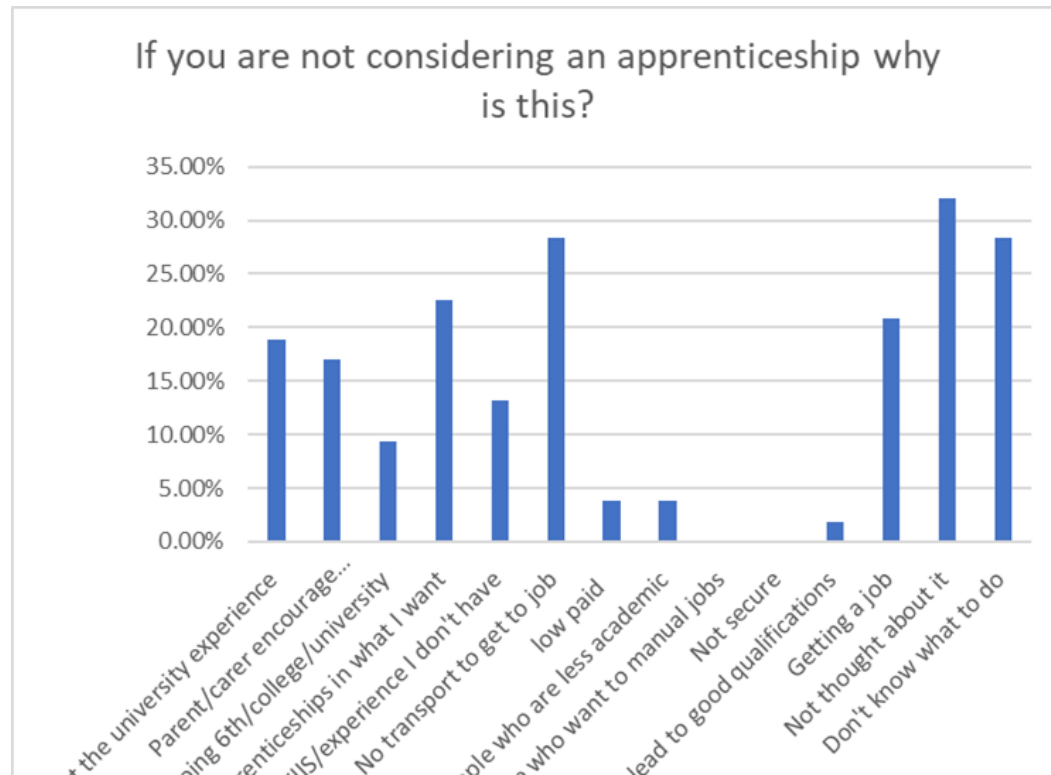
IF YOU ARE THINKING ABOUT APPLYING
FOR APPRENTICESHIP WOULD YOU KNOW
WHERE TO LOOK FOR VACANCIES?



61% of respondents said they would not know where to look for an apprenticeship vacancy.

This is supported by a recent post 16 strategy survey conducted by Swindon Borough Council when most of the parent/carer response felt young people were not provided with enough information on the opportunities.

Barriers to considering an apprenticeship



31% said they had not thought about apprenticeships.

28% did not know what they wanted to do,

28% had difficulty getting to an apprenticeship

This was further supported by Swindon Borough Councils Post 16 Survey when most parents and carers stated transport and travel times were an issue.

Qualitative feedback.

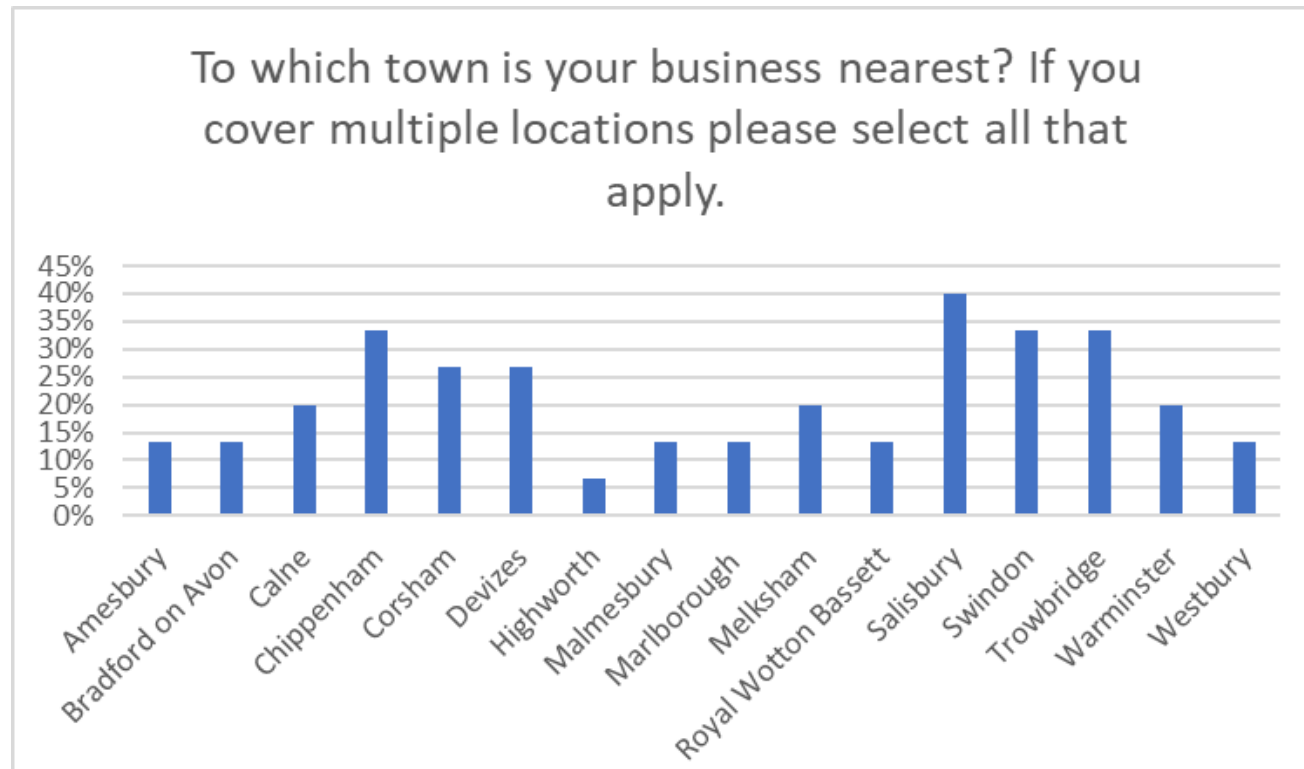
A focus group was also held with the youth cabinet members for Wiltshire. A padlet was set up to gather their thoughts on apprenticeships
<https://padlet.com/annette120/u2qwg4bk1otxmlgs>

What may stop you considering an apprenticeship		
Schools tended to push university as a post 18 option	More support available to apply for university than an apprenticeship	Home educated do not have the same opportunity to learn about apprenticeships
I can't do what want as an apprenticeship	Getting to an apprenticeship would be a issue	Choosing an apprenticeship is very final
My parents want me to go to Uni	Not great jobs	I don't know enough about them



Employer survey feedback

Despite an extensive promotional campaign with partners and stake holders only fifteen businesses completed the survey across Swindon and Wiltshire.

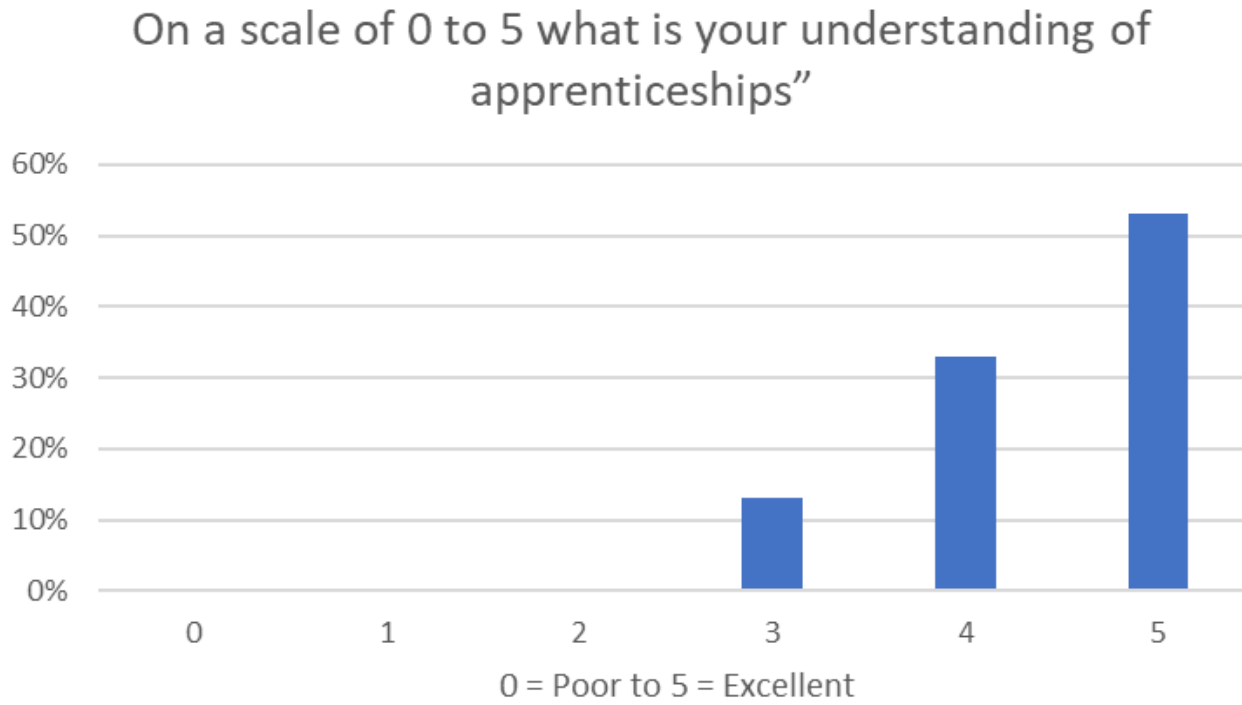


The largest return was from businesses in the Salisbury area 40% Swindon, Trowbridge, and Chippenham on 33%.

Returns were greatest from smaller businesses 2-49 employees 47%.

Construction had the largest returns of all sectors with 33%.

Current apprenticeship position.

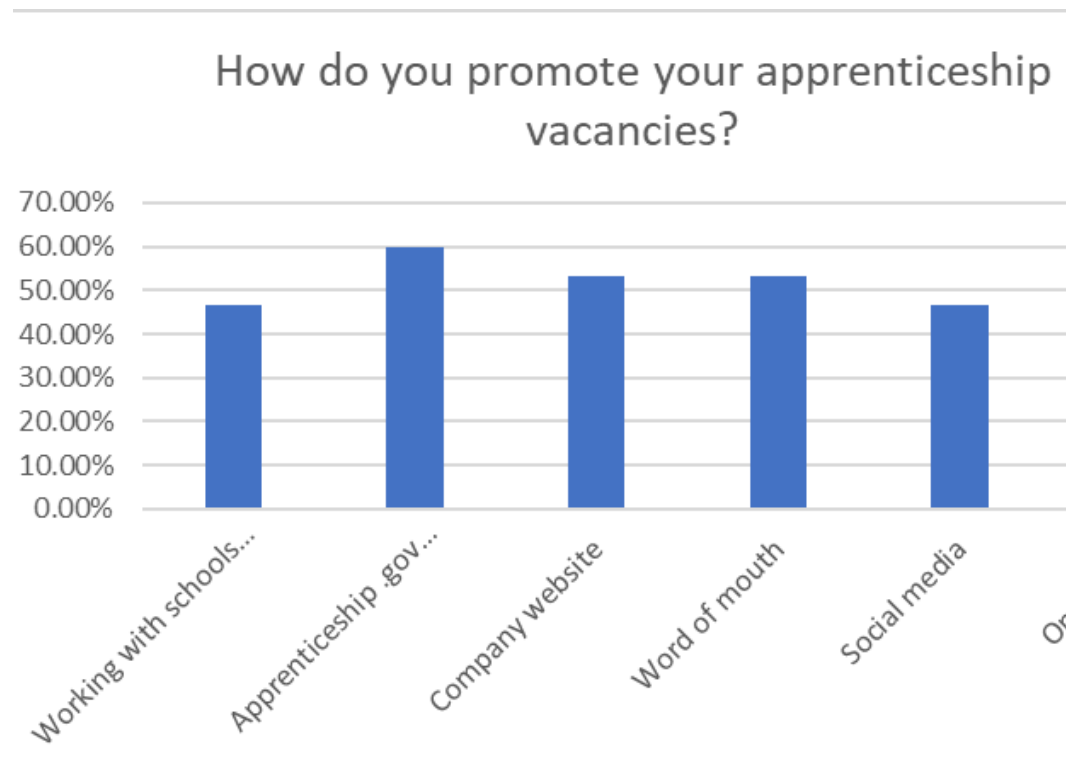


53% of those surveyed felt they had an excellent understanding of apprenticeships.

90% saying they recruited apprentices under the age of 24 and paid above the minimum apprenticeship rate.

80% said the primary reason for recruiting apprentices was to grow their own talent.

Current apprenticeship position.



60% off those surveyed offered level 2/3 apprenticeships

40% also offering level 4.

The platform is using the [www.gov](http://www.gov.uk/apprenticeship) apprenticeship website with 60% of businesses using this as a method to recruit.

Over 50% recruited also using word of mouth.

Just over 40% worked with schools.

Barriers faced when recruiting apprentices.

Over 50% of those surveyed said they had found it difficult to recruit to the apprenticeship roles they had advertised.

Swindon and Wiltshire businesses were invited to take part in a focus group. A padlet was set up to gather their feedback
<https://padlet.com/annette120/eumwp03spxkg5j1c> .

Feedback mirrored what businesses had said when responding to the survey.

Do you find it difficult offering apprenticeships and recruiting to these roles? Why do you think this is the case?			
New ways of working.	Pressure on managers can put them off from considering taking on an apprentice.	Location and transport are an issue	Unrealistic expectations on both sides
Schools don't promote sector as a valued career choice. Poor careers advice	Resourcing has been a challenge. Team is small	Shortage of applicants for certain types of Apprenticeship	Visibility young people don't know who we are, and what opportunities we have.
Lack of employability skills, or suitable candidates.	Off the job training hard to accommodate	Found the .gov website not user friendly	Looking at new apprenticeships but the standards are just not there
Schools push Uni and don't support students to apply for an apprenticeship.	Not advertising at the right time	Don't really want the job and it is a waste of everyone's time.	YP applying for an apprenticeship without understanding role.

Qualitative Feedback .

The focus group were asked to discuss ways they thought the barriers they highlighted could be addressed. Solutions focused on a need for businesses to be more engaged with their future talent working alongside schools and young people.

How could the barriers faced by businesses and young people be addressed?			
Market & promote apprenticeships to young people in a way that appeals to them.	Training/event for businesses on recruiting an apprentice.	Business could run a lunch time after school club to raise profile.	Support in school's to complete applications for apprenticeships.
Encourage schools to equally promote careers/sectors. Get them into a business.	Business holds open days to promote apprenticeships, invite young people in to see what they do.	Fund/bursary to support those that struggle with travel? Life skills to help young budget for travel costs.	Target parents/carers to get them to encourage young people to look at apprenticeships.

In Conclusion

Key themes common to both groups:

- Knowledge and information about current apprenticeships and opportunities
- Raising awareness
- Barriers to being able to offer or accept an apprenticeship
- Misconceptions

In order for apprenticeships to be regarded as a genuine career pathway, it is important that their value is understood as a way of helping young people progress in the labour market.

Whilst a more long term approach needs to be consider a number of projects could be put in place to help to bridge this gap and go some way to increasing the percentage of school leavers considering apprenticeships.

Work is underway with schools to promote apprenticeships but more focus is needed on who and what influences young people when making future career choices and connect with them on a more social/emotional level.

Working both in and outside of a school setting with parents and employers we will able to embed this message further.

Quick win projects

Project	Brief	Detail
'On the Busses' Become, Hire, Inspire!	To raise awareness of apprenticeships. A county wide promotional campaign using public transport networks.	4 week campaign on busses across Swindon and Wiltshire using bus rears, supper sides, and in journey posters, and railway stations to promote apprenticeships. QR embedded will allow us to track click throughs via web link
'It's Hip to do an ApprenticesHip'	Event to be run in Salisbury in partnership with stakeholders and businesses aimed at parents, young people, schools, and business.	Afternoon/evening event to be hosted late Jan/Feb, Engaging Format Short talks, challenges, that can be repeated, during the event. Employers stands in the lobby area, CV clinic, 'Speed dating' with an employer, meet an apprentice, escape room where the students solve career related problems.
'Powered By'	Promotional give away water bottles	to be used at careers events to encourage young people to complete feedback and further promote the benefits of apprenticeships. Bottles will have a link to https://www.apprenticeships.gov.uk/

Long-term Projects

‘Get on Board’

Pilot transport bursary project – To support financially excluded young people to be able to accept and sustain an apprenticeship offering up to 80% off bus or rail transport for an agreed period.

‘B.E.S.T’

Business Exchange for Subject Teachers. Working alongside schools and business to create opportunities for subjects leads to spend time with a local business working in their subject field and reciprocating that for businesses to make a return visit to the school to engage in a lesson with that teacher.

‘Clocking In’

Series of TIKTOK Videos featuring Swindon & Wiltshire businesses and their young apprentices

Swindon and Wiltshire Careers Hub



Contact us: CareersHub@Wiltshirer.gov.uk

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