

# Time for Change: Social Mobility in Apprenticeships

22<sup>nd</sup> September 2020



# Today's workshop

- ▶ Welcome & housekeeping, Anna Morrison CBE, Amazing Apprenticeships
- ▶ Nina Slingsby, Social Mobility Commission
- ▶ Katherine Doherty, The Sutton Trust
- ▶ Tom Pritchard, The Genie Programme, Amazing Apprenticeships
- ▶ Next steps



Social Mobility  
Commission

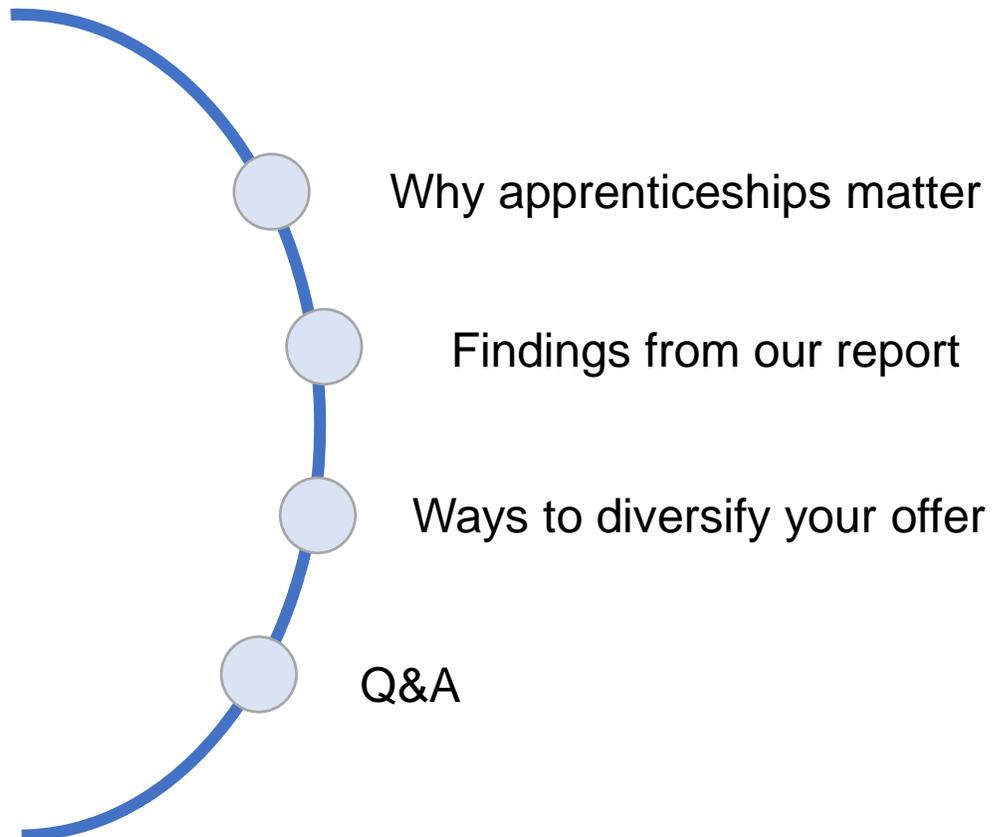
# Join a movement Develop apprenticeships that work for all

# Today's session



Social Mobility  
Commission

Today we will cover:



# What is social mobility?

A collage of faces representing social mobility. The image features several overlapping, semi-transparent portraits of men. On the left, a man with light skin and blue eyes is visible. On the right, a man with dark skin and dark hair is prominent. The faces are layered, creating a sense of transition and movement. The background is a soft, light blue gradient.

Social mobility is the link between a person's occupation or income and the occupation or income of their parents. In other words, it's about **ensuring your background doesn't determine your future.**



# Our reason for being

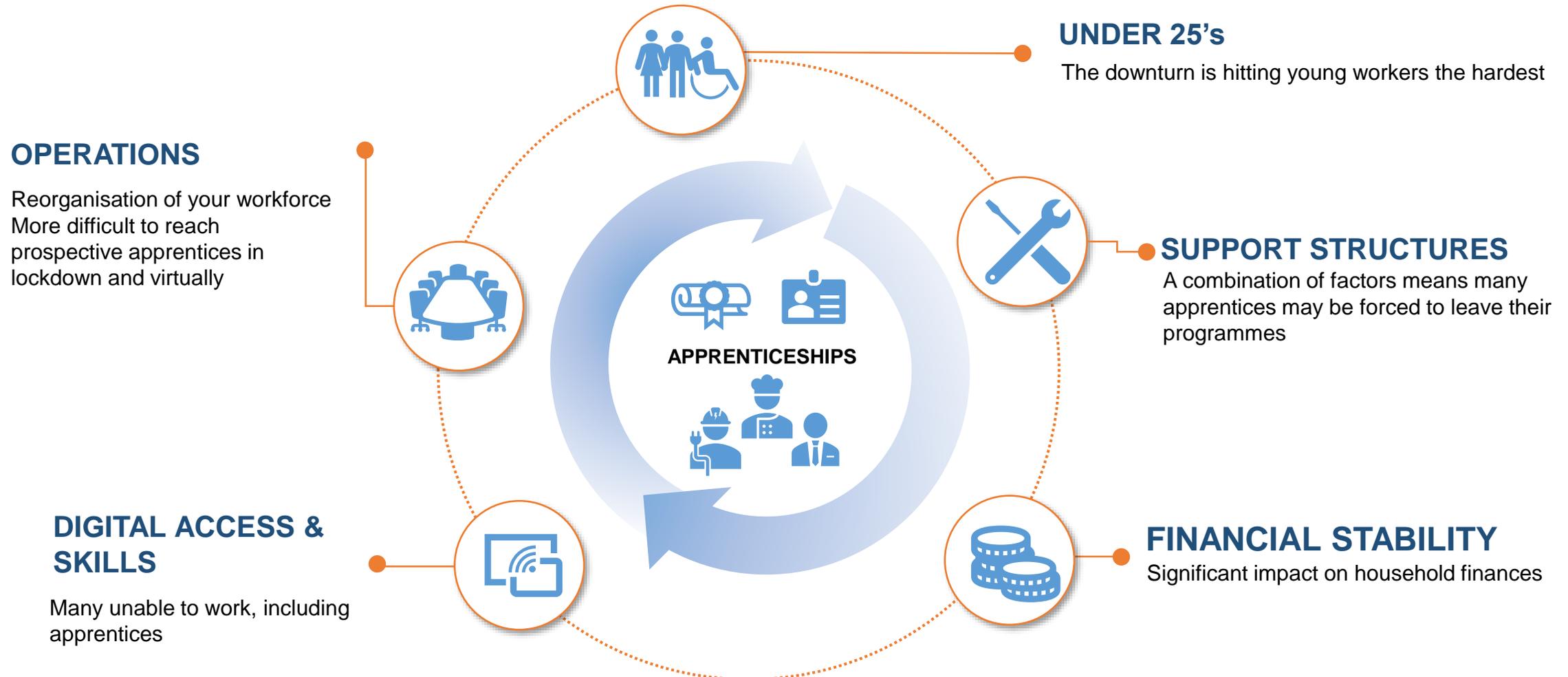
**The Social Mobility Commission exists to see a UK where the circumstances of one's birth do not determine outcomes in life.**

- We are an independent, arms-length body of the DfE, with twelve publicly-appointed Commissioners.
- Our statutory remit is to monitor and advocate for social mobility and provide advice to ministers.
- We also have delivery programmes, where we work with employers to create more diverse and inclusive socio-economic workforces.

*We promote meaningful paths of opportunity for those in positions of disadvantage, so that everyone has a decent chance of a better future.*

# Times are hard... but you see the value of being here

The current crisis is unprecedented and is impacting all of us





# Diverse apprenticeships make better business

Widening participation and creating inclusive work environments is not only the right thing to do – it can enhance our work as civil servants

## IMPROVED BRANDING

- Customer satisfaction
- Client approval
- Future talent



## WELLBEING

- Improved employee engagement
- Improved loyalty
- Investment in development



80% of employers report higher retention due to apprenticeships



92% of companies with apprentices believe it leads to a more motivated and satisfied workforce

## BUSINESS OPERATIONS

- Increased productivity
- Increased staff retention
- Cost effective
- Efficient use of staff



## FUTURE PROOFING

- Competitive advantage
- Diversity of thinking
- Tailored skills
- Pipeline of talent





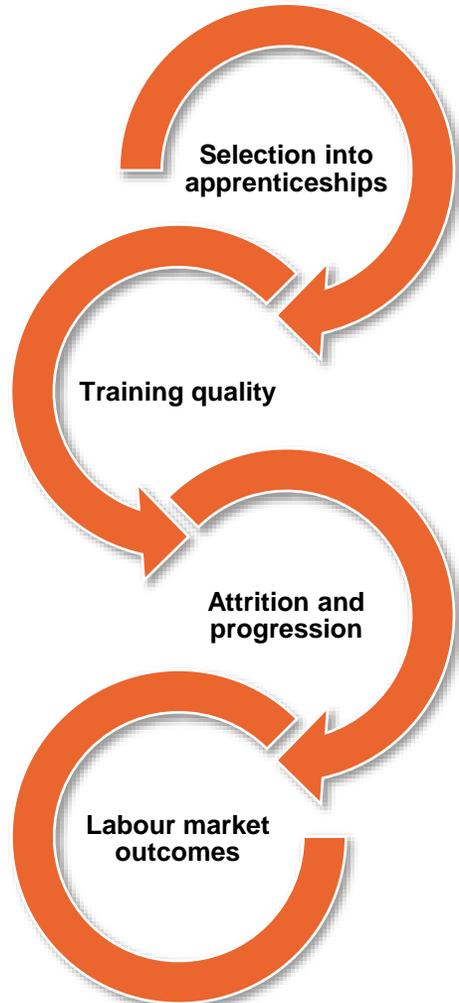
## Apprenticeships can benefit business and be a tool for social mobility

- **Earn while they learn** – especially important for disadvantaged apprentices
- **Alternative** to academic-based study
- **Second chance** training for adults with low skills
- **Re-training** in declining industries
- A way to solve the **class pay gap**

But are they? Too often, we assume that this happens by default.

# So what is happening?

People who could benefit the most are missing out at every stage of the apprenticeship journey – and employers are missing out on their potential.



**Since the levy began, employers have fallen into the same old trap – and the numbers show it.**

- 36% fewer disadvantaged apprentices are getting onto apprentices. Older (25+) women from disadvantaged backgrounds are the most affected.

**When disadvantaged people do make it through the door, it's often on a lower-value apprenticeship.**

- Just 16% of degree apprentices (the fastest growing option) are disadvantaged. We even found quality gaps within the same apprenticeship at the same level by socio-economic background

**Apprentices from disadvantaged backgrounds are being overlooked for progression opportunities and more disadvantaged apprentices drop out early**

- 63% of disadvantaged male apprentices complete vs. 67% of others

**Disadvantaged apprentices have lower career earnings but they benefit the most**

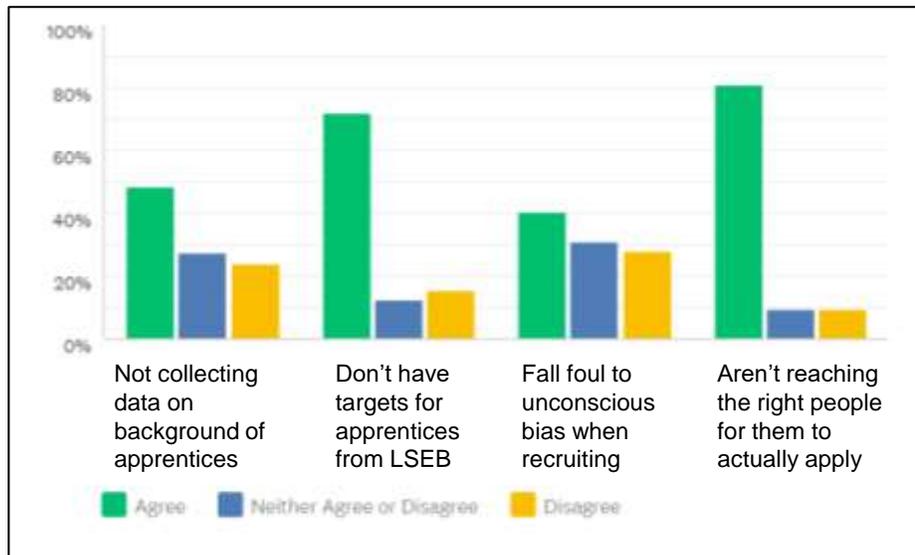
- They get a bigger boost in earnings

# We tested some hypotheses with our stakeholders

We asked attendees of our Apprentice workshop their thoughts on why apprentice programme were not delivering

**58%** said they felt that the **levy has influenced organisations** to re-badge current training programmes as apprenticeships, and only 18% of you disagreed with this statement

Why are apprentice programmes being disproportionately offered to those to those from more privilege backgrounds?



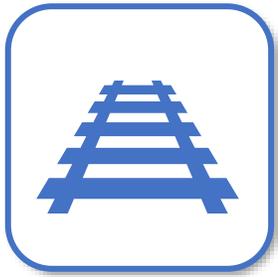
**48%** said that apprenticeships are **limited** to an **organisations footprint**, so are disproportionately offered in cities or large towns

**52%** said apprentice programmes are **not assessed** for improvements on a regular basis (e.g. bi-annually)

**35%** of you said that once an apprenticeship is finished and an individual commences employment, **nothing additional** is offered over and above the usual employment support. Of those that do offer something, **50%** of you offer apprentice networks and **28%** a career coach

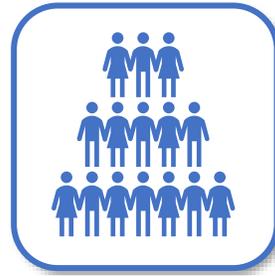
When asked about the type of people organisations will start to recruit, **77%** of your placed Experienced Hires as the **#1** priority, with **Apprenticeships rank #2** and Graduates as #3

# So what can you do?(1/2)



## CONSIDER YOUR FUTURE WORKFORCE

- What does your sector look like?
- What does your business look like?
- What skills are required?
- What do the job roles look like?



## HOW CAN APPRENTICES SUPPORT THIS?

- What recruitment/retention risks are there?
- What skill gaps have you identified?



## WHAT ARE YOUR NEXT STEPS?

- **Internal focus**
- Understand your data
- Co-create
- Pilot
- Evaluate
- **External focus**
- Understand your audience
- Work with the sector

# So what can you do? (2/2)



## OUTREACH

### Target from the onset

- Target recruitment in the 'coldest' spots of the country
- Provide outreach programmes in schools and further education colleges that will encourage individuals to consider apprenticeships
- Start early; career experiences pre-16 are critical



## HIRING

### Recruit for potential

- Remove qualification requirements
- Use positive language in adverts like, *'we're looking for a spark of potential; don't worry, we're good at spotting it, even if you aren't sure yet'*
- Offer financial support to travel to interviews
- Use contextual recruitment



## SUPPORT

### Support your apprentices

- Build in flexibility for home working, location and job design
- Pay a fair wage\*
- Use mentors
- Take advantage of digital meetings to offer more shadowing opportunities
- Work with partners, found [here](#)
- Offer extra tutoring, if apprentices need support with English and maths at Level 3



## PROGRESSION

### Progression pathways

- Build a pipeline of apprenticeships from Level 2 up
- Provide further training: ensure your training opportunities are open to self-selection, that managers talk to employees regularly about options and that you support a culture of continual learning



## DATA

### Use your data

- [Measure](#) the socio-economic diversity of your apprenticeship **applications** and **offers**
- Use this to inform your review and refinements



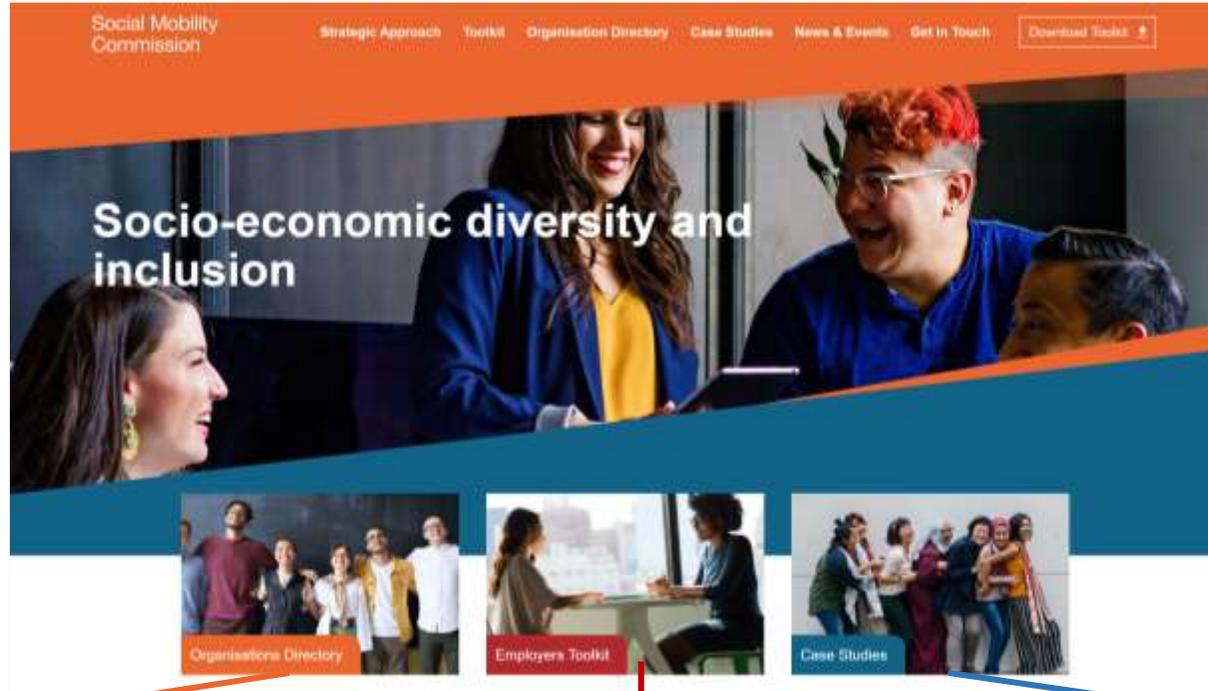
## WIDER ECOSYSTEM

### Share your levy

- Support SMEs by transferring levy funds to your supply chain, particularly those in social mobility coldspots

# How can we help?

## Our resources: [socialmobilityworks.org](https://socialmobilityworks.org) (1/2)



### ORGANISATION DIRECTORY

- Quick reference
- Contact details

### EMPLOYERS TOOLKIT

- Advice across keys areas:
- Outreach, Hiring, Progression, Leadership & Culture, Advocacy and Data

### CASE STUDIES

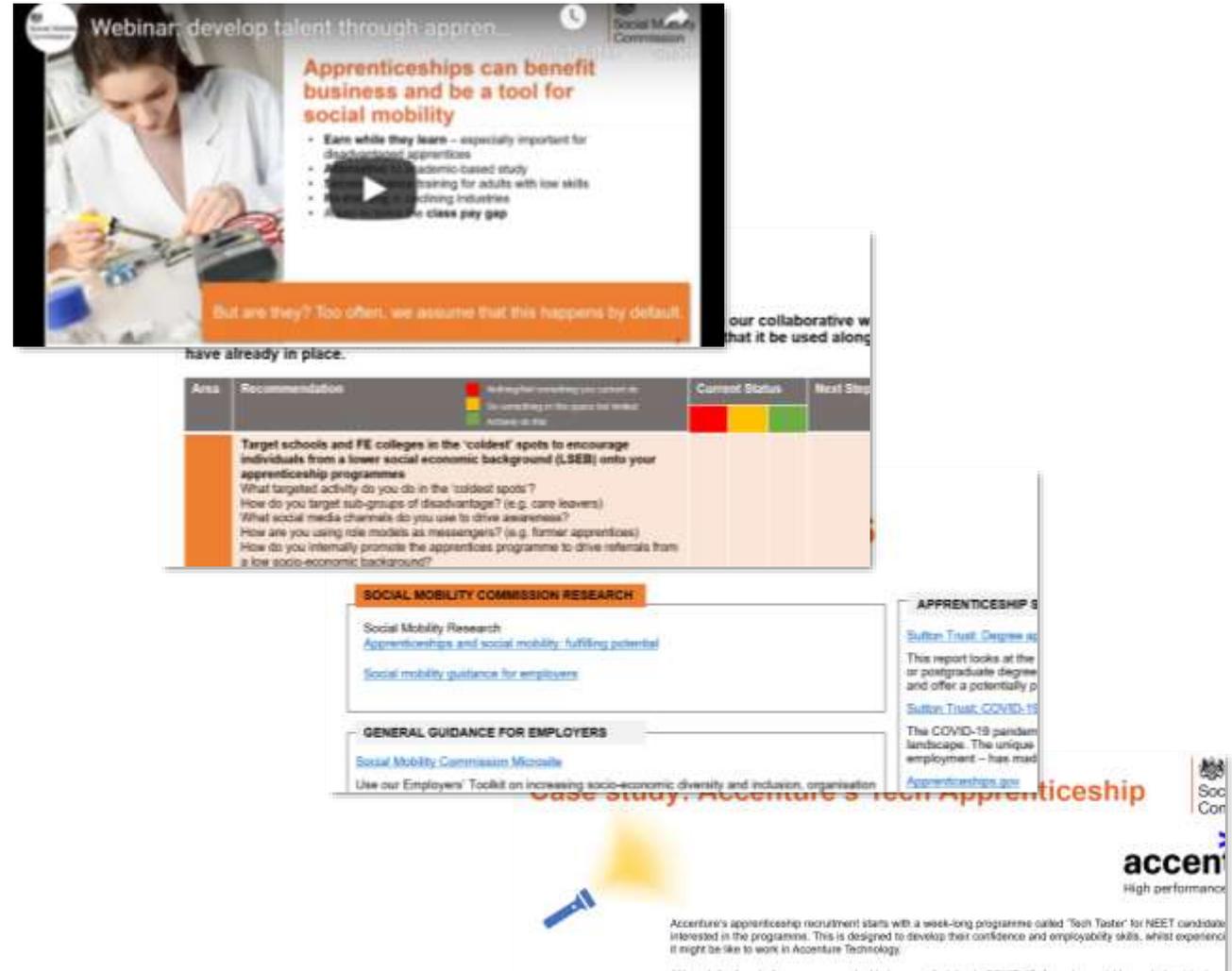
- Help you build a business case
- Warts and all

# Our resources: socialmobilityworks.org (2/2)

We also have resources from our recent Apprentice webinar:

- The recorded webinar
- A developed check-list and communications plan
- Additional case studies
- Useful links

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



The image shows a screenshot of a webinar slide and a resource page. The webinar slide is titled "Webinar: develop talent through appren..." and features a video player with a play button. The main heading on the slide is "Apprenticeships can benefit business and be a tool for social mobility". Below this, there is a list of bullet points: "Earn while they learn - especially important for disadvantaged apprentices", "Combines academic-based study", "Provides training for adults with low skills", "Works in growing industries", and "Addresses the class pay gap". Below the video player, there is a text box that says "But are they? Too often, we assume that this happens by default." and another text box that says "our collaborative w... that it be used along...".

The resource page below the webinar slide is titled "SOCIAL MOBILITY COMMISSION RESEARCH" and "GENERAL GUIDANCE FOR EMPLOYERS". It includes several links: "Social Mobility Research", "Apprenticeships and social mobility: fulfilling potential", "Social mobility guidance for employers", "Social Mobility Commission Microsite", and "Use our Employers' Toolkit on increasing socio-economic diversity and inclusion, organisation". There is also a section for "APPRENTICESHIP S" with links to "Sutton Trust, Degree ap...", "This report looks at the or postgraduate degree and offer a potentially p...", "Sutton Trust, COVID-19", "The COVID-19 pandemic landscape. The unique employment - has mad...", and "Apprenticeships.gov".

At the bottom of the resource page, there is a section for "Case study: Accenture's Tech Apprenticeship" with the Accenture logo and the text "accen High performance". Below this, there is a text box that says "Accenture's apprenticeship recruitment starts with a week-long programme called 'Tech Tester' for NEET candidates interested in the programme. This is designed to develop their confidence and employability skills, whilst experience it might be like to work in Accenture Technology."



# You can be a change-maker while benefitting your work.

Apprenticeships are the cornerstone to reaching talent early and delivering on business success.

We know apprentices work....don't let COVID19 be a reason to stop....



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# Thank you

Join us in this work.

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

[@SMCommission](https://twitter.com/SMCommission)

[contact@socialmobilitycommission.gov.uk](mailto:contact@socialmobilitycommission.gov.uk)



# The Sutton Trust

Apprenticeships

## COVID-19 and Social Mobility Impact Brief #3: Apprenticeships



36% of apprentices have been **furloughed**



8% of apprentices have been made **redundant**

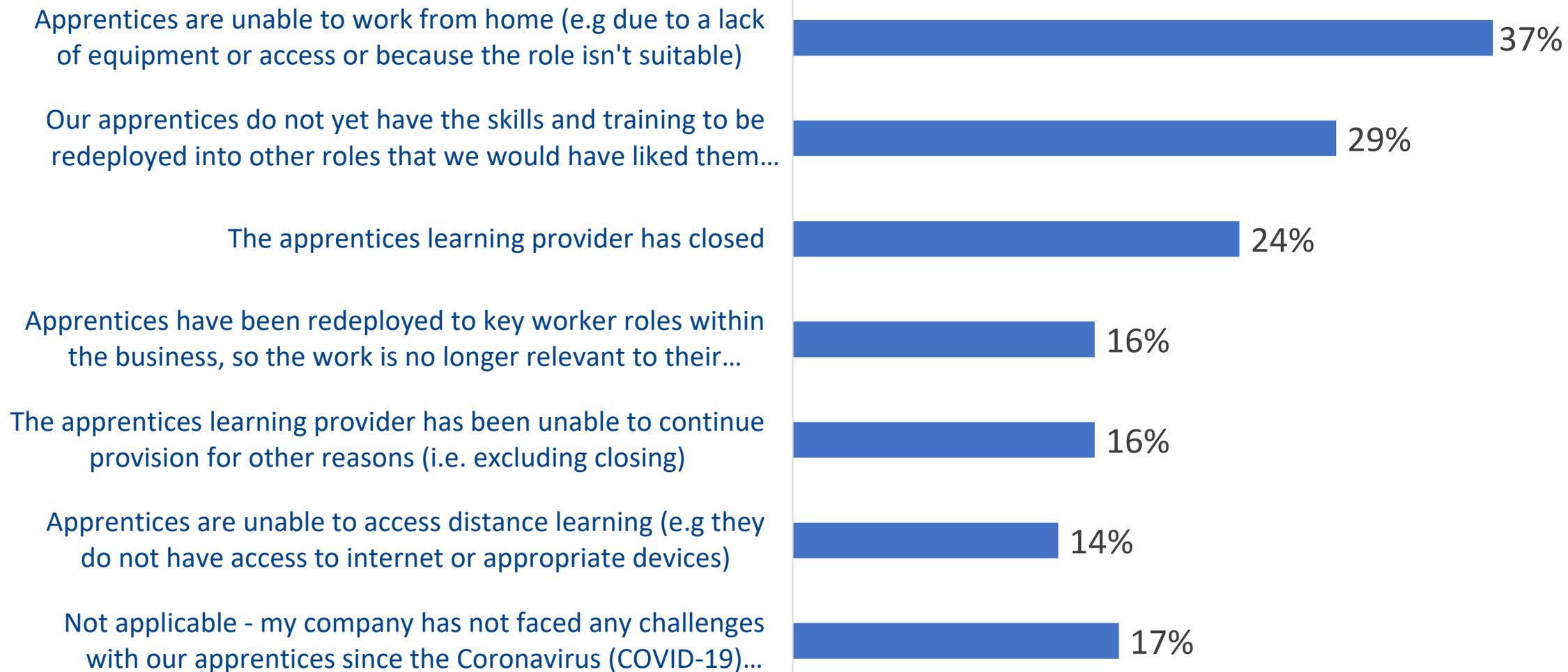


17% of apprentices have had their off-the-job learning **suspended**

COVID-19 IMPACTS: APPRENTICESHIPS



## COVID-19 and Social Mobility Impact Brief #3: Apprenticeships





## COVID-19 and Social Mobility Impact Brief #3: Apprenticeships

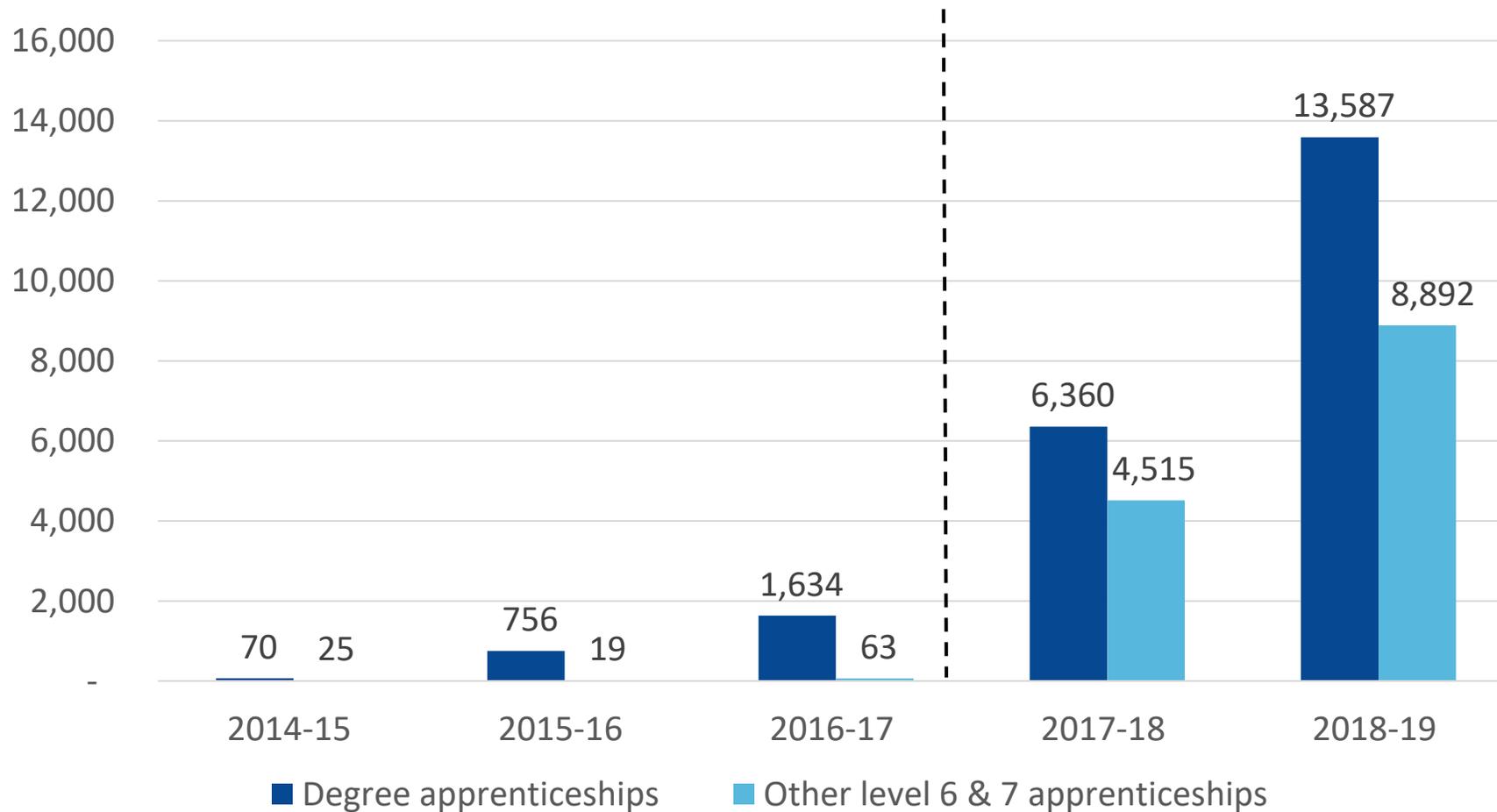
- Around a third **(31%)** of the employers we asked reported that they were likely to hire fewer apprentices over the coming year, or none at all.
- With young people now not in school or college to access face to face career guidance it will be harder for disadvantaged young people to access high quality information and skills needed to secure an apprenticeship.

**Therefore it is more important than ever before that we support young people where we can with digital resources, with supporting them to build their skills and knowledge of how to access and secure apprenticeships.**



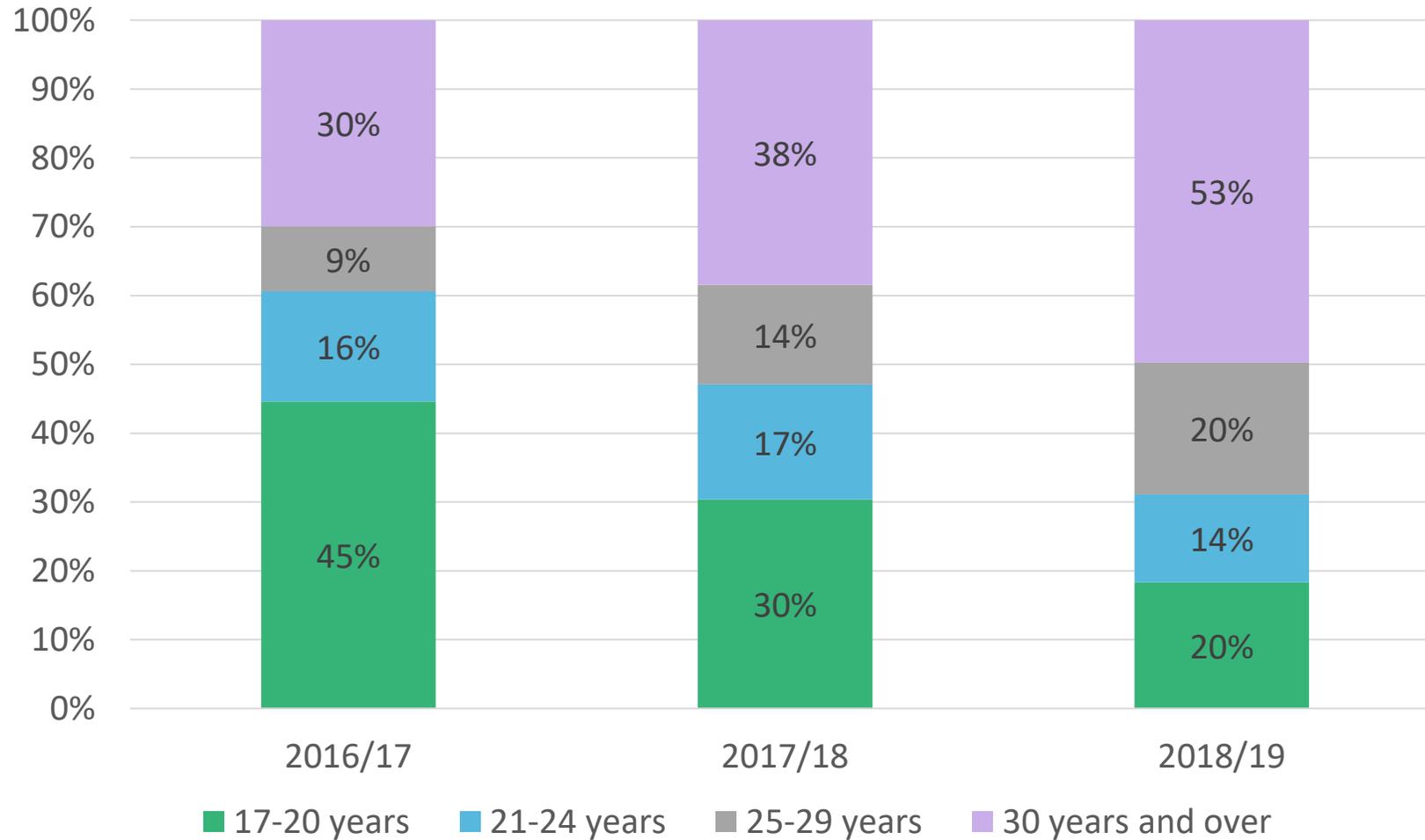
# Degree Apprenticeships: Levelling up?

## Exponential growth so far



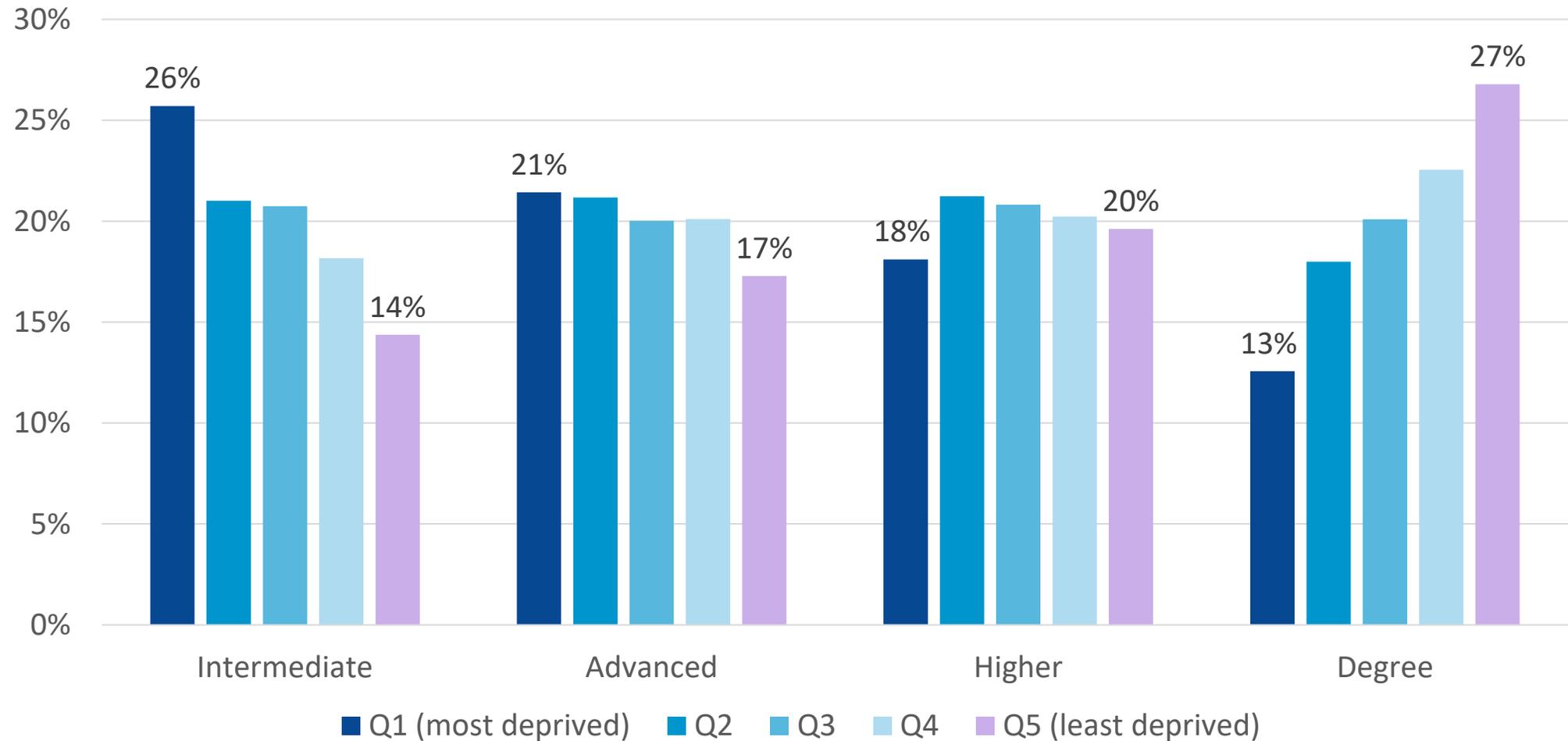
# Degree Apprenticeships: Levelling up?

## Where is the growth going?



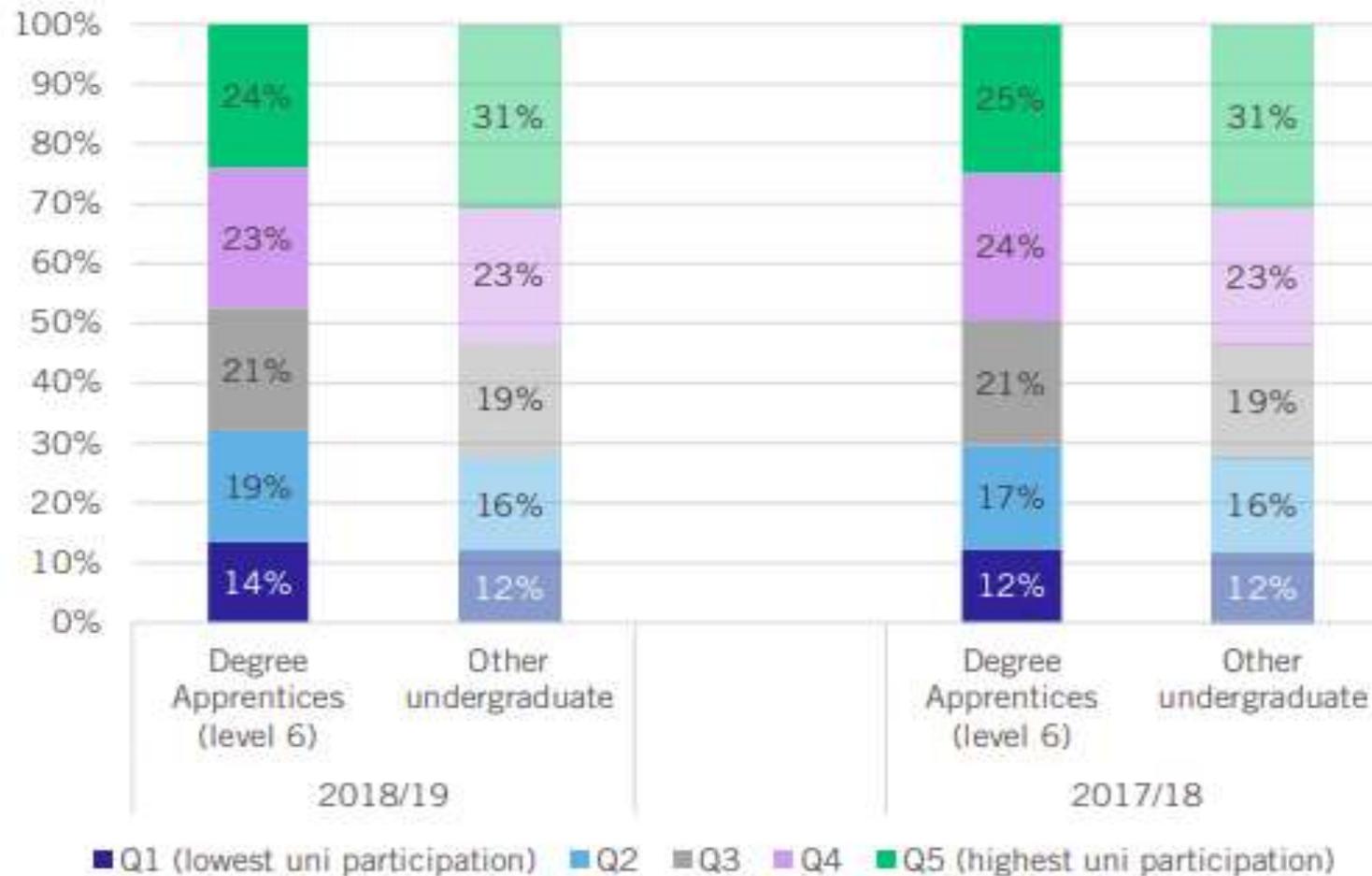
# Degree Apprenticeships: Levelling up?

## Neighbourhood deprivation of apprentices, by apprenticeship level



# Degree Apprenticeships: Levelling up?

## Access gaps similar to traditional degrees (POLAR)



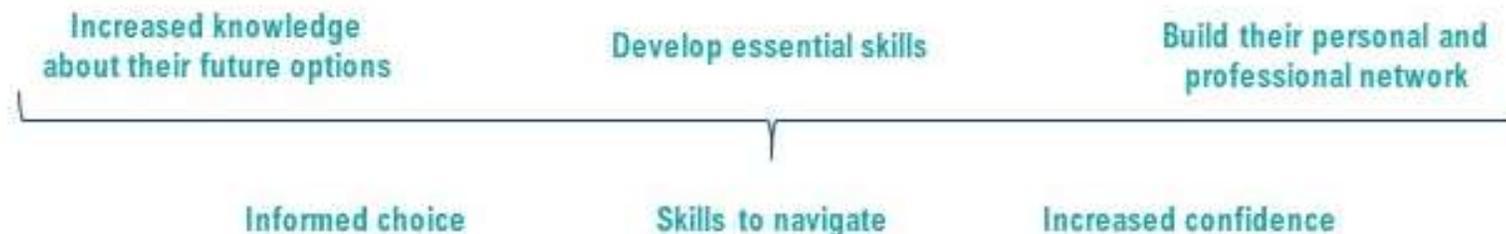


# Apprenticeship Summer School (Digital)

This year the Sutton Trust Apprenticeship Summer School was delivered digitally in partnership with leading employers. The programme supports year 12s to make informed decisions about their future careers.

They gain an in depth understanding of degree level apprenticeships and hear from current apprentices, experience networking opportunities, attend interactive digital sessions hosted by employers and learn the different application processes employers use.

This year the programme was delivered through live interactive sessions, webinars, Q&A panels, pre-recorded videos, group work and other online resources. Hopefully, next year it will return to a face to face three-day residential format.



# Apprenticeship Summer School (Digital)

## Students must:

- ✓ Always attended a state-funded school
- ✓ Be in Year 12 (England and Wales), Year 13 (Northern Ireland) or S5 (Scotland)

## More likely to gain a place if:

- ✓ High achieving – five GCSEs at 6-9, or equivalent
- ✓ HE first generation
- ✓ Free school meals
- ✓ Low progression or less advantaged neighbourhood
- ✓ Lower than average school performance or higher than average school free school meal
- ✓ In care

## TUESDAY – MEET EMPLOYERS AND APPRENTICES

 <p>Where and when to find apprenticeship vacancies</p> <p>10mins Video</p>	 <p>Employer led workshop</p> <p>10am-11am Zoom</p>	 <p>Employer led webinar</p> <p>30mins Video</p>	 <p>Group Exercise</p> <p>30mins Doc</p>
 <p>Vlog Challenge</p> <p>30mins Video</p>	 <p>Reflection exercise</p> <p>10mins Questions</p>	 <p>Q+A with apprentices</p> <p>3pm-4pm Zoom</p>	 <p>Social Night! Pub Quiz</p> <p>7:30pm-9pm Zoom</p>



# Apprenticeship Summer School (Digital)

## Feedback

“I was given unique insights from employers and apprentices, and on a personal level, I was pushed beyond my boundaries. I am so glad that I took this opportunity and would highly recommend it to those considering the apprenticeship route.”

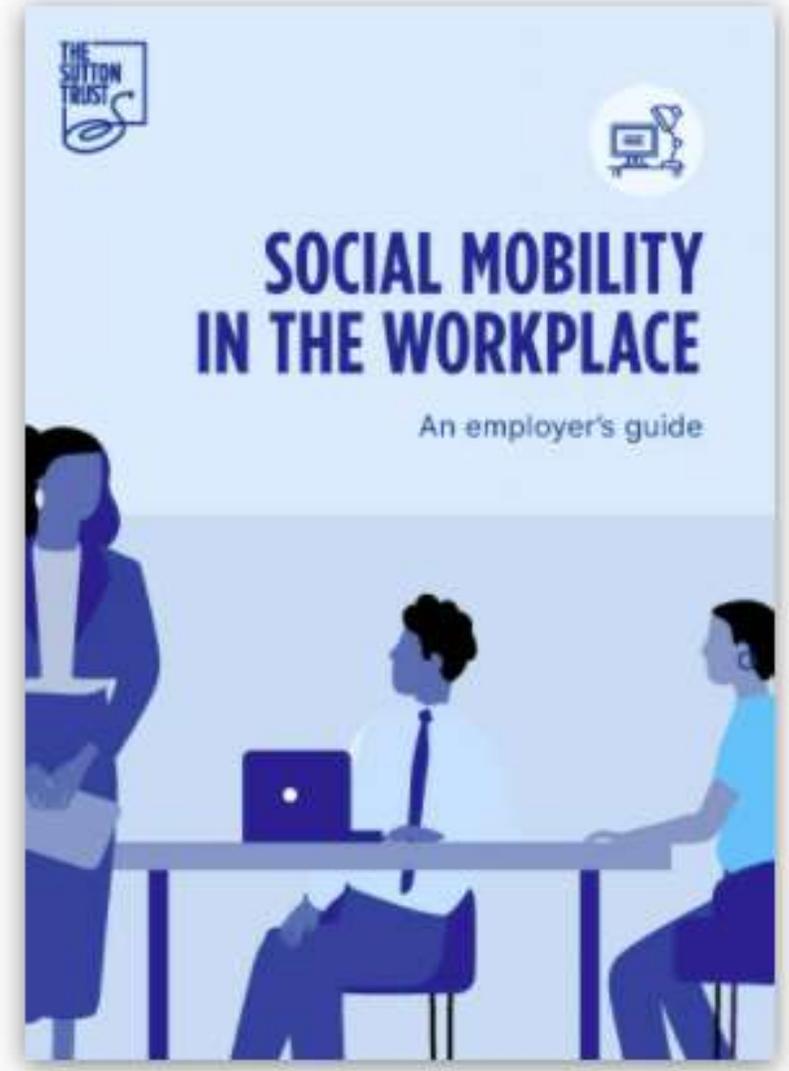
“I’ve gained a lot of confidence from this experience”

“I found the whole process amazing and so full of information. “

“In all honesty, the third day was the day that I was least looking forward to. I felt anxious at the thought of presenting in front of an employer.. But I was extremely proud and impressed by how well I presented; I spoke clearly, made eye contact (well... looked at the webcam) and answered the questions as thoroughly as I could!”



1. Measure socio-economic background in your workforce
2. Build a talent pipeline
3. Improve recruitment practices
4. Keep and nurture talent
5. Look outside of your workplace





# Thank you

Links to our research can be found at: [www.suttontrust.com/our-research](http://www.suttontrust.com/our-research)

Our Employer Guide can be found at: [www.suttontrust.com/our-research/social-mobility-in-the-workplace-an-employers-guide](http://www.suttontrust.com/our-research/social-mobility-in-the-workplace-an-employers-guide)

# Get involved...



- 12 month, interactive and immersive programme to become a social mobility specialist
- Series of workshops, discovery sessions and immersive experiences
- Explore the most complex and challenging issues relating to social mobility
- Look at organisational processes and put forward a 'Pitch for Change'
- Supported by an executive coach

[www.amazingapprenticeships.com/genie](http://www.amazingapprenticeships.com/genie)

# Next steps?

- 1** Sign up to receive the latest news  
[www.amazingapprenticeships.com/genie](http://www.amazingapprenticeships.com/genie)
- 2** Participate in our series of webinars and discussions  
Notified via our newsletter and social media channels ↑
- 3** Complete the Expression of Interest for the Genie brochure  
[www.amazingapprenticeships.com/genie](http://www.amazingapprenticeships.com/genie)
- 4** Look out for the evaluation form email this afternoon....  
<https://www.surveymonkey.co.uk/r/timeforchangeworkshop>

# Please get in touch...

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- ▶ LinkedIn     [linkedin.com/company/amazing-apprenticeships](https://www.linkedin.com/company/amazing-apprenticeships)