



**How to ensure candidates
say 'YES' to your offer!**

Today's Speakers



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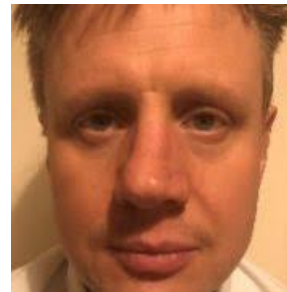
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Student Panel

Abbas Amin – Ofwat
Gael Lindsey – Samworth Brothers
Lilian Thomas – Barratt Developments



Pete Milsom
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Why this topic –

How to ensure candidates say ‘YES’ to your offer?

Early talent recruitment demand is now bigger than pre-covid numbers – demand for top talent has never been so tough..

The number of ‘reneges’ is on the increase, driving up recruitment costs and unnecessary delays and complications.

The difference between securing good candidates and great candidates can be achieved by a few small ‘tweaks’ to incumbent processes.

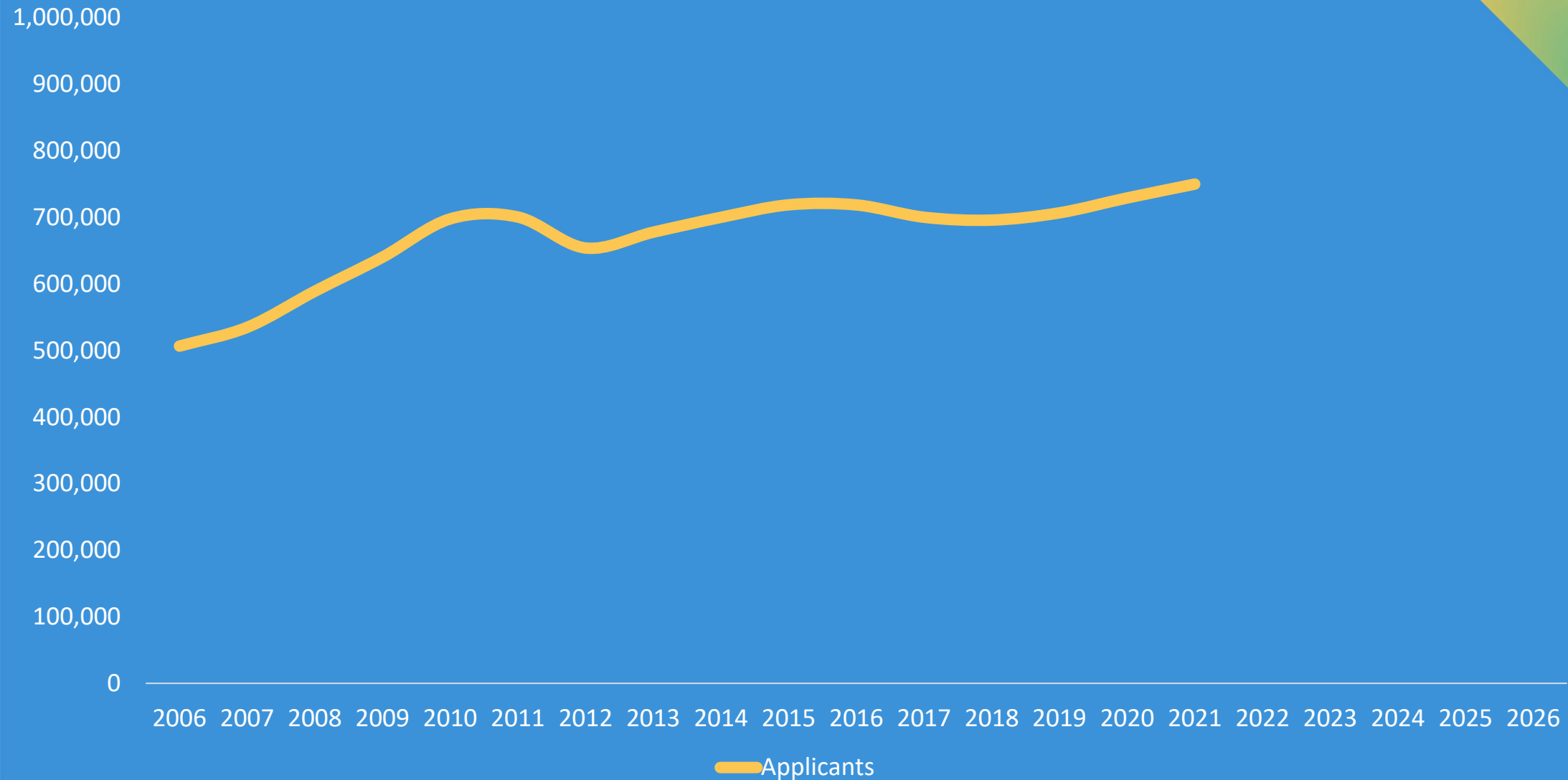


Making your candidates
say 'yes' – What does our
research tell us?

Pete Milsom, UCAS
Partnerships Manager;
Apprenticeships

UCAS

The journey so far





The story so far

How has the sector changed since 2006?



Applicants from 2006 increased 240k.



Q1 grown 30k since 2006, but so has Q5.



Entry rate went from 24.8% to 38.3%.

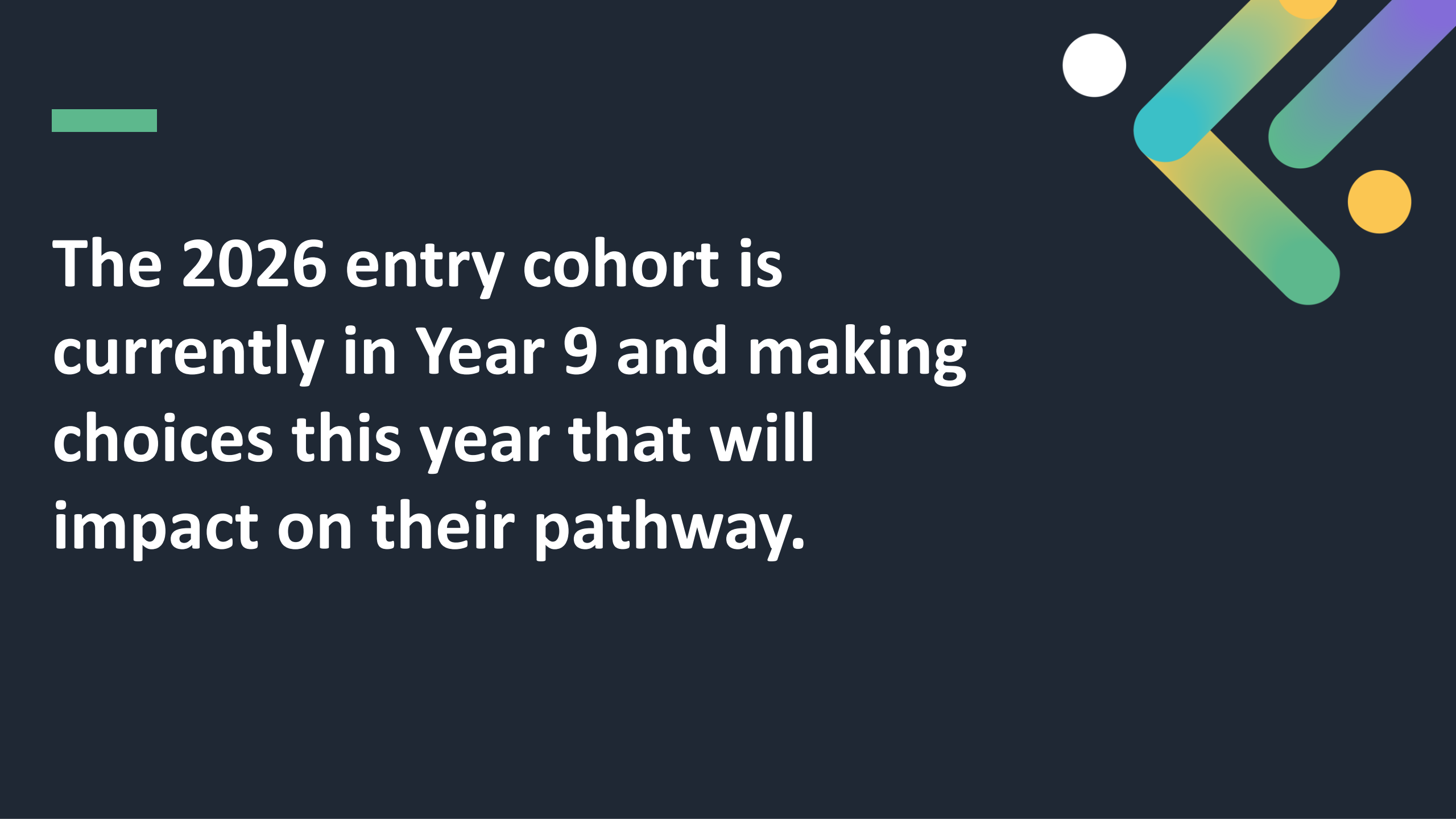


Market forces and behaviours have emerged, with institutions competing with one another.



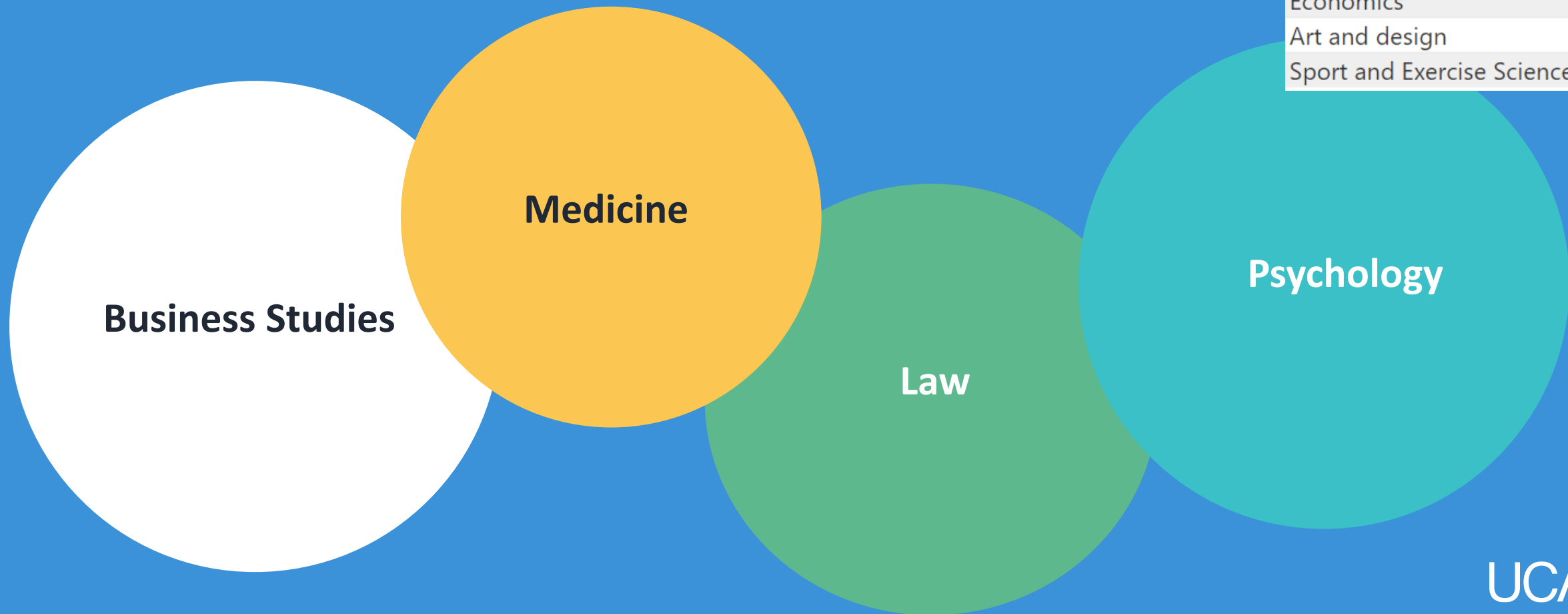
The emergence of China – now the third biggest market for the UK.





The 2026 entry cohort is currently in Year 9 and making choices this year that will impact on their pathway.

Top subjects of interest - University



Subject	Count
Business studies	47,571
Medicine	45,904
Law by Area	35,881
Psychology	35,487
Computer Science	32,719
Biology	25,466
Nursing	24,855
Economics	24,337
Art and design	23,690
Sport and Exercise Science	20,746



Our research



Start reaching students from a young age



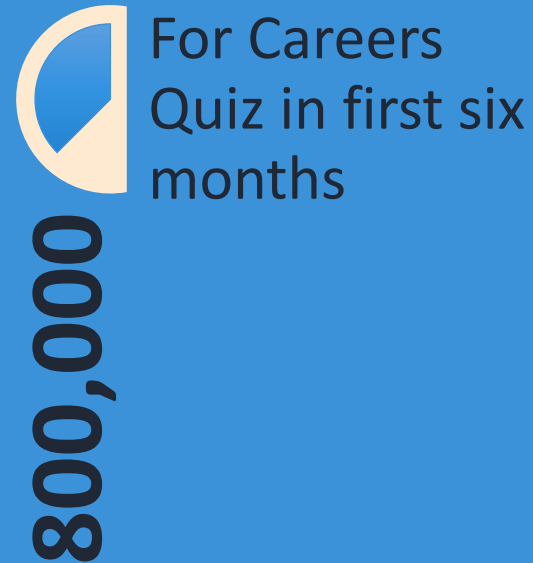
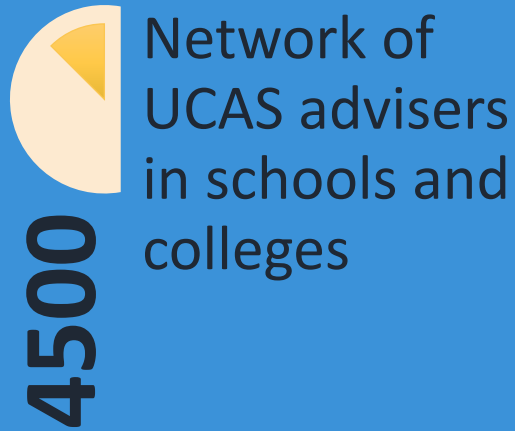
Promote opportunities where students are already looking



Show what it's really like to work with you



UCAS is a trusted source of information and advice for millions of people



Our pre-applicant database tells us which students are interested in apprenticeships

55% of students looking at engineering are interested in apprenticeships (83,000 students)

51% of students exploring business courses are interested (94,000)

34% of students looking at medicine would consider an apprenticeship (70,000)

53% of students consider computer science would like to know about apprenticeships (59,000)

Career Finder



Our apprenticeship tool – Career Finder – had a record **2.19 million searches** in the last 12 months

up 56%



These searches have resulted in **247,000 applications**

up 44%



Students aren't getting the information they need



1 in 5 close a door to a potential career choice at GCSE option stage



57% believe that an apprenticeship can lead to a good job



1 in 3 consider higher education options as young as primary age



76% associate the word 'prestigious' with going to university



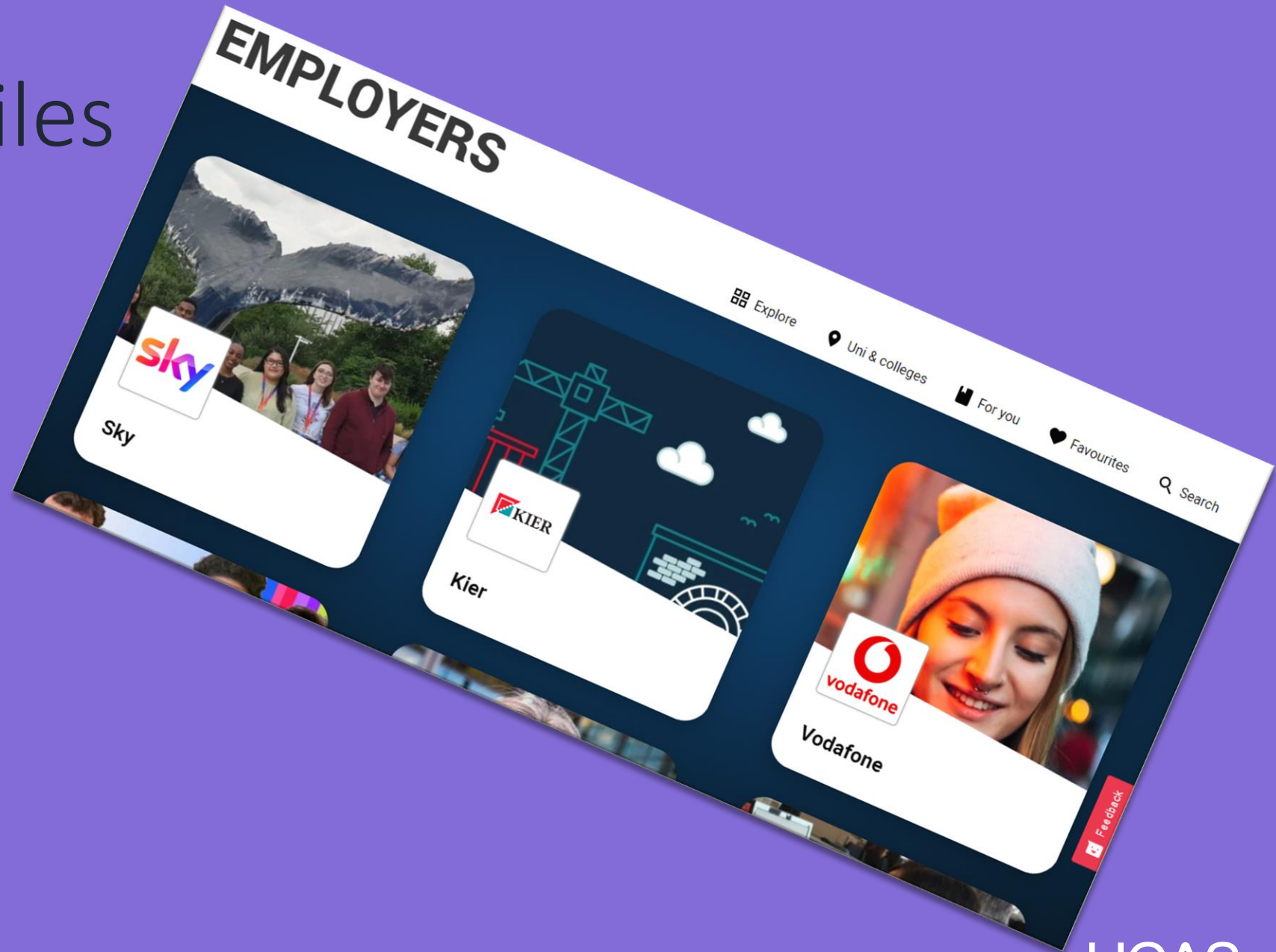
87% believe that a degree will lead to a good job later in life



4% associate the word 'prestigious' with an apprenticeship

Employer Profiles

“Showcase your brand and provide potential applicants an insight into working and learning in your organisation.”



Industry Guides

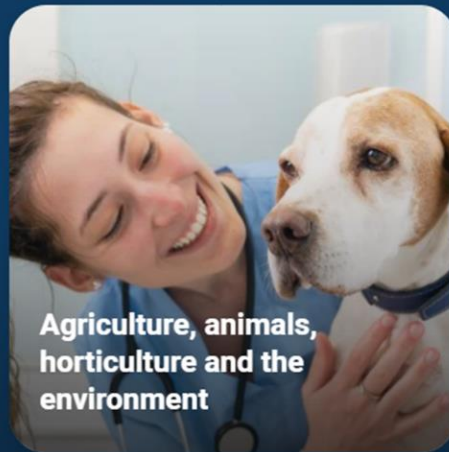
INDUSTRY GUIDES

Start your journey to an apprenticeship by exploring which industries might suit you.

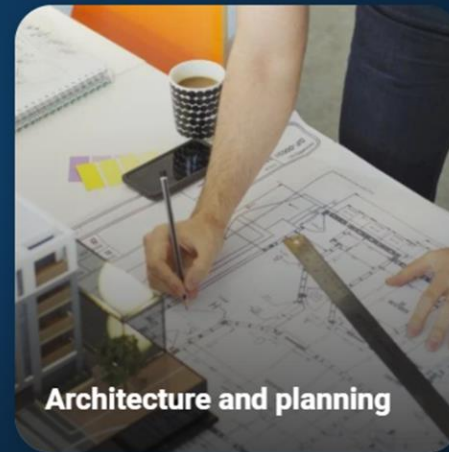
 Explore  Uni & colleges  For you  Favourites  Search



Accounting and finance



Agriculture, animals, horticulture and the environment



Architecture and planning

 Feedback

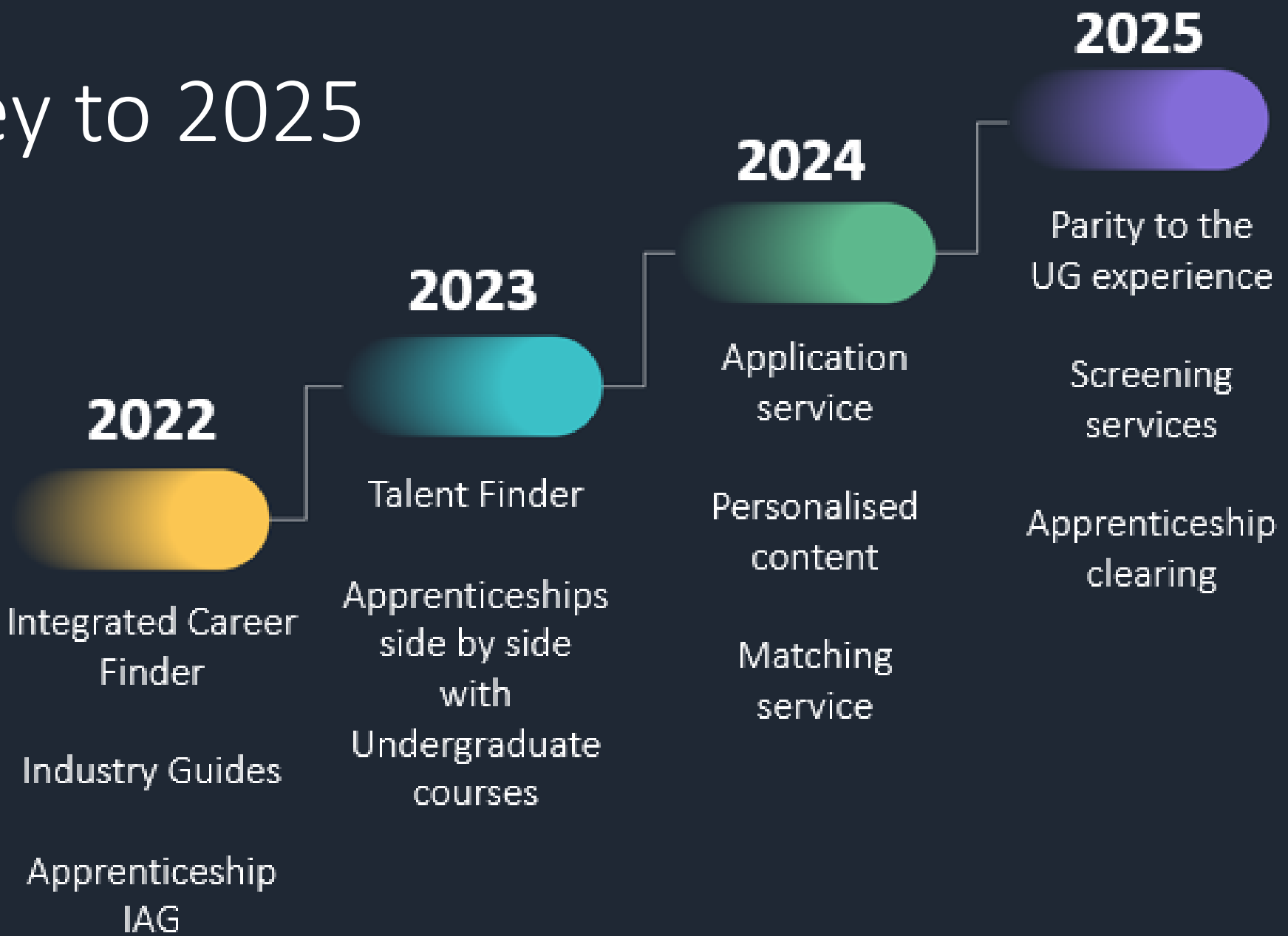
“Students can investigate different industries and hear from people like them who are already on the apprenticeship journey”



**What does the future
look like?**



Journey to 2025





Pete Milsom, UCAS

Partnerships Manager - Apprenticeships

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Student Panel

- Abbas Amin – Ofwat
- Gael Lindsey – Samworth Brothers
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Synopsis – Key Recommendations

- 1) Financial package – total package, starting bonus, holiday entitlement, car allowance etc, current financial situation will only exaggerate the impact of this.
- 2) Associated offerings – **Training & Development, long term career prospects**, promote health and wellbeing flexibility on working remotely, working environment, environmental statement. (actively promote these)
- 3) More Proactive Engagement - engage early, sustain communications, maintain engagement.
- 4) Data, Data, Data - utilise this to your benefit, 'insanity is doing the same thing over and over and expecting different results.'
- 5) Candidate centricity – with ever increasing online testing, putting candidates in the centre of the process and making them feel unique and not a number is key!

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EarlyTalent

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