

# Apprenticeships in the Automotive Industry

23<sup>rd</sup> June 2020



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**#MotorCareers**

[www.theimi.org.uk/autocity](http://www.theimi.org.uk/autocity)



# #MotorCareers agenda

- ✓ Promo video: Our future is exciting...be part of it
- ✓ Myth busting the industry
- ✓ Diversity and inclusion
- ✓ How we can help you embed CEIAG into your classroom
- ✓ Virtual tour



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**Our future is exciting...be  
part of it**

<https://www.youtube.com/watch?v=Cgv4QxUYArc>



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# Introducing the retail automotive industry



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MYTH no 1: There aren't many jobs available in the industry

Busted: Around **457,081** people are working in the sector in 2020 so there really is something for everyone.



MYTH NO 2: It's a dirty job

BUSTED: In some work environments now technicians must wear a shirt and tie! Plus with electric vehicles technicians need to be **incredibly clean in the environment to avoid contamination.**



MYTH NO 3: You don't have to be clever to work with cars

BUSTED: Firstly it's not only cars that technicians train and then work on, secondly these vehicle can cost up to **£100k+** and have **advanced electronic systems** within them as well as **hybrid and autonomous vehicles.**

The next generation of technicians and engineers need to be excellent problem solvers, great at maths, super literacy skills and be able to diagnose and resolve problems on these advanced machines.



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MYTH NO 4: You won't earn much money

BUSTSED: An apprentice who is earning while they are learning earns £3.70 an hour year but this quickly increases once you are qualified right up to a Dealer Principle level who can earn upwards of **£100k**



MYTH NO 5: There are no progression routes

BUSTED: All jobs within the industry have a **clear progression pathway** that can be plotted on our career pathway maps here



MYTH NO 6: You don't need any qualifications

BUSTED: Would you want someone working on your vehicle that you put your family in and travel up to 70mph in? We are guessing no and that's the same for the rest of the general public too. Whilst this is a non-licensed industry the technology is becoming so advanced that an unqualified person simply wouldn't know where to start! The IMI hold a **'Professional Register'** of trained technicians with an added **'Tech Safe'** register for the public to check on who is actually qualified to work on electric vehicles and are lobbying with government.



Myth no 7: You only have one option after leaving school

BUSTED: Not at all! You have the **options** of

- a) full time education at a college or training provider
- b) an Apprenticeship Framework
- c) an Apprenticeship Standard
- d) staying on at school, doing A Levels and then going to University to study Automotive



Myth no 8: It's only working on cars

BUSTED: The retail automotive industry covers all the job roles from when the vehicle leaves the production line to the moment the vehicle is scrapped...that's over **150 different job roles!** These are in sub sectors such as office, management, leasing, motorcycle, heavy vehicle, fast fit.



Myth no 9: It's not a future proof career

BUSTED: with over **17k additional jobs being created** for 2020 the industry is ever growing and expanding.



# Diversity and Inclusion



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## What we are doing

Last 3 years all female teams won the IMI 'Design the future' competition

32% increase in female participation in IMI Skill Auto competitions in 2019

Inclusive skills in Light Vehicle now offered at WSUK live

Women in motorsport days

Work with 30% Club

## Current climate

3% of the workforce are women

59% at the IMI

40% in Motorsport



**How we can help you  
embed CEIAG into your  
classroom...for free**



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## For you, the Teachers & Careers Leaders...

- ✓ MATRIX standards of CEIAG and Gatsby Benchmarks 2, 3, 4,5 & 6
- ✓ 52 lesson plans mapped to the curriculum
- ✓ Work Experience toolkits for organiser, employer and student
- ✓ Employability skills toolkits with 6 modules
- ✓ Fun activities
- ✓ Career labour market information
- ✓ CEIAG posters, career pathway maps and leaflets
- ✓ Santa Pod days
- ✓ Volunteer careers ambassadors



## For your pupils...

- ✓ Information and videos
- ✓ Apprenticeship vacancies
- ✓ 2x 40min live streamed careers talks with apprentices from BMW and Nationwide
- ✓ 4x 360 Virtual Reality workplaces tours



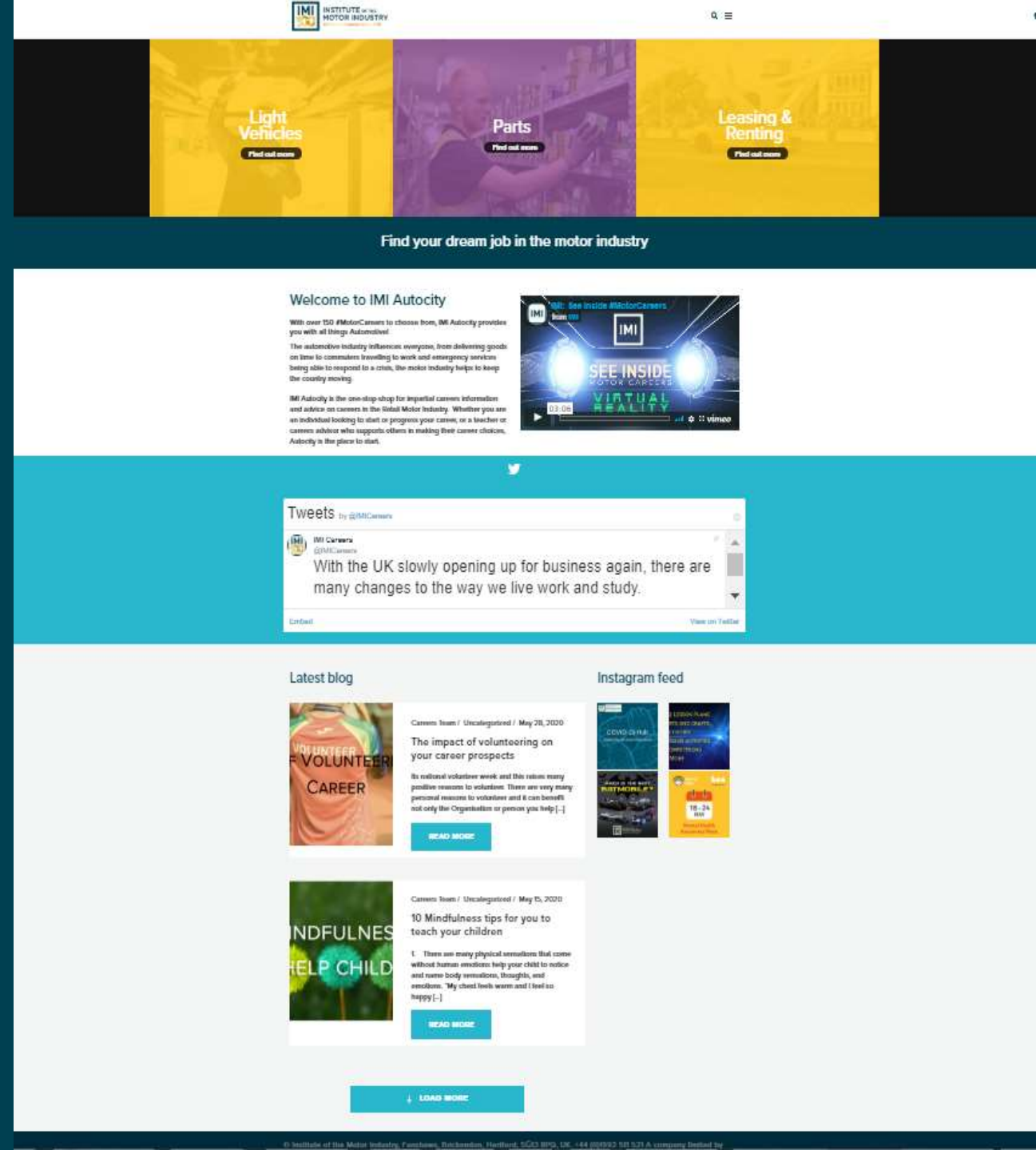
## For the parents of your pupils...

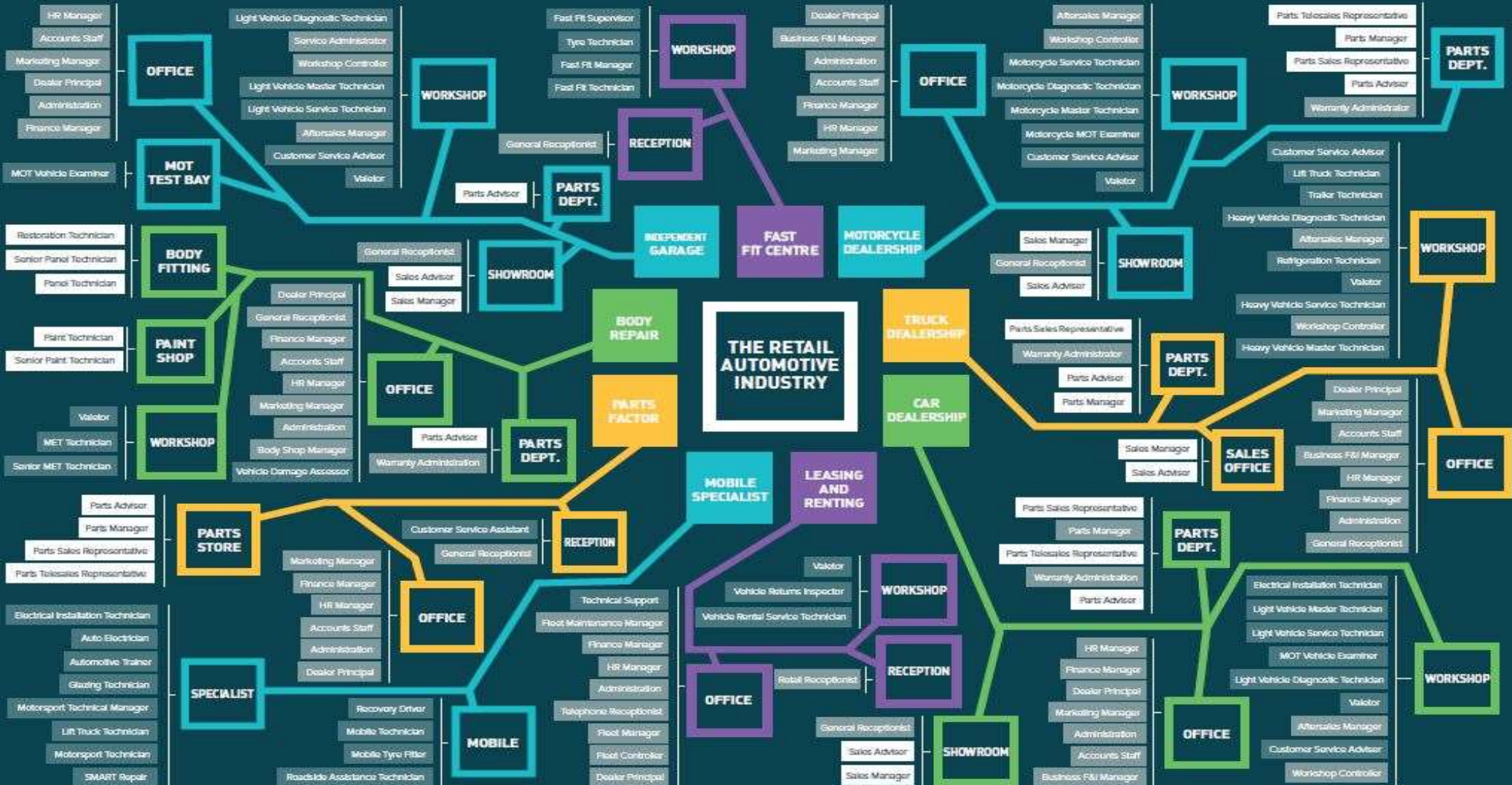
- ✓ Parents guide
- ✓ Frequently asked questions
- ✓ Videos
- ✓ Support materials for home schooling

# Web tour

[www.theimi.org.uk/autocity](http://www.theimi.org.uk/autocity)

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We would love to hear  
from you, so please get  
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