



Department  
for Education



THE APPRENTICESHIP SUPPORT  
AND KNOWLEDGE FOR SCHOOLS  
AND COLLEGES (ASK) PROGRAMME  
2024/25

# THE ASK PROGRAMME

APPRENTICESHIPS  
AND TECHNICAL  
EDUCATION



# WELCOME

Oli De Botton

Chief Executive of the Careers & Enterprise Company



*“The ASK programme has been fundamental in supporting schools and colleges to ensure that students and their families are aware and inspired by the amazing opportunities available through apprenticeships and T Levels.”*

Thank you for engaging with the Apprenticeship Support & Knowledge for schools and colleges programme (ASK), funded by the Department for Education and managed by the Careers & Enterprise Company (CEC).

At CEC we know how important it is to ensure that young people are receiving meaningful, relevant and inspiring information about apprenticeships and other technical pathways. These routes can be life changing – and it is our job to help young people access them.

The ASK programme has had an incredible impact over the last 9 years, with nearly 4 million interactions having taken place to support students to learn more about apprenticeships and technical education.

In the 2024/25 academic year, the ASK programme will continue to offer every educational establishment in England with students in years 10 – 13 access to a fully-funded, bespoke support package to build their knowledge and understanding.

Working with the established regional ASK Delivery Partners, we will ensure that schools and colleges can continue to access a rich variety of high-quality activities and resources for their school and college communities, as set out in this brochure.

The programme will continue to be delivered in a flexible, blended way to meet your needs and will contribute towards the Provider Access Legislation (PAL) requirements as an approved provider of PAL.

Thanks to everyone’s hard work, young people’s awareness of apprenticeships is higher than ever. However, there is more to do. Many groups, including Careers Hubs, are working to address the specific barriers young people can face. ASK partners, in particular, will be prioritising the delivery of sessions that support students to navigate the search and application process for apprenticeships. Our goal is to make sure we convert interest into uptake.

We encourage you to book a planning meeting with our delivery partners to take full advantage of this offer and create a careers support package for your school or college that is as practical as it is inspirational.

A handwritten signature in black ink that reads "Oli de Botton". The signature is written in a cursive, slightly informal style.

Oli De Botton  
CEO  
Careers & Enterprise Company

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Everything you need to know about the ASK Programme in one place

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## THE ASK PARTNERSHIP

Funded by:



Managed by:



Supported by:



Delivered by:



North



Midlands



South



London

# The ASK programme

The ASK programme is fully funded by the Department for Education and offers all educational establishments in England with students in years 10 - 13, access to support to increase awareness of apprenticeships and T Levels amongst students, parents, carers, teachers and career advisers.



## SUBMIT AN ONLINE REQUEST FOR SUPPORT

<https://www.careersandenterprise.co.uk/online-forms/ask-form-enquiry/>

All ASK activities have been cross-referenced to the Gatsby Benchmarks to support schools and colleges when recording their activities on Compass. ASK is also a Provider Access Legislation (PAL) compliant provider.

# A summary of ASK support

All activities and resources have been designed to promote apprenticeships and T Levels to students, teachers, careers advisers, parents and carers. The table below shows the support available for different audiences. Your regional delivery partner will discuss the most suitable activities to meet your school or college's needs.

Delivery options:

- Face-to-face
- Virtual

## WHAT SUPPORT IS AVAILABLE?

The ASK programme offers a range of free and engaging activities, workshops and resources, which include:

### Students

The following workshops are available:

- Apprenticeship and T Levels awareness assemblies
- Register on Find an Apprenticeship
- Search & apply for apprenticeships
- Mock assessment centres
- Interview techniques
- Careers fairs
- 'Career starter' apprenticeships

### Teachers and careers advisers

An online learning & development programme is available (see below).

Face-to-face activities can also be arranged where required with your delivery partner, which include:

- Awareness presentations
- Teacher CPD/inset day support
- How to search and apply for apprenticeships

### Parents and carers

Parents and carers are encouraged to join the online programme. Additionally, face-to-face activities may also be requested:

- Apprenticeship and T Levels awareness
- How to search and apply for apprenticeships
- Attendance at parents' evenings or parent/carer events e.g. information evenings

REGISTER FOR FREE  
WEBINARS

SCAN ME



Full schedule on pages 12-13

### Learning and development webinars for teachers, careers advisers, parents and carers

As part of the ASK programme, we offer an online learning & development programme for teachers, careers advisers, parents and carers. The programme includes monthly webinars, which can be joined live or watched on catch up.

The webinars aim to increase awareness and confidence around apprenticeships and technical education and help those advising young people to understand the options available and how to support them with decisions around their next steps.

[www.amazingapprenticeships.com/workshops-webinars](http://www.amazingapprenticeships.com/workshops-webinars)

# Planning your programme

Making the most of the ASK offer within your school or college.

## Planning your ASK activities

### Planning meeting

Your ASK delivery partner will organise a planning meeting with you (this can be in person or online). The purpose of this meeting is to discuss the learning aims for the workshop(s) based on the needs of students in the school or college. This will help you to select, prioritise and plan the most suitable and impactful workshops based on the needs of your students and how the programme can be best used to enhance your progressive and responsive approach to careers provision.

### Maximising the offer

The ASK programme is a finite resource and as such, when designing your support, we will look to build upon your existing activities and prior knowledge. We may ask that you consider booking multiple ASK activities on one day to maximise the impact of each visit and that you complement the programme by utilising the resources and self-serve materials that the programme offers.

We also kindly request that in order for activities to be PAL compliant, that sufficient time is given to each session being delivered.

### Online resources

There are many fantastic resources available through the ASK programme. To view these, please visit [www.careersandenterprise.co.uk/the-ask-programme/](http://www.careersandenterprise.co.uk/the-ask-programme/)

### Apprenticeship Ambassadors

The ASK programme works closely with the Apprenticeship Ambassador Network and will discuss how employers and apprentices could be invited to join the planned ASK activities.



# ASK activities explained

BOOK NOW



Find out in more detail what the ASK activities involve, who they are suitable for and how they support your school or college to achieve the Gatsby Benchmarks.

## Career starter apprenticeships

We know that a lot of young people can feel uncertain about the sectors and businesses that are growing and the opportunities that might be available.

The Department for Education has selected a range of apprenticeships that are a great opportunity for young people looking for their first role after leaving full-time education. Resources have been developed to showcase the apprenticeships, what they involve, which employers offer them and the progression opportunities available.

These can be accessed at:

[www.apprenticeships.gov.uk/apprentices/career-starter-apprenticeships](http://www.apprenticeships.gov.uk/apprentices/career-starter-apprenticeships)

Help students to explore how career starter apprenticeships can help to kickstart their careers.

Delivery options:

- Face-to-face
- Virtual

Recommended delivery time:



30 - 60 minutes

Career starter sessions are a great way for students to learn more about different careers available through apprenticeships and how they can access and progress in an exciting sector and role.

Career starter apprenticeships include:

- Bricklayer or Plasterer
- Business Administration
- Chef
- Content Creator
- Cyber Security Technician or Digital Support
- Data or Software Technician
- Dental Nurse
- Early Years Educator
- Electrician
- Engineering Fitter
- Freight Forwarding Specialist
- Healthcare Support Worker
- Horticulture or Landscape Construction Operative
- Information Communications Technician
- Plumber
- Teaching Assistant
- Warehouse Operative



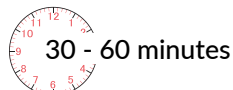
# Awareness assembly

Introduce apprenticeships and T Levels to your students.

Delivery options:

- Face-to-face
- Virtual

Recommended delivery time:



Awareness assemblies are a great way to introduce apprenticeships and other post-16 and post-18 options to your students. They involve expert speakers visiting your school or college (in person or virtually) to present to groups of students and explain the range of career options.

The assemblies can be tailored to meet the needs of your students: whether that be focussing on sustainable Green Apprenticeships or differentiating for a SEND cohort. They provide an overview of the opportunities, the different sectors and levels available, including an introduction to higher and degree apprenticeships.

*"An excellent session, exactly what the students needed. An inspirational perspective on apprenticeships."*

*"Superb information from a dynamic and independent speaker who could share relevant, local and national information."*



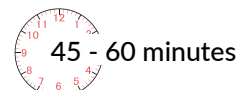
# Register on FAA

Help students to register for Find an Apprenticeship (FAA).

Delivery options:

- Face-to-face
- Virtual

Recommended delivery time:



Registration workshops are interactive sessions designed to assist students in setting up their personal account on Find an Apprenticeship (FAA), the government online apprenticeship vacancy service. These sessions are best delivered in person, but can also be delivered virtually.

During the workshop, students will be shown how to:

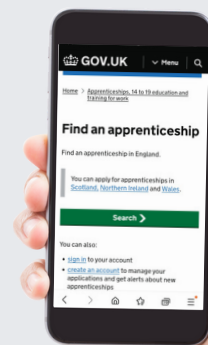
- Set up a GOV.UK One Login.
- Register on 'Find an apprenticeship'.

It is preferable that students are supported to register at school/college, or at home. Teachers and career advisers can also access a new guide created to support each step of the registration process. [www.careersandenterprise.co.uk/the-ask-programme/](http://www.careersandenterprise.co.uk/the-ask-programme/)



In order to participate in this session, students will require the following:

- A personal email address (not the school email address)
- Access to a computer, laptop or tablet or
- Access to a mobile phone with the ability to receive a text message or download an authentication app
- Internet access (wifi / data)






# Search and apply

Support students to know where to search and how to apply for apprenticeships.

Delivery options:

- Face-to-face
- Virtual

Recommended delivery time:

 60 minutes / full lesson

This workshop encourages students to understand the different ways that you can search for apprenticeship vacancies in a fun and interactive way. We will explore the new features and functions of the Find an Apprenticeship website, as well as looking at the different ways that employers may advertise their positions. We will also cover the different application processes that could be encountered in apprenticeship recruitment.

This workshop is best delivered in person, but can also be delivered as a live virtual session.

This workshop will include:

- The different ways that you can search for apprenticeship vacancies.
- How to use the search filters on Find an Apprenticeship.
- Managing applications on Find an Apprenticeship.
- Understanding application processes and what they could involve.
- Hints and tips for successful apprenticeship job applications.

In order to participate in this session, students will need to have set up their account on Find an Apprenticeship, including their GOV.UK One Login account. Please see page 8.


# Mock assessment centre

Interactive group workshop introducing students to apprenticeship recruitment methods.

Delivery options:

- Face-to-face
- Virtual

Recommended delivery time:

 60 minutes / full lesson

Assessment centres are increasingly being used by employers as part of their recruitment activities, particularly in large and competitive schemes.

This engaging workshop helps students to understand what to expect from an assessment centre and to participate in a mock activity that is similar to what they may experience in real life.

Workshops can be tailored to the students' level of ability, confidence and areas of interest.

This workshop is always popular with students!

This workshop will include:

- What is an assessment centre?
- Why do employers use them?
- What to expect if you are invited to an assessment centre.
- Hints and tips for participating in an assessment centre.
- What you can do to prepare in advance.
- Asking for feedback.
- Reflecting on what you would do differently at a future assessment centre.



# Interview techniques

Support students to understand what to expect in an interview and how they can prepare.

Delivery options: <input checked="" type="checkbox"/> Face-to-face <input checked="" type="checkbox"/> Virtual	Recommended delivery time:  45 - 60 minutes
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In any apprenticeship recruitment process, it is highly likely that it will involve an interview. This enjoyable workshop is designed to support students to understand what an interview is like and what they can do in advance to help them to prepare.

This workshop will include:

- Why employers use interviews.
- The different types of interview settings.
- The typical format and structure of interviews.
- The types of questions you may be asked.
- Ideas for questions that you could ask the employer.
- Hints and tips for how to prepare before an interview.
- How to make a great lasting impression.
- Post-interview follow-up ideas.

This workshop will be suitable for students who are actively applying for an apprenticeship, as well as students who have not yet decided on their next steps.



# Careers fairs

Additional support at your next careers fair through the ASK programme.

Delivery options: <input checked="" type="checkbox"/> Face-to-face <input checked="" type="checkbox"/> Virtual	Recommended delivery time:  If presenting, 20-30 minutes
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If you're hosting a careers fair for your students, you can access additional support through the ASK team. We can join you either in person or virtually to inform students and their parents or carers about apprenticeships and the benefits. We can also work with local employers and apprenticeship ambassadors to join the ASK team to share their experiences of apprenticeships and discuss any opportunities that might be coming up with their organisation.

Most schools and colleges ask that we deliver a short presentation about apprenticeships at the start or during their careers fair, but your ASK delivery partner will work with you to work out what works best for your school or college.

# Careers fair resources

New for the 24/25 academic year, we will be introducing a resources bundle that schools can download or use digitally to support students during a careers fair to explore apprenticeships and technical education. It will include printable materials as well as links to useful films and activities that will support attendees to consider their future options.



# Support for parents and carers

## Engage parents and carers to build their understanding of apprenticeships and T Levels.

Parents and carers are key influencers in any young person's future planning. The ASK programme offers a variety of support options.

### Parent and carer presentations

<b>Delivery options:</b> <input checked="" type="checkbox"/> Face-to-face <input checked="" type="checkbox"/> Virtual	<b>Recommended delivery time:</b>  <b>20 - 30 minutes</b>
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The ASK programme delivery partners can join you either in person preferably, or virtually where required, at various parent and carer events. For example, we can attend your school or college's options evenings, transition planning events or any other parent or carer workshops to provide them with information on apprenticeships and the alternative pathway programmes, such as T Levels.

We also offer sessions delivered to parents and carers to support them in helping their child to navigate the apprenticeship recruitment process and how they can support them to prepare. Please book in your planning meeting with your ASK delivery partner to discuss how we can support your school or college's parents and carers.

### Online webinars (monthly)

Expert delivery partners of the ASK programme, Amazing Apprenticeships, deliver monthly webinars which aim to support parents and carers in their understanding of apprenticeships and other technical education routes, and increase their confidence in supporting their child with careers conversations.

Exploring useful topics and partnering with expert speakers, share the learning & development programme with parents and carers here:

<https://amazingapprenticeships.com/workshops-webinars> (see pages 12-13)

## Parents and carers' magazine - Choices (available monthly)

Our monthly Parents and Carers' magazines provide the latest information and news on apprenticeships and T Levels and support parents and carers to explore different post-16 and post-18 options. We showcase a range of employers, apprentices and training providers, sharing the benefits of apprenticeships and technical education. The packs can be shared via ParentMail or on your own school or college website. Available to download here:



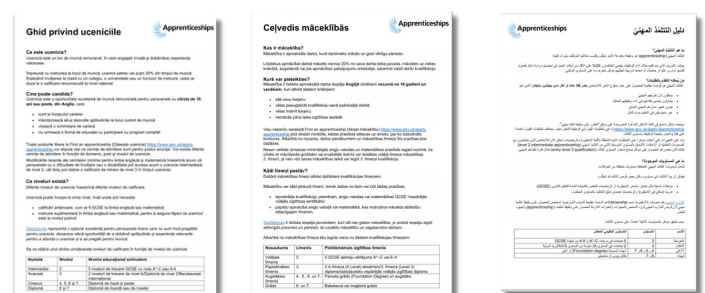
[www.careersandenterprise.co.uk/the-ask-programme/](http://www.careersandenterprise.co.uk/the-ask-programme/)

## Translated materials

Our 4-page fact sheets for parents have been translated into 7 languages for you to share with parents and carers via ParentMail or your school or college's website. The translated resources cover the following languages:

- Arabic
- Latvian
- Pashto
- Romanian
- Urdu
- Polish
- Dari

<https://www.apprenticeships.gov.uk/influencers/resources-for-parents>



# Online learning and development programme

Our programme of learning and development webinars can be accessed throughout the year (live or on catch-up) to support teachers, careers advisers, parents and carers to build their knowledge of apprenticeships and technical education.



Date and time	Webinar title and description
Thursday 19th September 15:30 - 16:00	<b>Understanding the post-16 and post-18 apprenticeships and technical education options.</b> There are many post-16 and post-18 technical education options. Join this webinar for a clear picture of what they are, how to access them and next steps.
Thursday 17th October 15:30 - 16:00	<b>Understanding apprenticeships.</b> Join us for a more detailed look at apprenticeships – exactly how they are structured, where you find them and who delivers them.
Thursday 21st November 15:30 - 16:00	<b>Helping students to be ‘application ready’.</b> Join us to understand how you can help aspiring apprentices to be ‘application ready’ so that as soon as they see a position they are interested in, they feel equipped to apply quickly.
Monday 9th December 15:30 - 16:00	<b>Using the levels of apprenticeships to progress your career.</b> In this session, we discuss how you can advance your career using the different levels of apprenticeships and how starting as an intermediate or advanced apprentice can assist you to progress even further and undertake further apprenticeships at higher levels. We will be joined by apprentices who will share their career journeys and how apprenticeships have helped them to progress.
Thursday 23rd January 15:30 - 16:00	<b>How to search and apply for apprenticeships.</b> A step-by-step guide to the different vacancy platforms for apprenticeships, including Find an Apprenticeship, and tips for supporting your students/child during the application process.
Monday 10th February 15:30 - 16:00	<b>Exploring the range of apprenticeships.</b> With more than 700 apprenticeship standards, there is an apprenticeship for <i>almost</i> every job role out there! Join us to hear about some of the known and lesser-known apprenticeship job roles, the different industries and employers offering positions and how you can explore which apprenticeship could be right for you.

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

# Online learning and development programme

Continued from previous page...

Date and time	Webinar title and description
Thursday 27th February 15:30 - 16:00	<b>Using Find an Apprenticeship to search and apply.</b> The Government's flagship system 'Find an Apprenticeship' is a great starting point for anyone considering applying for an apprenticeship. With more than 20,000 vacancies advertised each year, the platform provides a free of charge way to search and apply for apprenticeships throughout England. Join this webinar to discover the new features on the site, including an enhanced application portal.
Thursday 20th March 15:30 - 16:00	<b>How to impress in the apprenticeship application process.</b> Hear directly from employers and apprentices sharing their advice on the best ways to impress in the apprenticeship recruitment process.
Thursday 24th April 15:30 - 16:00	<b>Preparing for apprenticeship assessment centres.</b> The apprenticeship recruitment landscape is constantly changing, with many employers now utilising different methods to assess candidates, including assessment centres. Join us to hear directly from employers about how they work, what they're really looking for and their advice on how students can prepare.
Monday 19th May 15:30 - 16:00	<b>Apprenticeships for individuals with additional needs.</b> Many students have additional needs and may feel unsure about the support that will be offered by employers and training providers. Join us to hear about the flexibilities that can be offered and the support that apprentices will receive.
Thursday 19th June 15:30 - 16:00	<b>How students can use the summer to start their apprenticeship research.</b> It's never too early to start researching apprenticeships and the summer period can be a brilliant time to help to get ready. Join us to hear from experts explaining how to help students to get ready for when vacancies open up in the autumn.
Monday 7th July 15:30 - 16:00	<b>Finished year 11 or year 13 and want to find an apprenticeship?</b> If you've just finished your course(s) and taken your exams, but aren't sure what you're doing next, or may want to change your mind about what you are planning to do, join us to find out about what to do right now to start finding an apprenticeship. You haven't left it too late!

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

# FREE online resources



You can access a range of great resources to use with your students and colleagues to inspire them to find out more about apprenticeship opportunities.

## Access the range of resources

[www.careersandenterprise.co.uk/the-ask-programme/](http://www.careersandenterprise.co.uk/the-ask-programme/)

FREE RESOURCES



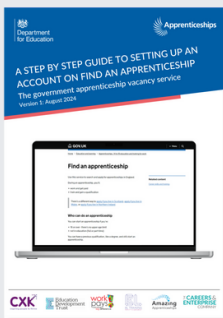
### Monthly Parent & Carer Magazine: Choices

This monthly guide can be shared with parents and carers, informing them of the latest news in apprenticeships and technical education.



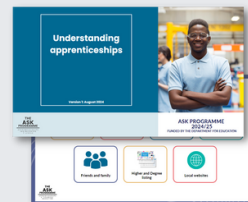
### Careers Fairs: Digital resource bundle

New for 2024/25 is a resources bundle that can be downloaded or used digitally to support students during careers fairs.



### Register on Find an Apprenticeship (FAA)

Use this new step-by-step guide to navigate the new registration system linked to FAA, where you will now also be required to create a GOV.UK One Login account.



### Apprenticeship assembly: Self-serve assembly

A DIY presentation and script for any teacher or careers leader looking to deliver an assembly on 'Understanding apprenticeships'.



### The A - Z of Apprenticeships

A listing of more than 700 apprenticeship standards grouped into sector areas and including the level of the apprenticeship.



### Key Stage 3 apprenticeship activity packs

Activity packs for years 7-9 designed to increase awareness of apprenticeships at an early age.

# ASK delivery partner contacts

The ASK programme is delivered through different partner organisations.



Department  
for Education

THE CAREERS &  
ENTERPRISE  
COMPANY

The ASK programme is funded by the Department for Education and managed by the Careers and Enterprise Company (CEC). If you have a question about ASK, please email: [ASK@careersandenterprise.co.uk](mailto:ASK@careersandenterprise.co.uk)



Amazing Apprenticeships support the ASK programme by creating engaging resources to build awareness of apprenticeships and T Levels. If you have a question about ASK resources, please email: [hello@amazingapprenticeships.com](mailto:hello@amazingapprenticeships.com)

## Regional ASK delivery partners

**BL Training Ltd**  
(North)



BL Training Ltd are a training provider with 30+ years experience.

Contact: Guy Saxton

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

Tel: 01912 619636

**Workpays**  
(Midlands)



Workpays provide a range of skills and employability services.

Contact: Tina Patel

Email: [tina.patel@workpays.co.uk](mailto:tina.patel@workpays.co.uk)

Tel: 07964 396786

**CXK**  
(South)



CXK help individuals make decisions about learning, training and work.

Contact: Hazel Allan

Email: [HazelAllan@cxk.org](mailto:HazelAllan@cxk.org)

Tel: 07498 374845

**Education Development Trust**  
(London)



EDT works with others to improve education.

Contact: Bradley Davis

Email: [bdavis@educationdevelopmenttrust.com](mailto:bdavis@educationdevelopmenttrust.com)

Tel: 07876 837972