

# Why Apprenticeships?

**STEPHEN  
LAWRENCE**  
**DAY** 

***Engagement  
Report***

# **“Why Apprenticeships?”**

## *Engagement report*

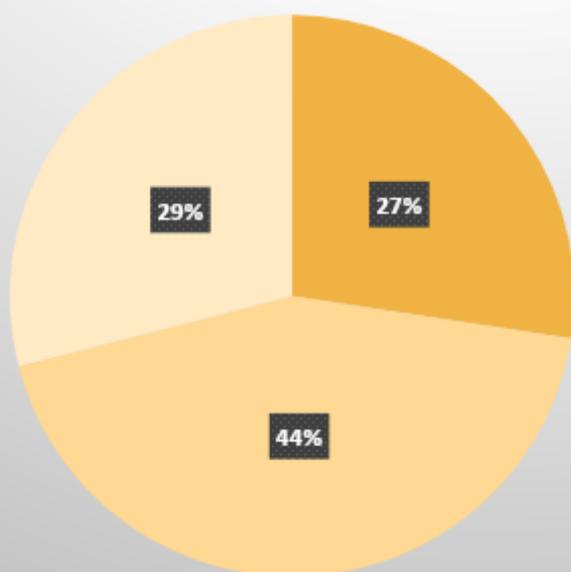
- “Why Apprenticeships?” was hosted on the 22<sup>nd</sup> of April 2021 as a live webinar.
- 62 people attended the live webinar.
- The event was replayed 347 times with an extra 33 people watching the event 100% and completely engaging with the survey.
- Attendees spanned from all over the UK with a heavy attendance from the London area
- Age groups ranged from 16 – 62 years old with 16 – 21 making up 93% of attendees and survey engagers.
- Gender mix was Female heavy with 63% of the attendees, followed by 27% male, 7% prefer not to say, 2% identify as non-binary and 1% transgender.

## ***Pre event Vs Post event understanding.***

The event showed a significant level of progress in understanding, confidence, and knowledge of apprenticeships, please see the below for specifics.

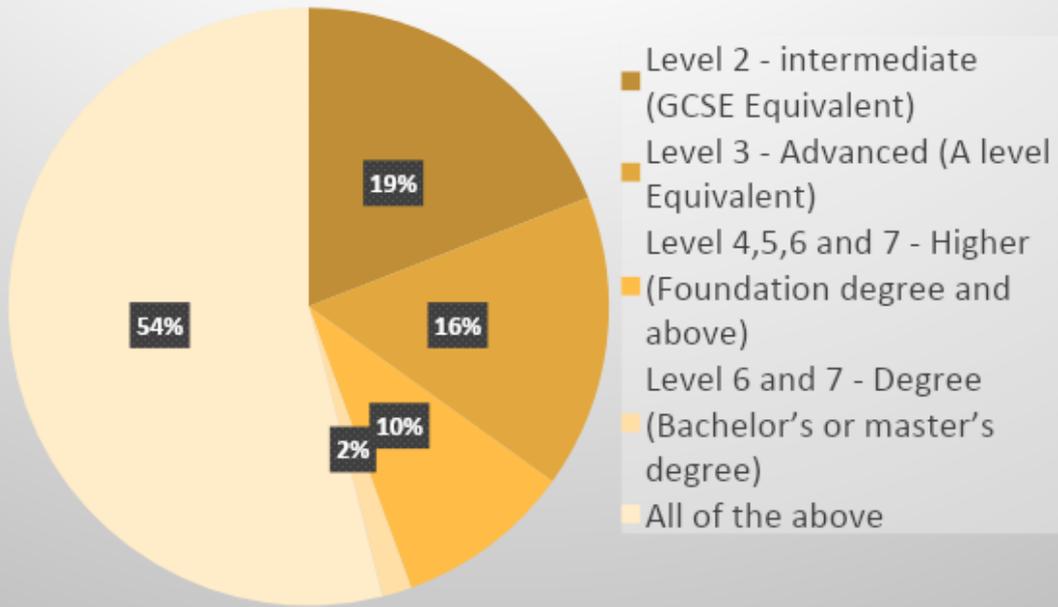
| <b>PRE EVENT RESULTS</b>                              |    |  |    |  |    |
|---|----|--|----|--|----|
| <b><i>Which industries offer apprenticeships?</i></b> |    | <b><i>At what age are apprenticeships available?</i></b> |    | <b><i>At which level are Apprenticeships set?</i></b>    |    |
| Hair & Beauty   | 17 | 16 - 18  | 13 | Level 2 - intermediate (GCSE Equivalent)                 | 12 |
| Hundreds of industries at various levels of entry     | 27 | 18 - 21  | 19 | Level 3 - Advanced (A level Equivalent)                  | 10 |
| Plumbing, carpentry & other construction based skills | 18 | 21 - 24  | 0  | Level 4,5,6 and 7 - Higher (Foundation degree and above) | 6  |
|   | 62 | 24 - 30  | 0  | Level 6 and 7 - Degree (Bachelor's or master's degree)   | 1  |
|   |    | 16+  | 30 | All of the above   | 34 |

### Which industries offer apprenticeships?

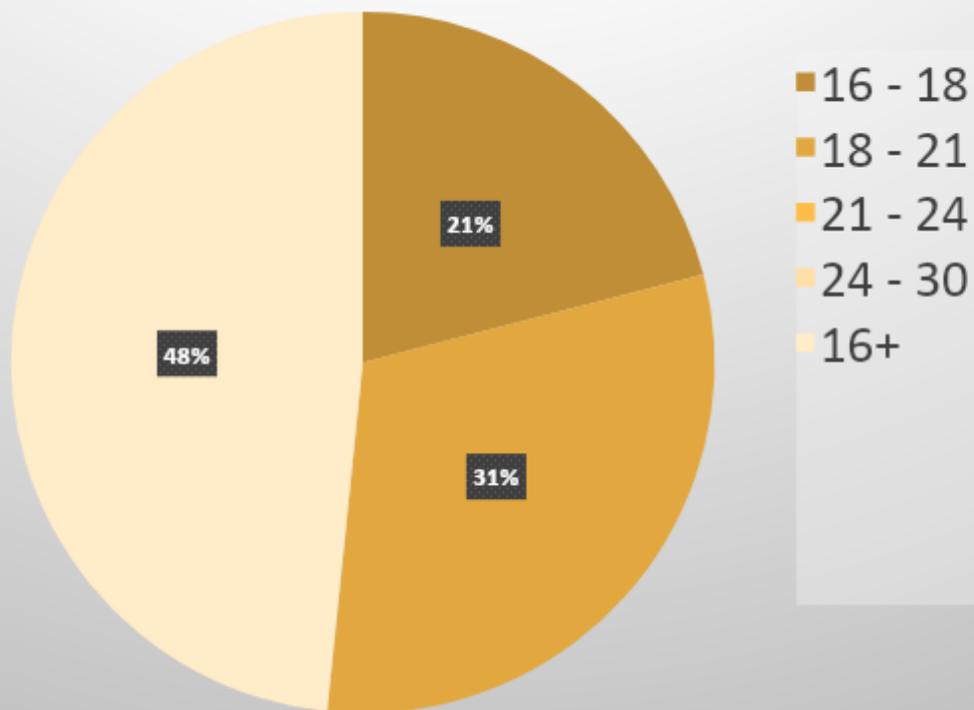


- Which industries offer apprenticeships?
- Hair & Beauty
- Hundreds of industries at various levels of entry
- Plumbing, carpentry & other construction based skills

### At which level are apprenticeships set?



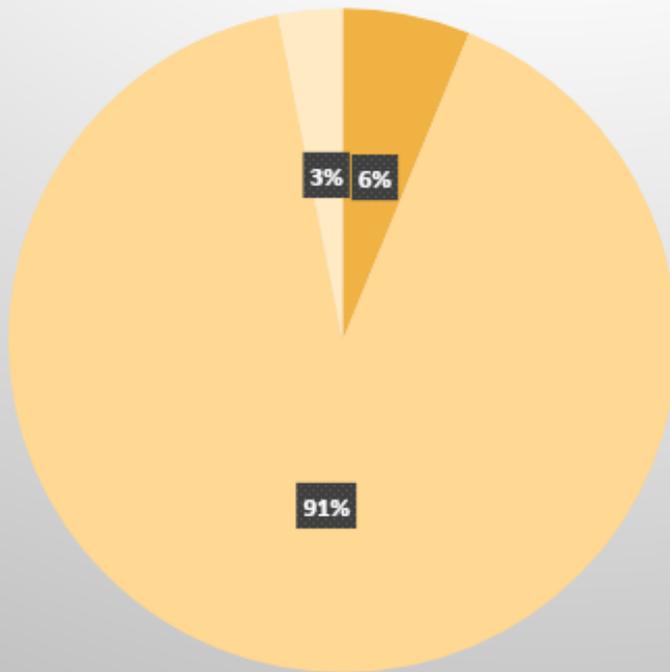
### At what age are apprenticeships available?



# POST EVENT RESULTS

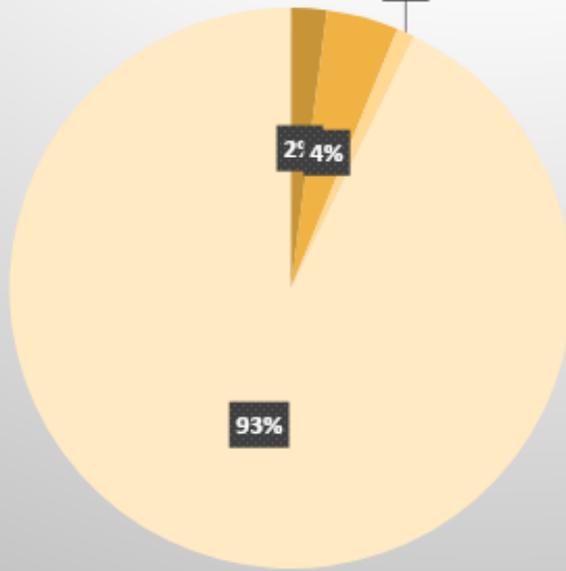
| <i>Which industries offer apprenticeships?</i>        |    | <i>At what age are apprenticeships available?</i> |    | <i>At which level are Apprenticeships set?</i>           |    |
|---|----|---|----|--|----|
| Hair & Beauty   | 6  | 16-18   | 2  | All of the above   | 83 |
| Hundreds of industries at various levels of entry     | 88 | 18-21   | 4  | Level 2 - intermediate (GCSE Equivalent)                 | 5  |
| Plumbing, Carpentry & other construction based skills | 3  | 21-24   | 1  | Level 3 - Advanced (A level Equivalent)                  | 4  |
|   |    | As long as you are 16+                            | 90 | Level 4,5,6 and 7 - Higher (Foundation degree and above) | 5  |

## Which industries offer apprenticeships?



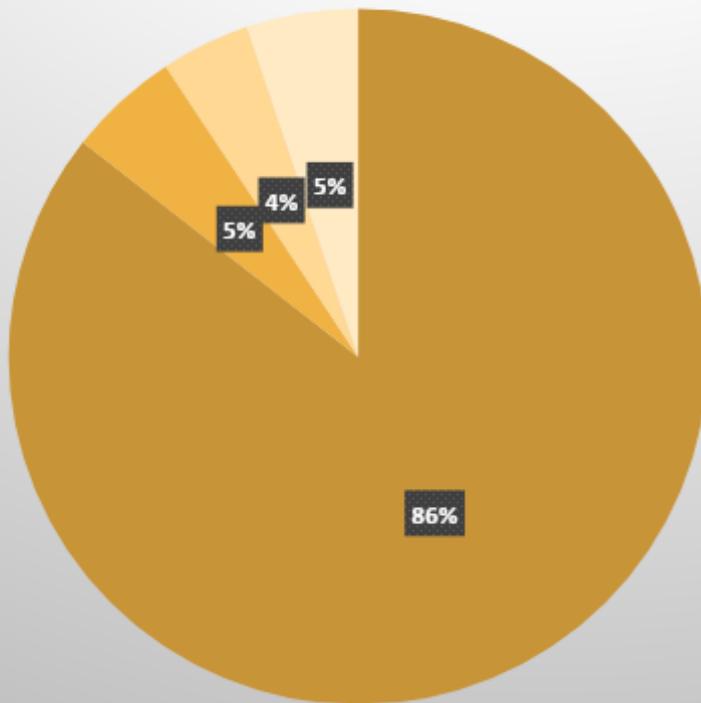
- Which industries offer apprenticeships?
- Hair & Beauty
- Hundreds of industries at various levels of entry
- Plumbing, Carpentry & other construction based skills

### At what age are apprenticeships available?



- 16-18
- 18-21
- 21-24
- As long as you are 16+

### At which level are Apprenticeships set?



- All of the above
- Level 2 - intermediate (GCSE Equivalent)
- Level 3 - Advanced (A level Equivalent)
- Level 4,5,6 and 7 -
- Higher (Foundation degree and above)

## ***Pre event Vs Post event understanding.***

Progress of understanding was very significant in the pre and post event polls. The content covered through out the presentation and topics spoken about by all of the guest speakers clearly covered these points with an overall aim of raising the level of confidence and understanding about applying for apprenticeships.

Beside the figures, there has been communication made with 2 of the guest speaking companies by attendees for work experience and sign ups to their mailing lists with the intention of finding out more about their apprenticeships and work opportunities.

| <b><i>Pre Event Vs Post Event</i></b>      |                   |                    |                        |
|--|-------------------|--------------------|------------------------|
| <b><i>Question</i></b>                     | <b><i>Pre</i></b> | <b><i>Post</i></b> | <b><i>Progress</i></b> |
| Which industries offer apprenticeships?    | <b>44%</b>        | <b>91%</b>         | <b>47%</b>             |
| At what age are apprenticeships available? | <b>48%</b>        | <b>93%</b>         | <b>45%</b>             |

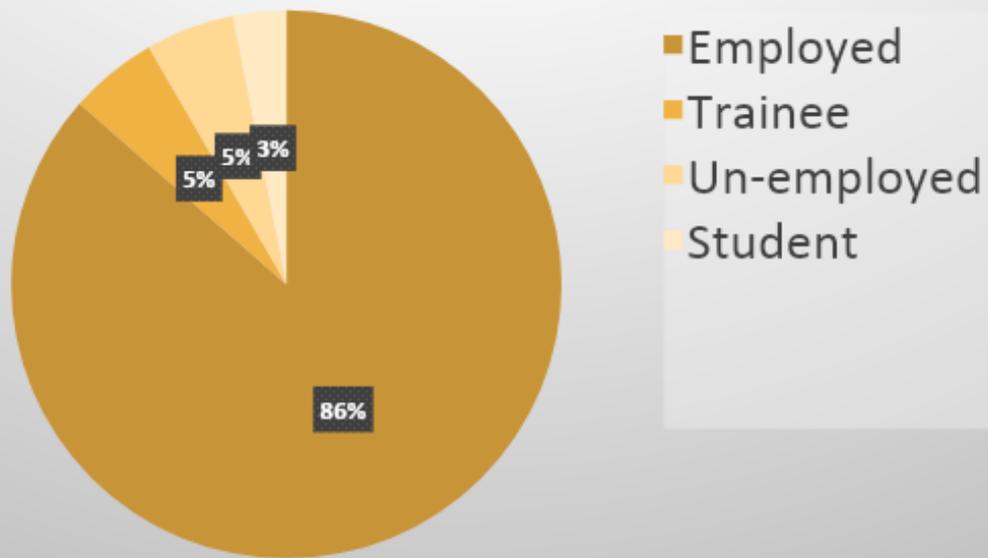


***Understanding, important factors and confidence in applying for an apprenticeship post event.***

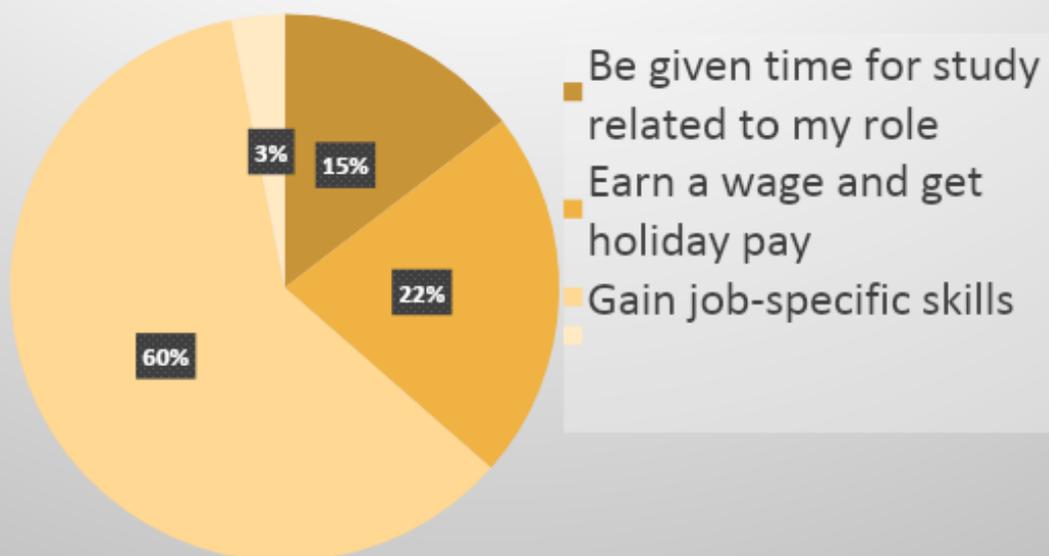
The following three questions were covered in the session and were aimed at developing the understanding of apprenticeships further, instilling confidence to apply in all of the attendees and to understand what are the important factors that are on offer to the attendees.

| <i>What is the employment status of an apprentice?</i> |        | <i>Which aspect of an apprenticeship is most important to you?</i> |        | <i>How confident are you now to apply for an apprenticeship? (scale of 1-5. 5 = ready to apply now!)</i> |    |
|--|--------|--|--------|--|----|
| Employed   | 8<br>3 | Be given time for study related to my role                         | 1<br>4 | R-5  | 88 |
| Trainee  | 5      | Earn a wage and get holiday pay                                    | 2<br>1 | R-4  | 7  |
| Un-employed  | 5      | Gain job-specific skills   | 5<br>8 | R-3  | 1  |
| Student  | 3      | Work alongside experienced staff                                   | 3      |  |    |

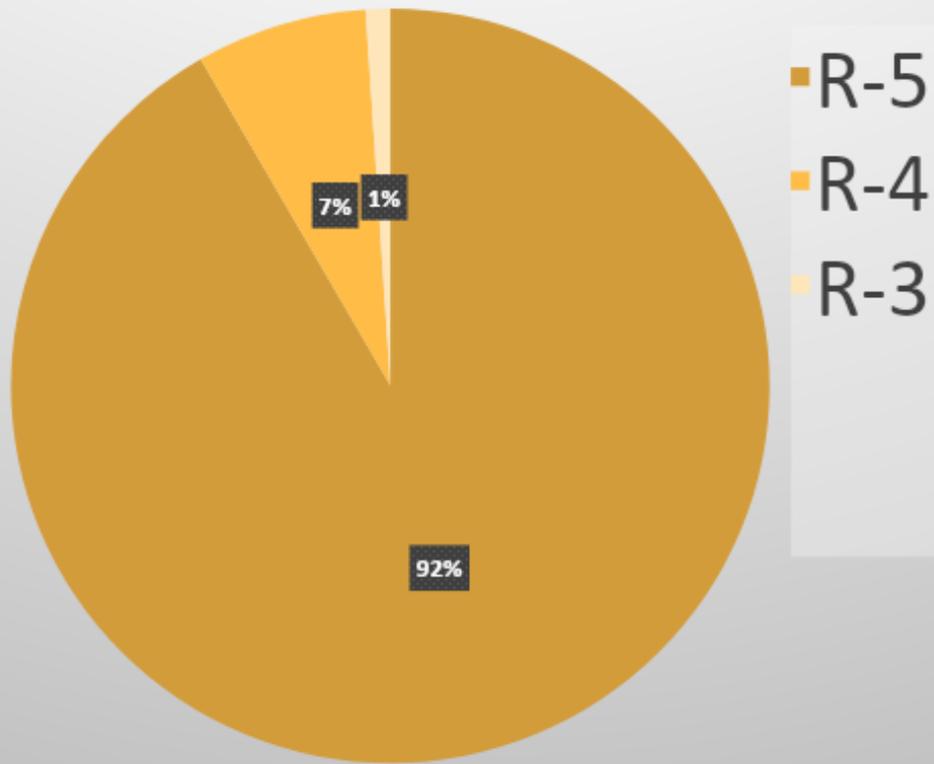
### *What is the employment status of an apprentice?*



### *Which aspect of an apprenticeship is most important to you?*



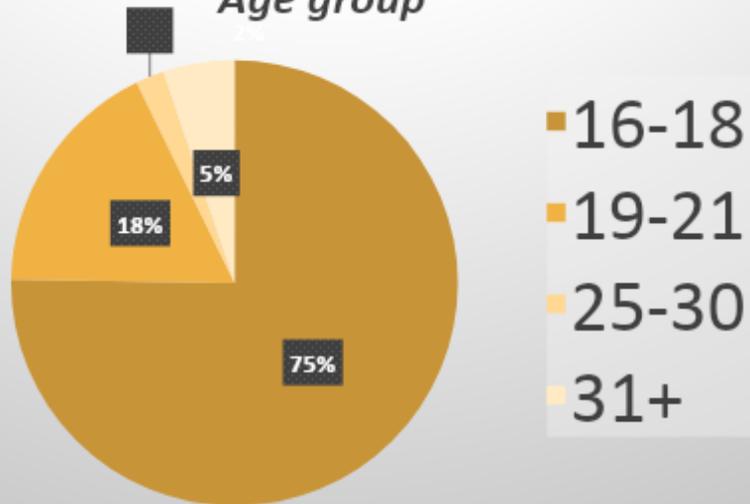
*How confident are you now to apply for an apprenticeship? (scale of 1-5. 5 = ready to apply now!)*



## ***Contextual information.***

| <b><i>Age group</i></b> |    | <b><i>What is your gender?</i></b> |    |
|-------------------------|----|------------------------------------|----|
| 16-18                   | 73 | Male                               | 26 |
| 19-21                   | 17 | Female                             | 61 |
| 25-30                   | 2  | I prefer not to say                | 7  |
| 31+                     | 5  | Non-Binary                         | 2  |
|                         |    | Transgender                        | 1  |

### Age group



### What is your gender?

