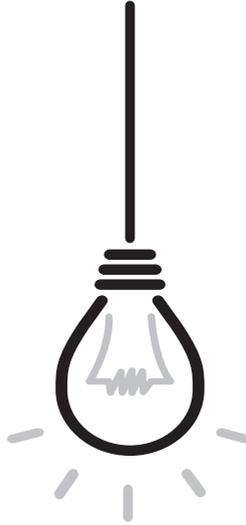


Free Apprenticeship Support  
and Knowledge  
for schools and colleges  
2018/19



ASK

about apprenticeships  
2018/19

Brought to you by  
National  
Apprenticeship  
Service



# Welcome from Keith Smith

## Director of the National Apprenticeship Service

---



Thank you for engaging with the Apprenticeship Support & Knowledge for schools and colleges programme (ASK), funded by the National Apprenticeship Service, part of the Department for Education.

2018/19 is set to be a really exciting year for apprenticeships, and it is vital that we continue to support all young people to access excellent careers support so they feel able to make informed decisions about apprenticeships as one of their options.

The ASK programme offers every educational establishment in England with students in years 10 – 13 access to a fully funded, bespoke apprenticeship support package to transform apprenticeship awareness activities so that students, parents, teachers and governors can be informed about the wonderful opportunities that apprenticeships offer.

Over the past two years, we have worked with more than 3,500 establishments, engaging nearly half a million young people. This year, the offer available through ASK has been refined to include even more fantastic activities and I am certain that you will be delighted with the high quality offer that our teams have developed for you.

We encourage you to book a planning meeting with our delivery partners to take full advantage of this offer and create an apprenticeship support package for your school or college that is truly inspirational. Apprenticeships are amazing. Let us tell you why and help you to pass that message on.

A handwritten signature in black ink, appearing to read 'K. Smith', written in a cursive style.

Keith Smith  
Director, National Apprenticeship Service

# Contents

---

Discover the full range of support options open to you through the Apprenticeship Support and Knowledge for schools and colleges programme.

## WHAT'S ON OFFER

How it all works	04
Support for your school or college	05

## APPRENTICESHIP SUPPORT 2018/19

Apprenticeship presentations	06
Registration and application workshops	07
Have-a-go workshops	08
Free classroom resources and posters	09
Meet amazing apprentice ambassadors	10
Apprenticeship Champions Network	11
Apprenticeship Benchmark Tool	12
Vacancy Snapshot	13
Live Broadcasts	14
Parents' support	16
Careers fairs	17
Teacher CPD and events	18

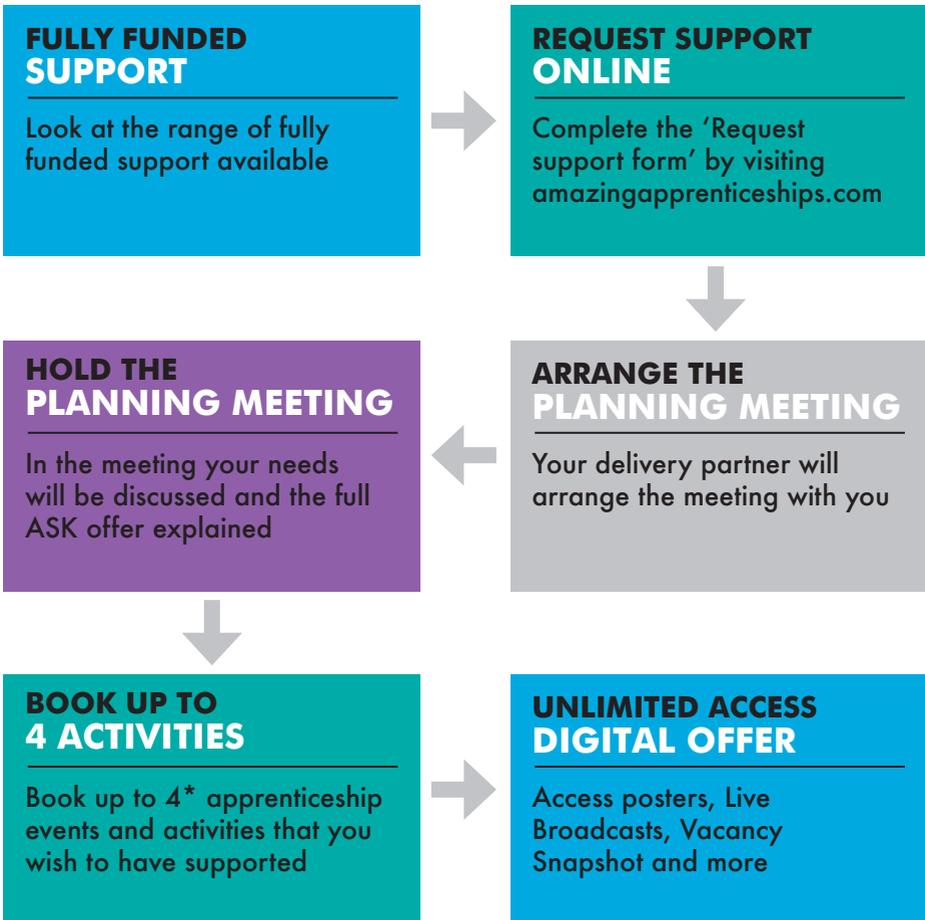
## USEFUL INFO

Apprenticeships for the school workforce	19
Support for Careers Leaders	20
Opportunity Areas	21
The ASK partnership	22
Contact us	24
Notes	25

## How it all works

---

To book free apprenticeship support for your school or college, please follow the steps below:



\*Establishments that are within Opportunity Areas (page 22) or an area of disadvantage are entitled to access up to 6 activities. Please discuss this enhanced support with your regional ASK delivery partner.

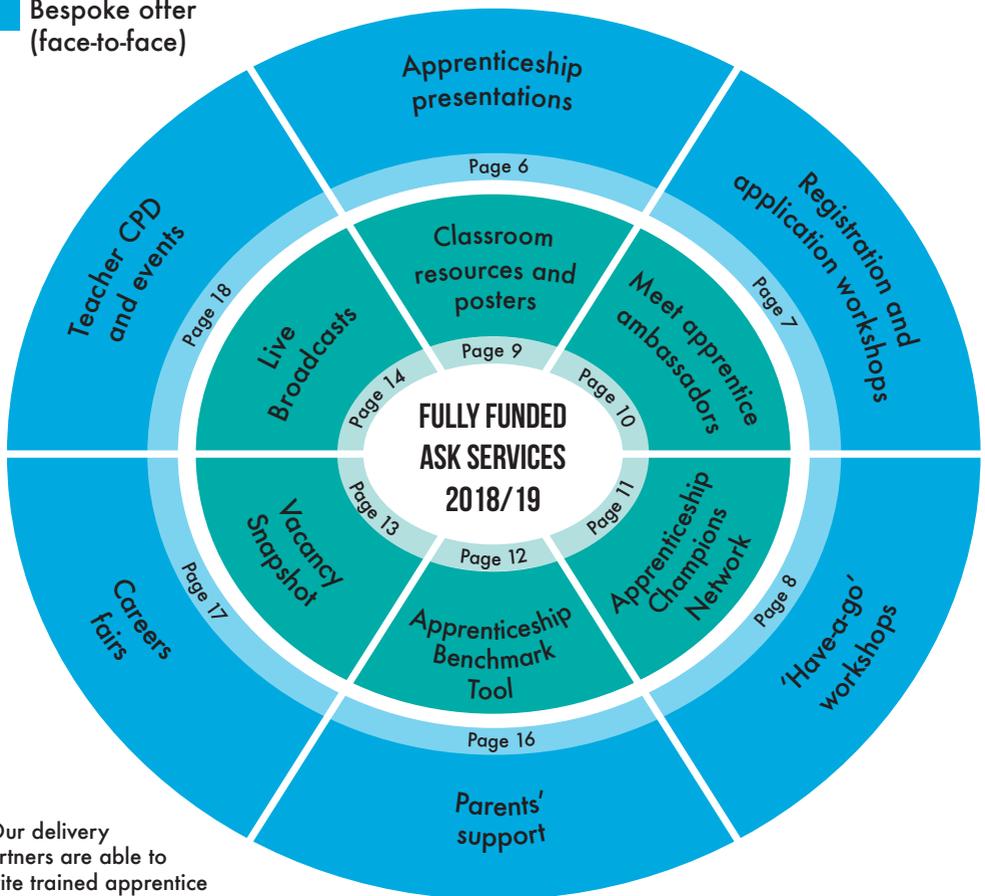
# Support for your school or college

The ASK programme offers a wide range of support for your students and staff. Step 1 is to book a planning meeting so that our expert delivery partners can discuss your needs and plan in the most appropriate support for you.

All support is fully funded by the National Apprenticeship Service, part of the Department for Education.

 Digital offer (online)

 Bespoke offer (face-to-face)



\*Our delivery partners are able to invite trained apprentice ambassadors to attend assemblies to inspire your students. Please allow as much notice as possible.

## Gatsby reference

1  3  5  7   
2  4  6  8

# Apprenticeship presentations

Our assemblies are a brilliant place to start for many schools and colleges. You can book an expert speaker to present to groups of students and raise their awareness of apprenticeships including higher and degree apprenticeships. We can also bring an apprentice from our Young Apprentice Ambassador Network along so that they can share their inspirational story with your students.



"The presentations contained very useful, detailed information that was completely pitched and delivered at the right level for our students"

**L Cripps,  
St Albans Girls School**



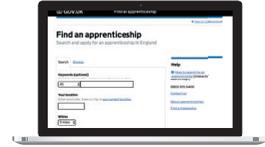
## APPRENTICESHIP PRESENTATIONS

To book an apprenticeship presentation, please visit:  
[www.amazingapprenticeships.com/request-support](http://www.amazingapprenticeships.com/request-support)

## Registration and application workshops

These interactive workshops are full of hints and tips about navigating the apprenticeship application system.

Students will be supported to:



### REGISTER

Register online with Find an apprenticeship, the government's apprenticeship vacancy service.



### SEARCH

Utilise the search functions and manage alerts to be notified when new jobs are added.



### PREPARE

Understand the different stages of the apprenticeship application process and why jobs have different deadlines, entry requirements and shortlisting processes.



### APPLY

Draft and submit applications for any vacancies that you have found during the workshop.



### APPLICATION WORKSHOPS

To book, please visit: [www.amazingapprenticeships.com/request-support](http://www.amazingapprenticeships.com/request-support)

## Have-a-go workshops

Through interactive group exercises our delivery team will help students explore new recruitment methods including Assessment Centres, Video Interviews and Competency Frameworks. Workshops can be tailored to the students' level of ability, confidence and areas of interest. Although tailored to students considering apprenticeships, these are popular activities for all students.



### COMPETENCY FRAMEWORKS

Students will understand what a competency framework is and practice how to use it during the recruitment process to demonstrate the attributes the employer is seeking.

### APPLICATION DOs and DO NOTs

Students will take the role of 'shortlister' using a scoring matrix to analyse and critique real examples of applications. They will learn to spot mistakes and create their own 'top ten tips' to share with classmates.



### VIDEO INTERVIEW DEMONSTRATION

Students will participate in a video interview demonstration and create their own 'hints and tips' page to share with classmates.

### GROUP ACTIVITY

Students will use the scoring matrix and reflect on how they display their positive attributes to a future employer.



### INTERVIEW SKILLS

In small groups, students will practice responding to quick-fire questions and create a crib sheet of their best responses.

### 'HAVE-A-GO' WORKSHOPS

To book, please visit: [www.amazingapprenticeships.com/request-support](http://www.amazingapprenticeships.com/request-support)

## Free classroom resources and posters

We have a brilliant range of resources for you to use with your students and staff to inspire them to find out about the apprenticeship opportunities available.



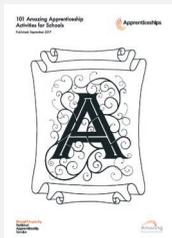
### PRINTABLE POSTERS

We have created a wide range of posters covering the basics, FAQs, specific subjects areas, higher and degree apprenticeships and much, much more.

### ENGAGING FILMS



Our catalogue of apprenticeship films covers a variety of topics, including step-by-step help on applying for an apprenticeship, and the latest recruitment methods used by employers.



### 101 APPRENTICESHIP ACTIVITIES GUIDE

This useful guide contains 101 apprenticeship activities (plus lesson plans and activity sheets) to help engage students, parents and teachers.



### COLLABORATIVE CAMPAIGNS

We are proud to collaborate with other organisations in our sector to help promote useful services, information and products for our varied audiences.

### APPRENTICESHIP GUIDE



Schools are entitled to a free copy, please ask your delivery partner.

## CLASSROOM RESOURCES

Download any of the free resources from our website:  
[www.amazingapprenticeships.com/resources](http://www.amazingapprenticeships.com/resources)

## Gatsby reference

1 ✓ 3 ✓ 5 ✓ 7 ✓  
2 ✓ 4 ✓ 6 ✓ 8 ✓

# Meet amazing apprentices

One of the best ways to capture the imagination of students is to help them to meet real apprentices and hear their inspirational stories.

## IN PERSON

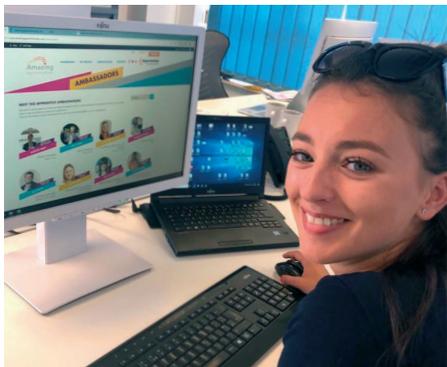
### Young Apprentice Ambassador Network (YAAN)

Through the Young Apprentice Ambassador Network we have hundreds of brilliant apprentices who have received training to speak publicly about their apprenticeship experience. Schools and colleges can request a talk by completing the form on the Amazing Apprenticeships website. We will then work to find you a suitable apprentice to come along and meet your students.



## ONLINE

### Amazing apprentice mini-vlogs



Access the 60 second mini-vlogs (a video-blog) to hear unique apprentice-to-apprentice interviews. Students will see behind the scenes and hear what it's really like to be an apprentice.

Visit the Amazing Apprenticeships Instagram account to watch the vlogs @AmazingAppsUK or visit our resources page on [www.amazingapprenticeships.com](http://www.amazingapprenticeships.com)

## MEET AMAZING APPRENTICES

Book a visit from an apprentice by visiting:  
[www.amazingapprenticeships.com/request-support](http://www.amazingapprenticeships.com/request-support)

## Gatsby reference

1	✓	3	✓	5	✓	7	✓
2	✓	4	✓	6	■	8	✓

# Apprenticeship Champions Network

Our Apprenticeship Champions Network already boasts 1000+ members from schools and colleges across England who are proudly championing apprenticeship options to their students, parents and colleagues.



We want to help you to do even more, so once you have joined we will provide you with:

**POSTER PACK** + **BEST PRACTICE** + **MONTHLY NEWSLETTER**  
**CHAMPION BADGE** + **CHANCE TO NETWORK**

## What does it take to be a champion?

We simply ask that you are committed to promoting apprenticeships as a credible option to young people, parents and colleagues – that's all! You may even consider entering the National Apprenticeship Awards as Apprenticeship Champion of the year!

Sarah Barley (*right*), dedicated Apprenticeship Champion and teacher at South Hunsley School, was recognised as Apprenticeship Champion of the Year at the National Apprenticeship Awards 2017 for her hard work promoting apprenticeships.



## APPRENTICESHIP CHAMPIONS NETWORK

To find out more or to sign up, please visit:  
[www.amazingapprenticeships.com/champions](http://www.amazingapprenticeships.com/champions)

## Apprenticeship Benchmark Tool

In consultation with an expert group of teachers, we have designed the apprenticeship benchmark tool to help you to easily evaluate the apprenticeship activities that you offer in your school or college.

Using this tool, within 30 minutes you can easily identify your educational establishment's strengths. It will signpost you to recommended resources and activities for improvement. There are 30 questions split into sections covering:

- Strategy
- Students
- Teachers and Governors
- Employers
- Parents
- Your school as an employer

Our ASK delivery partners can also support you in completing this tool and will discuss this with you as part of your planning meeting.

### 101 Apprenticeship Activity references

We have also provided an activity reference, so if you identify that there is an area of your apprenticeship provision that needs some extra attention, you can be inspired by the activities that are contained in the 101 Amazing Apprenticeship Activities for schools guide. See below for where to download.

### DOWNLOAD THE TOOL

Download a copy of the tool, which can be found on page 30 of the 101 guide: [www.amazingapprenticeships.com/101](http://www.amazingapprenticeships.com/101)

# Vacancy Snapshot

Vacancy Snapshot was launched in June 2018 at the House of Commons. The platform features some of the most sought-after apprenticeship programmes in England. We can now help you to see:

- ✓ A range of different apprenticeship programmes with well-known employers.
- ✓ When these employers are going to be advertising their apprenticeship job vacancies.
- ✓ What their apprenticeship recruitment process is like and hints and tips for navigating the different activities.
- ✓ What your students need to do to prepare to compete for the best apprenticeship jobs in England.



## Vacancy Calendar

We've created a listing showing the months that apprenticeship vacancies are likely to be open for applications so that your students can be prepared (please note - sometimes dates will change).



## VACANCY SNAPSHOT

To find out more about Vacancy Snapshot, please visit:  
[www.amazingapprenticeships.com/vacancies](http://www.amazingapprenticeships.com/vacancies)

## Gatsby reference

1 ✓ 3 ✓ 5 ✓ 7 ✓  
2 ✓ 4 ✓ 6 ✓ 8 ✓

## Live Broadcasts

Our exciting range of Live Broadcasts showcase some of the most inspiring apprenticeship opportunities available and feature live interviews with top employers and their apprentices. Watch the Live Broadcasts with groups of students to have your questions answered live on air. Alternatively, you can watch on catch-up at a time to suit you.



“Our pupils found the session very informative and enjoyed having time to ask questions. All went away considering apprenticeships as a real option.”  
**Etone College**

“I’ve found the broadcasts very helpful, I’ve had opportunities to speak to apprentices and employers, which has helped my CV writing as well as application”  
**Year 13 student**



### LIVE BROADCASTS

To book, please visit: [www.amazingapprenticeships.com/live-broadcasts](http://www.amazingapprenticeships.com/live-broadcasts)

## Gatsby reference

1 ✓ 3 ✓ 5 ✓ 7 ✓

2 ✓ 4 ✓ 6 ✓ 8 ✓

## Live Broadcasts

These are just some of the brilliant employers that we featured last year. The recordings can be watched at any time - please share them with your students, staff and parents.



### LIVE BROADCASTS

To book, please visit: [www.amazingapprenticeships.com/live-broadcasts](http://www.amazingapprenticeships.com/live-broadcasts)

# Parents' support

---

The ASK parents' offer is flexible to meet the needs of your school or college and is designed to show parents the full range of apprenticeship opportunities, including higher and degree apprenticeships, and inspire them to think about alternative options for their child.

## PARENTS' PRESENTATION

---

We can speak at existing events such as options evenings, or help you to organise a bespoke parents' presentation.

## MONTHLY PARENTS' RESOURCES

---

Each month we will send you a selection of resources to share with your parents via Parentmail. This will contain information about the latest apprenticeships, case studies, fact sheets and more.

## REGISTRATION & APPLICATION WORKSHOP (1 HOUR)

---

This interactive workshop will explain to parents how to navigate the apprenticeship application process, receive hints and tips about what employers are looking for, understand the recruitment process and how they can support their child to find their dream job.

### PARENTS SUPPORT

To book, please visit: [www.amazingapprenticeships.com/request-support](http://www.amazingapprenticeships.com/request-support)

## Gatsby reference

1  3  5  7   
2  4  6  8

## Careers fairs

Holding a careers fair this year? Let us know and we can come along and provide information about apprenticeships and invite apprentices and employers to come and share their experiences. We find it works best if you use ASK to deliver a short presentation about apprenticeships at the start or during the fair.



### CAREERS FAIRS

To book, please visit: [www.amazingapprenticeships.com/request-support](http://www.amazingapprenticeships.com/request-support)

# Teacher CPD and events

Our apprenticeship offer for teachers has been designed in consultation with teachers across England.

## 1. TEACHER CPD SESSIONS

We can attend your school or college and present to a group of teachers and colleagues to explain the latest news around apprenticeships. This fast-paced and engaging workshop covers:

- An update on the apprenticeship landscape
- Higher and degree apprenticeships
- Easy ways to keep up to date



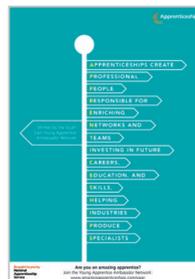
## 2. NETWORKING EVENTS

There is great value in meeting face to face with colleagues to share ideas about 'what works' and some of the latest initiatives being developed to engage students, parents and teachers in understanding apprenticeships.

A series of large and small networking events are planned for Spring 2019.

## 3. STAFF ROOM

Subscribe to Amazing Apprenticeships by visiting [www.amazingapprenticeships.com](http://www.amazingapprenticeships.com) and each term, we will send you a selection of posters and resources to display in your staff room to inspire colleagues.



## TEACHER CPD AND EVENTS

To find out more information and to see what's scheduled, please visit: [www.amazingapprenticeships.com/teacher-cpd-and-events](http://www.amazingapprenticeships.com/teacher-cpd-and-events)

# Apprenticeships for the school workforce

Apprenticeships are a great way for schools and college to improve the skillbase of their employees, either hiring motivated and talented individuals or upskilling current staff. Schools can already access:

- ✔ Post-graduate Teacher
- ✔ Teaching Assistant
- ✔ Chartered Manager Degree Apprenticeship (suitable for School Business Directors)
- ✔ Business Administration
- ✔ Early Years apprenticeships
- ✔ School Business Professional



## **D Parkinson, Headteacher at Beaumont Leys says:**

“We have used apprenticeships at Beaumont Leys School since 2013. For us they are an effective way to get staff who are eager to learn into school, who bring a new perspective to their role through their studies. Based on my experience I would not hesitate to look to the apprenticeship market for our recruitment.”



More guidance and information about apprenticeships, and how the apprenticeship levy and public sector apprenticeship target apply to schools in

England is available as a guidance document on GOV.UK: [www.gov.uk/government/publications/a-guide-to-apprenticeships-for-the-school-workforce](http://www.gov.uk/government/publications/a-guide-to-apprenticeships-for-the-school-workforce)

## **APPRENTICESHIPS FOR THE EDUCATION SECTOR**

To find out more, please visit:

[www.amazingapprenticeships.com/school-workforce](http://www.amazingapprenticeships.com/school-workforce)

## Support for Careers Leaders

The government's Careers Strategy, published in December 2017, sets out an expectation that every school will identify a Careers Leader.

A Careers Leader needs to have the confidence and authority to lead their colleagues, make decisions, enact reforms and ensure their school or college is reaching the Gatsby Benchmarks.

*Careers Leaders, Careers & Enterprise Company, Published April 2018*

We are here to help you to plan a meaningful programme for your school or college that includes information about apprenticeships. The entire ASK programme has been mapped against the Gatsby Benchmarks and support can be provided to you at no cost.



### CAREERS LEADER SUPPORT

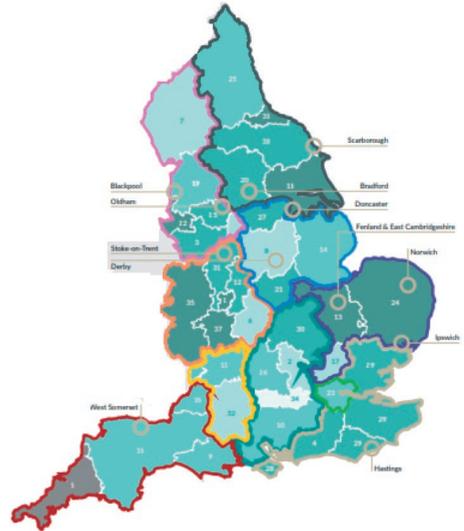
Please visit: [www.amazingapprenticeships.com](http://www.amazingapprenticeships.com)

# Opportunity areas

The government has identified wards within 12 Local Authority areas called 'Opportunity Areas'. Establishments within these areas and other areas of disadvantage are entitled to receive an enhanced offer\* through the ASK programme.

The Local Authorities are:

- Blackpool
- Bradford
- Derby
- Doncaster
- Fenland and East Cambridgeshire
- Hastings
- Ipswich
- North Yorkshire Coast
- Norwich
- Oldham
- Stoke-on-Trent
- West Somerset



\*Opportunity Area establishments are entitled to access up to 6 ASK activities.

These areas have been selected based on a number of indicators, including deprivation, worklessness and lower levels of employment. There is likely to be less activity that exposes students to the opportunities within the local labour market, therefore this programme will support employability and apprenticeship awareness.

## OPPORTUNITY AREAS

To find out more, please visit: [www.gov.uk/government/publications/social-mobility-and-opportunity-areas](http://www.gov.uk/government/publications/social-mobility-and-opportunity-areas)

# The ASK Partnership

The ASK Partnership consists of...



Education & Skills  
Funding Agency



Department  
for Education

## FUNDING EDUCATION AND SKILLS FUNDING AGENCY

The ASK programme is funded by the National Apprenticeship Service (NAS) which sits within the Education & Skills Funding Agency (ESFA), part of the Department for Education (DfE).

## DELIVERY PARTNERS

**bltraining**  
business solutions provider

### NORTH BL TRAINING

BL Training Ltd are a training provider with over 30 years' experience. They work in partnership with 11 regional networks to provide IAG services to education establishments.

**work  
pays**  
small change  
big difference

### MIDLANDS WORKPAYS

Workpays provide a range of skills and employability services. Their experienced team work directly with schools to develop their apprenticeships IAG.

Education  
and  
Employers | **inspiring  
future**

### SOUTH & LONDON EDUCATION & EMPLOYERS

Education and Employers have a long history connecting schools with employers, raising students' aspirations and run the free online Inspiring the Future programme.

# The ASK Partnership

---

## DELIVERY PARTNERS

### **NORTH BL TRAINING**

---

**Guy Saxton**

[guy.saxton@  
bl-training.co.uk](mailto:guy.saxton@bl-training.co.uk)

01912 619 636

[www.bl-training.org.uk](http://www.bl-training.org.uk)

### **MIDLANDS WORKPAYS**

---

**Helen Richardson**

[helen.richardson@  
workpays.co.uk](mailto:helen.richardson@workpays.co.uk)

07772 357890

[www.workpays.co.uk](http://www.workpays.co.uk)

### **SOUTH & LONDON EDUCATION & EMPLOYERS**

---

**Charlotte Thurston**

[charlotte.thurston@  
educationand  
employers.org](mailto:charlotte.thurston@educationandemployers.org)

07841 779879

[www.inspiringthefuture.org](http://www.inspiringthefuture.org)

## ONLINE DELIVERY



### **LIVE BROADCASTS LEARN LIVE**

---

Learn Live provide Live Broadcasts that schools can access and stream directly in to the classroom. Students can engage with apprenticeship employers and apprentices directly, who showcase their vacancies and apprenticeship schemes.



### **RESOURCES, COMMS & COORDINATION AMAZING APPRENTICESHIPS**

---

Amazing Apprenticeships is the approved communications channel for NAS and help to coordinate the ASK programme. They create engaging resources for schools and support the Apprenticeship Champions Network, Young Apprentice Ambassador Network and Vacancy Snapshot.

## Contact us

---

To book a planning session and a bespoke package of support for your school:



### REQUEST SUPPORT

Fill in the online form to request support in your area:  
[amazingapprenticeships.com/request-support](https://amazingapprenticeships.com/request-support)



### EMAIL US

[hello@amazingapprenticeships.com](mailto:hello@amazingapprenticeships.com)



### SOCIAL MEDIA

You can also visit us on **twitter** for the latest news:  
[@AmazingAppsUK](https://twitter.com/AmazingAppsUK)  
[@Apprenticeships](https://twitter.com/Apprenticeships)



Or follow our **instagram** accounts for the latest engaging content:  
[@AmazingAppsUK](https://www.instagram.com/AmazingAppsUK)  
[@Apprenticeships](https://www.instagram.com/Apprenticeships)

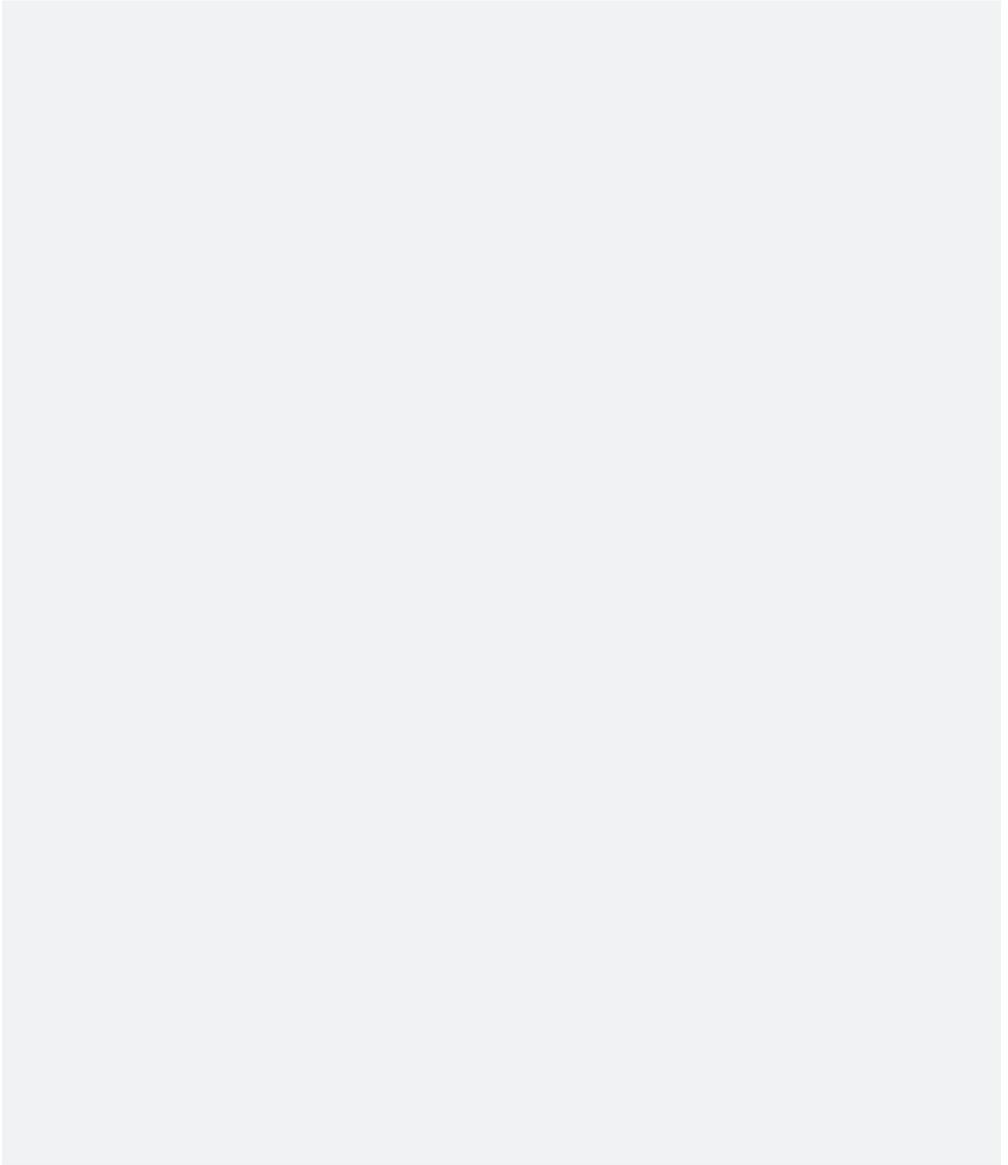


### IDEAS FOR OTHER ACTIVITIES

Share your ideas for activities, email: [hello@amazingapprenticeships.com](mailto:hello@amazingapprenticeships.com)

## Notes page

---



**Tweet us:**

[twitter.com/apprenticeships](https://twitter.com/apprenticeships)  
[twitter.com/traineeshipsgov](https://twitter.com/traineeshipsgov)

**Follow us:**

[linkedin.com/company/national-apprenticeship-service](https://www.linkedin.com/company/national-apprenticeship-service)

**Visit us:**

[gov.uk/topic/further-education-skills/apprenticeships](https://gov.uk/topic/further-education-skills/apprenticeships)

**Call us:**

08000 150 600

Version 1 - September 2018

© National Apprenticeship Service 2018

Published by the National Apprenticeship Service

Extracts from this publication may be reproduced for non-commercial educational or training purposes on condition that the source is acknowledged and the findings not misrepresented.

NAS – P – 170035



Education & Skills  
Funding Agency