

Shifting Early Talent Strategies:

WHY THE RISE OF APPRENTICESHIPS?

Wednesday 18 January • 12PM
Online Event



WELCOME!

MAKE YOURSELVES
COMFORTABLE

WE WILL BE LIVE AT 12:00





careermap

The Trusted voice of careers



NATIONAL
WORK EXPERIENCE
WEEK™

NATIONAL
INTERN
WEEK™

NATIONAL
UNIVERSITY
WEEK™

NATIONAL
APPRENTICESHIP
WEEK™

LIFELONG
LEARNING
WEEK™

NATIONAL
GRADUATE
WEEK™



New January 2023

New June 2023

Employer profiles

Great resource to link careers to the curriculum



We work with a hundreds of employers across a wide breadth of industries and sectors.

Explore our Employer Directory to find:
Visit our Employers Directory and find out:

More about our partner organisations

Video case studies

About their apprenticeships and other early year schemes

Great resource to tap into – for career research and in the classroom.



CareermapLive

Annual online events



NATIONAL
APPRENTICESHIP
WEEK 2022

NATIONAL
GRADUATE
WEEK 2021

LIFELONG
LEARNING
WEEK 2021

Speak direct to talent pools.

[National Apprenticeship Week](#) February

[National Work Experience Week](#) April

[National University Week](#) May

[National Intern Week](#) September

[National Graduate Week](#) October

[Lifelong Learning Week](#) November

Live and interactive, all events are free to attend and for highly targeted audiences.



Who Are Cohesion?

We are a leading emerging talent recruitment provider. We work across numerous sectors, managing apprenticeship and graduate recruitment on behalf of our clients.





How Can Cohesion Support Clients?

Cohesion manage tens of thousands of applications each year. Understanding both client drivers but **also** the necessity of being **candidate centric** is critical to success.

Technology is obviously becoming more dominant, understanding that apprentices are typically younger and therefore need more support **before, during** and **after** application is key.

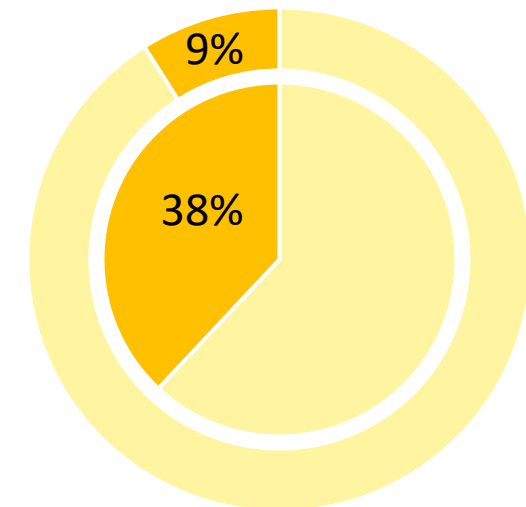
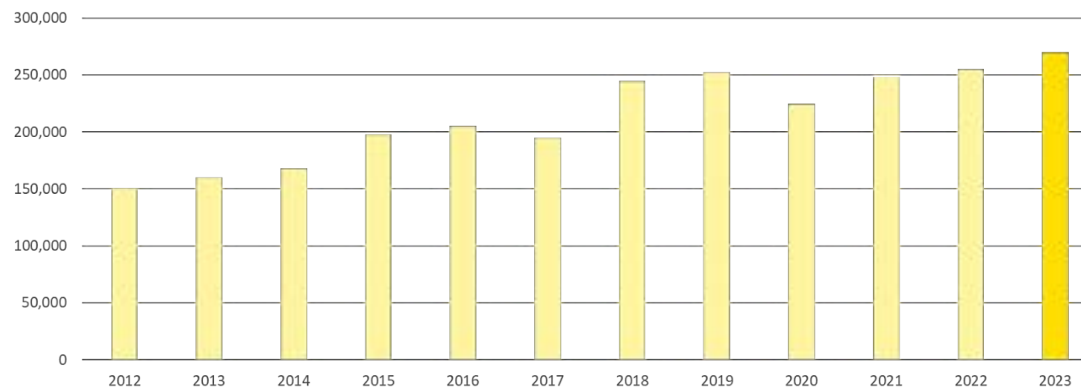
We support candidates throughout the process, we make active interventions to support greater **ethnic & gender diversity, social mobility** and **broader participation**.

We work collaboratively with clients, to develop attraction, selection and onboarding programmes to recruit the best candidates and develop grass route talent.

Why is this topic so relevant?

Cohesion have operated in early talent since 1986, for the first time, we are noticing a distinct shift in how organisations are developing their emerging talent strategies. Despite more students applying to universities, hiring organisations are driving recruitment in the direction of apprenticeships.

UK Apprenticeship Numbers 2012 - 2022



Proportion of filled vacancies
2012 -2022

What are the Influencing Factors?

There are a combination of factors, creating a perfect storm:

- Rising living costs,
- Cost of attaining a university degree,
- Apprenticeship Levy (in many cases not being fully utilised)
- Not enough capacity at universities, (estimates for 2026 are 1,000,000 for 650,000 places)
- Increase in interest and variety of Degree Level Apprenticeships,
- Increased awareness, company branding, media, outreach (Careermap)
- Skills shortages not being met by typical degree subjects.

64% growth in apprentices
since 2012

You can now become a GP
through an apprenticeship
programme

Over 50% of uni applications
in 2022 also registered an
interest apprenticeships

22% more active
apprentices in the UK than
the previous 10-year period

The largest profile of
people registering for
apprenticeships are 25+

HM Treasury funding for
apprenticeships has grown
by £500m since 2017/2018

Level 3 is the most
popular level based on
'new starts'

Intermediate level roles are
in decline (from 65% in
2014 to 24% in 2022)

2 million plus new
apprentices in the UK since
fy12

HM Treasury View: Apprenticeships are the government's premier in-work training offer

- Over 600 employer-designed standards available in sectors as diverse as engineering and manufacturing, the creative arts, and public services.
- Over 321,000 learners started an apprenticeship in academic year 2020/21;
- Since 2017 we have strengthened the quality requirements - 20% training off the job and 12-month minimum duration requirements and End Point Assessments;
- But this means apprenticeships have really good outcomes:
 - 91% of apprentices remained in employment or went onto further training after completing their apprenticeship.
 - 40% increase in earnings by age 26 for men and a 21% increase in earnings by age 26 for women who complete a level 3 apprenticeship;
- HMT has frequently responded to employer concerns on apprenticeships and improve access to training for employers, e.g. introducing employer hiring incentives during Covid-19. Though **we are always keen for ideas on how to better engage employers and learners.**

Rise of Apprenticeships in the NHS



Lucy Hunte – National Programme Manager –
Apprenticeships - Talent for Care

HEE – Talent for Care Agenda

- Volunteering
- Work Experience
- Traineeships
- T Levels
- Widening Participation – increasing diversity in the workforce
- Apprenticeships – new recruits & upskilling existing staff
- Progression routes to Higher Level & Degree Apprenticeships
- Level 2 to Level 7 career pathways

Apprenticeships in the NHS

Largest employer in England **1.3m** employees*

Estimated to contribute over **£220m** of levy (21/22)

16/17 only **1,019** apprenticeship starts **Level 2 to Level 5**

21/22 – **25,000** apprenticeship starts from **Level 2 to Level 7** during a pandemic and **86** different apprenticeships in use

Working with **UCAS** on **route neutral** apprenticeship applications

Huge increase in interest/applications for **degree apprenticeships**

Apprenticeships in the NHS

- Used to attract new talent and to progress existing staff
- Support social mobility and widening participation
- Lack of impartial careers advice and guidance
- Young people can't make informed decisions
- Parity of esteem degree apprenticeship v traditional
- Schools competing for funding
- Baker Clause & Ofsted
- No fixed entry date unlike traditional routes
- Work experience – virtual or face to face
- Consider a L3 or L5 Apprenticeship and then top up to Degree Level

Medical Dr Apprenticeship

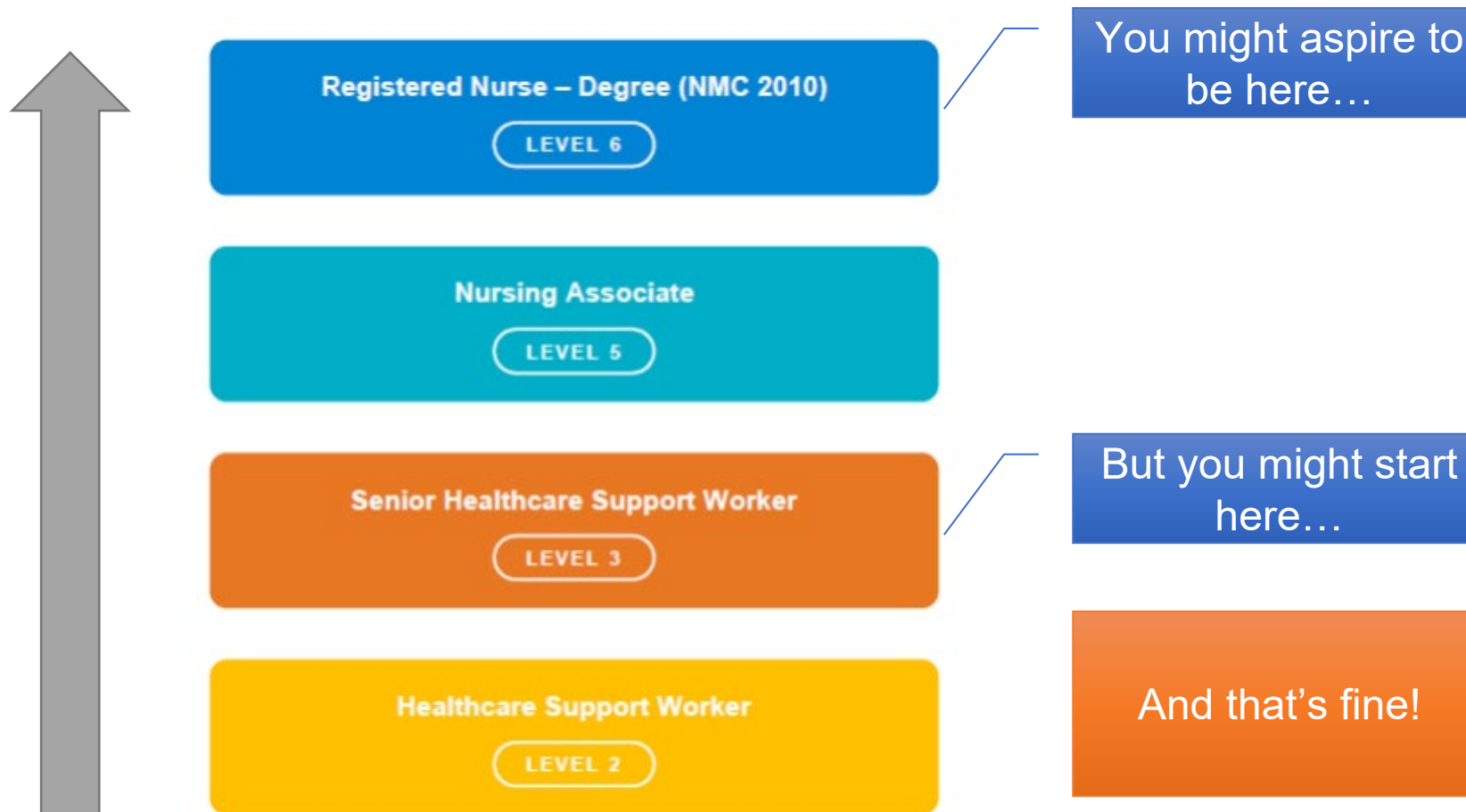
- Approved for delivery in **July 2022**
- First pilot cohorts expected **September 2023** onwards
- Aims to support **widening participation** for those from underserved communities
- Approved by **General Medical Council**
- **Exact same** academic entry requirements and medical degree
- **60 month** apprenticeship programme
- Dr apprentice will **earn while they learn**

Medical Dr Apprenticeship

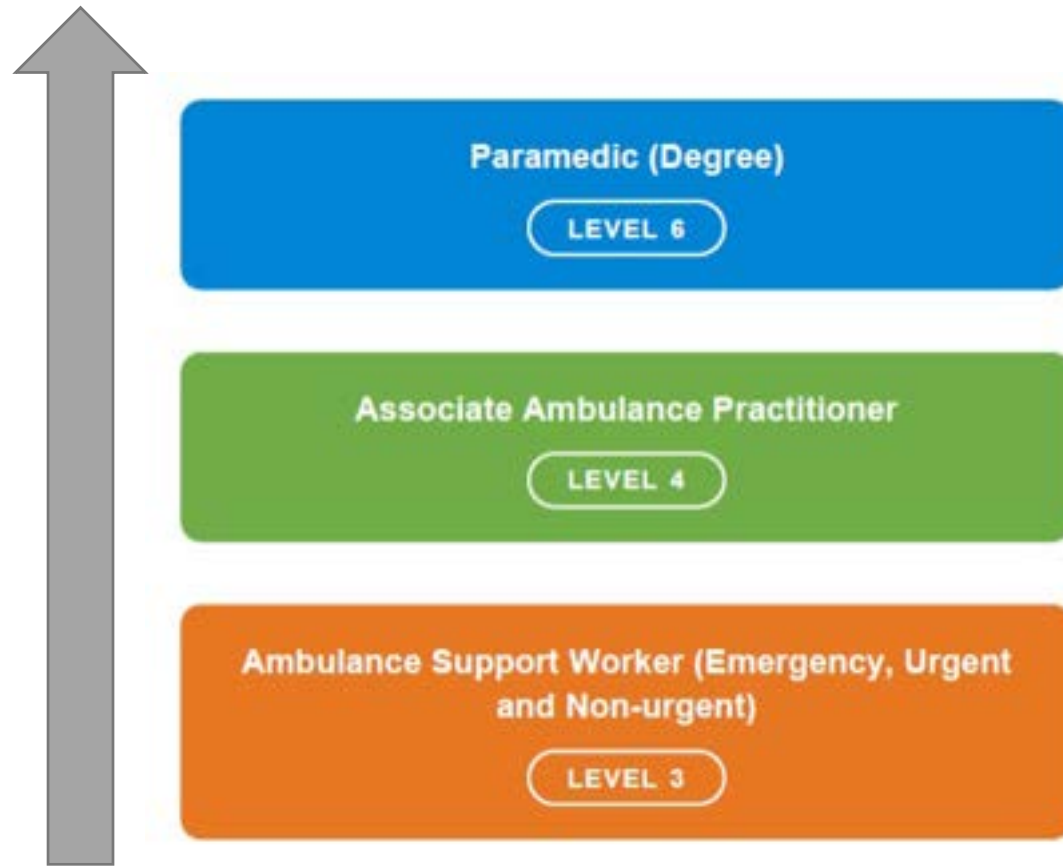
- More guidance on **recruitment & selection** to follow but will include **contextual factors** to support widening participation
- **Resources**
- Medical Doctor Degree Apprenticeship – Launched - HASO ([skillsforhealth.org.uk](https://www.skillsforhealth.org.uk))

Lifelong careers

We can create a career pathway



<https://haso.skillsforhealth.org.uk/pathways>



<https://haso.skillsforhealth.org.uk/pathways>



<https://haso.skillsforhealth.org.uk/pathways>

Health Careers website

NHS
Health Education England



Healthcare Apprenticeships Standards Online



<https://haso.skillsforhealth.org.uk>

@NHS_HealthEdEng #TalentForCare

Want to find out more?



- **Visit our websites:**



www.stepintothenhs.nhs.uk (bite-sized info for school students)

www.healthcareers.nhs.uk (detailed careers info, events planner, course finder, find your health career quiz, download resources etc.)

- **Connect with us on:**

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 advice@healthcareers.nhs.uk

 0345 60 60 655



Association of
Apprentices

THE APPRENTICE VIEW

INSIGHT FROM THE APPRENTICE COMMUNITY

AON

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BBC



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NHS
Health Education England



**INVESTORS
IN PEOPLE**

ZOLL



The Association of Apprentices is a not-for-profit membership organisation, providing a social and professional network for UK apprentices.

Our mission is for every apprentice in the UK to have the opportunity to become a member, to benefit from a shared experience and to realise the benefits of completing their programme.



- We provide essential services that benefit apprentices
- We are accessible and secure - we are for apprentices, and led by apprentices
- We aim to eliminate feelings of isolation and loneliness, supporting the apprentice experience and helping to increase completion rates
- We help apprentices to share what matters the most to them for the benefit of all apprentices, and those working with apprentices.



Research into non-completions to factor into building programmes



1. Reasons for withdrawal



2. Support that would have encouraged respondents not to withdraw

- 37% – employer support with time to study/complete assignments/off-the job training
- 31% - training provider or tutor study support or support networks
- 27% - employer providing a workplace mentor/support network
- 10% - extra financial support, e.g., childcare, transport costs
- 4% - extra practical support, e.g., with access to transport or childcare

APPRENTICE INSIGHT

Top 3 things members say they like most about apprenticeships:

1. Receiving recognised qualifications
2. Improving employability
3. Getting ahead



Apprentices report highest confidence levels in:

- Self-awareness
- Relationship building

Apprentices report lowest confidence levels in:

- Career planning
- Career advancement

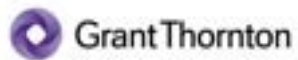


The top 5 reasons why community and support networks are important:

1. Networking
2. Support and advice
3. Connecting with like-minded people
4. To help with completion of their programme
5. To gain knowledge and skills through other apprentices' experience



OUR GROWING COMMUNITY OF PARTNERS



We're proud to collaborate with a number of leading organisations who share our ambitions to build and engage an apprentice community, helping apprentices and their employers and providers to achieve successful outcomes:



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TIME FOR OUR PANEL
DISCUSSION

Put your questions in the
chat box

