

# THE APPRENTICESHIP SUPPORT AND KNOWLEDGE FOR SCHOOLS AND COLLEGES (ASK) PROGRAMME

2023/24

The ASK programme is funded by the Department for Education and offers free support to educational establishments in England to increase awareness of apprenticeships and T Levels. The ASK programme is a PAL Compliant Provider.





# WELCOME

## Peter Mucklow, Director

## Apprenticeships, Department for Education



"We are incredibly proud of the ASK programme and its impact in working with schools and colleges over the past 8 years to ensure 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.

The ASK programme has had an incredible impact in the last 8 years, with more than 5,500 schools/colleges and 3.5 million student interactions having taken place to support students to learn more about apprenticeships and technical education.

In 2023/24, the ASK programme will continue to offer every educational establishment in England with students in years 10 – 13 access to a free, bespoke support package to transform apprenticeship and vocational education awareness activities so that students, parents and carers, teachers and careers advisers and governors can be informed about the wonderful opportunities available. 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.

Over 2023/24, the programme will also be continuing to ensure that further support is available for FE colleges so that tutors, colleagues and staff can feel confident in supporting their Level 3 students to explore apprenticeship opportunities when finishing college.

With so much progress having been made in students' knowledge and awareness of apprenticeships since the programme launched in 2016, for this academic year, ASK will be prioritising the delivery of sessions that support students to navigate the search and application process for apprenticeships, so that more students are supported to prepare and attain an apprenticeship.

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 truly inspirational.

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**Peter Mucklow,** Director, Apprenticeships Department for Education

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# How the ASK programme works

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

# HOW TO ACCESS SUPPORT

#### 1. Browse the support available

<u>Visit our website</u> or browse this brochure to discover the range of free support available.

### 2. Submit an online request

Complete a <u>short online form</u> which will be sent to the ASK team to process.

# 3. Attend a planning meeting with an ASK delivery partner

Once you have submitted your request, the ASK delivery partner in your area will get in touch to arrange a time for a planning meeting. The delivery partner will discuss your needs and explain the types of support available. The meeting can be carried out virtually or in person.

## 4. Book your support activities

Working with your delivery partner, book a mixture of support activities that meet the needs of your school or college, students, teachers and parents. All activities are designed to raise awareness of apprenticeships and T Levels.

## 5. Access the resource hub

Visit our <u>resource hub</u> where you can browse and download a range of resources such as posters, activity packs and guides.

## 6. Book onto the CPD workshops

A series of free, online workshops, designed for careers advisers and teachers to build your knowledge and awareness of apprenticeships and technical education are available to join each month. <u>Book here.</u>

## **Types of support**

The ASK programme offers a range of free support for schools and colleges which we've outlined below.

### Activities and workshops

The activities and workshops delivered through ASK are inspiring sessions that are delivered by local experts (ASK delivery partners), on behalf of the Department for Education.

All activities and workshops are designed to inform and inspire your students, staff and parents about apprenticeships and T Levels. You can read more about them later in this brochure.

Most activities have been designed flexibly so that they can be delivered as a face to face or virtual session, depending on what works best for your school/college.

Some activities can only be delivered in-person and we encourage schools and colleges to book activities as an in-person session wherever possible to increase engagement and overall impact.

#### **Online resources**

Our online resources can be accessed through our resource hub on our government website, apprenticeships.gov.uk.

All resources are free to download and use within your school or college.

The resources have been designed to complement and support your careers programme and the activities that you engage with through face-to-face and online support.

All activities and resources 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

Activities and resources have been designed to promote apprenticeships and T Levels to students, parents, carers, teachers, careers advisers, governors and more. The table below provides a summary of the different types of support available for different audiences.



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## FACE-TO-FACE AND VIRTUAL ACTIVITIES

Your delivery partner will discuss the most suitable activities to meet your school or college's needs.

#### What support is available?

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



## **ONLINE RESOURCES**

Unlimited free access to our a range of online resources, available 24/7.



## **Planning your activities**

The <u>ASK programme</u> continually develops to reflect and deliver ministerial priorities and to support the broader direction of the Careers landscape. This is evident in ASK's renewed commitment to working with underrepresented or disadvantaged cohorts, establishments in the levelling up areas and those within our Development School sub-programme.

As a result of this prioritisation, with ASK being a finite resource, we will limit the number of return visits partners can deliver to each establishment this academic year.

We would, therefore, remind establishments of the abundance of resources available online, including the <u>Amazing Apprenticeships</u> website and the <u>Government apprenticeships website</u>, and encourage you to reach out to your local Careers Hub for additional support.

It may also be useful to consider booking multiple ASK activities on one day to maximise the impact of each visit.

Your ASK delivery partner can work with you to explore and prioritise the activities that may be most suitable and will enhance your existing careers provision through your planning meeting.



## THE FE College ASK offer for 2023/24

Find out how the ASK programme can further support FE colleges.

## **Working with FE colleges**

The <u>ASK programme</u>, now in its 9th year, is fully funded by the Department for Education. The programme has gone from strength to strength, engaging more than 3.5 million students in schools and colleges across England. Whilst this is fantastic, we know that we must continue to innovate the ASK offer to ensure that we are meeting the needs of all young people – and this includes FE Colleges.

Following a review of the support that we offer to FE Colleges conducted in 2022 with 78 FE Colleges, the feedback received highlighted several challenges that FE Colleges were experiencing in accessing the ASK programme, including being able to service the needs of multicampus colleges, being able to offer support to students across a range of subjects and levels and also the importance of being able to collaborate on the ASK offer, so that duplication can be avoided, meaning the focus of the support can be on the most relevant and impactful activities.

Working with this feedback, we shaped and developed a new and improved FE College offer for the 2022/23 academic year that included multi-campus coverage, which will carry forward into 2023/24.

## A collaborative approach

We will work with you to understand and complement your existing provision, and to ensure that we are not duplicating, but enhancing your college careers programme. We will do this by holding a consultation (planning meeting) with you to understand the requirements of your college, including:

- The structure of your college, the number of campus locations, the type and level of courses offered (full time, part time and work based) and learner characteristics.
- The careers education programme offered to students and staff, including support and signposting already in place, careers fairs and local recruitment activities.
- The apprenticeships and pre-apprenticeships offered through your college.
- Your baseline data on student destinations and apprenticeship uptake.
- Local partnerships, including Careers Hubs, employers and other stakeholders.

Once the consultation meeting has been completed and we are clear about how the ASK programme could add greatest value and impact for your students, we will be able to plan a bespoke schedule of activity and book the sessions in.

#### The FE College offer

Examples of the types of workshops and sessions that FE Colleges could access include:

- Apprenticeships explained (a group information and inspiration session)
- Using Find an Apprenticeship
- Career Starter Apprenticeships jobs of the future
- How to find an apprenticeship
- How to apply for an apprenticeship
- Preparing for the apprenticeship recruitment process

All presentations and workshops can be tailored to include subject-specific information linked to different curriculum areas and levels of learners. Resources can support your college in preparing your students to apply for apprenticeships.

## For more information, visit <u>www.apprenticeships.gov.uk</u> 0

## **ASK activities explained**

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.

## NEW for 2023/24

# 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 have 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: <u>www.apprenticeships.gov.uk/apprentices/</u> <u>career-starter-apprenticeships</u>

## **Career starter sessions**

This new, interactive workshop helps students to explore how career starter apprenticeships can help to kickstart their careers.

Delivery options:
🗹 Face-to-face
🗹 Virtual

Gatsby reference:							
١	₫3	5 🗌	₫7				
<b>∑</b> 2	₫4	6	8				

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.

Students will also explore what is important to them through a job and begin to identify apprenticeships that may be suitable to them.

APPRENTICES

# Career starter apprenticeships

Many apprenticeships are a great opportunity for those looking for their first role after leaving full-time education. Learn more about some of these career starter apprenticeships below and what each role entails.

## Awareness assemblies

### A great way to introduce apprenticeships and T Levels to your students.

Delivery options:	Gats	Gatsby reference:				
✓ Face-to-face	١	₫3	5	7		
🗹 Virtual	<b>⊠</b> 2	₫4	6	8		

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."

We also have access to the Apprenticeship Ambassador Network, where apprentice and employer Ambassadors can attend assemblies to share their inspirational stories with students.

# "Superb information from a dynamic and independent speaker."

## **Registration workshops**

Registration workshops are interactive sessions designed to introduce students to the online government service 'Find an apprenticeship' helping them navigate the search and application functions.



These sessions are best delivered in-person, but can also be delivered virtually.

During the session, students will be shown how to:

- register on 'Find an apprenticeship' which is a government online vacancy service
- search for apprenticeship vacancies
- create new job alerts

Teachers and career advisers can also access resources and posters that provide hints and tips on the apprenticeship application process; <u>www.apprenticeships.gov.uk/influencers/</u> <u>application-support</u>

To book an awareness assembly or registration workshop, visit: <u>www.apprenticeships.gov.uk/</u> <u>influencers/submit-an-ask-request</u>



# CV and application workshops

These workshops aim to prepare students for the apprenticeship application process.

Delivery options:	Gatsb	Gatsby reference:				
🗹 Face-to-face	١	₫3	5	7		
🗹 Virtual	<b>⊠</b> 2	₫4	6	8		

The CV and application workshops encourage students to engage in fun and interactive activities which will help them prepare for future apprenticeship applications.

These sessions are best delivered in-person, but they can also be delivered as a live virtual session.

For each session, the ASK team will join you and your students and will help you navigate through the application and CV writing process in more detail.

Sessions will cover:

- recognising strengths and how to showcase them to employers
- how to write successful apprenticeship job applications
- understanding application processes and what they could involve



## Mock assessment centre workshops

Interactive group exercises which introduce students to assessment centres as a recruitment method and provides students with hints and tips.

Delivery options:	Gatsb	Gatsby reference:				
✓ Face-to-face	١	₫3	∑5	☑7		
🗹 Virtual	<b>∑</b> 2	₫4	6	⊠8		

Our ASK delivery partners will join you and your students to deliver group exercises which explore new recruitment methods that they might be expected to participate in during the recruitment process with larger employers.

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



Our interactive student apprenticeship guide for years 12 - 13 is a great tool for preparing students for the apprenticeship application and recruitment process. This guide is also suitable for those who have already left school or college.

## Download the guide here:

https://www.apprenticeships.gov.uk/ influencers/student-activity-packs



## Mock interview sessions

ASK partners will work with you to put together engaging workshops that provide students with the opportunity to experience what a real interview might be like.

Delivery options:	Gatsby reference:				
🗹 Face-to-face	١	₫3	5	₫7	
🗹 Virtual	<b>⊠</b> 2	₫4	6	⊠8	

Sessions can include local business people, where possible, who will help to conduct the interview and provide valuable feedback to each student.

Students are asked to prepare ahead of the mock interview, this includes preparing a CV, researching what may be expected of them, and practising responding to potential interview questions.

Sessions are adapted to the size and experience of the group being supported, as well as the availability of local employers.

To book any of our workshops or to hear from one of our Apprenticeship Ambassadors, submit a request via:

https://www.apprenticeships.gov.uk/influencers/ submit-an-ask-request



## Apprenticeship Ambassadors

Apprenticeship Ambassadors provide students with opportunities to speak to and hear from current/former apprentices and employers as they share their inspirational stories.

Delivery options:	Gatsby reference:				
☑ Face-to-face	١	₫3	₫5	₫7	
🗹 Virtual	<b>∑</b> 2	₫4	₫6	⊠8	

#### Live presentations

Through the Apprenticeship Ambassador Network (AAN), the ASK programme has access to hundreds of apprentices and employers to share their apprenticeship experience and inspire the apprentices of tomorrow. Schools and colleges can request the support of an apprenticeship ambassador to inform students and their parents/carers about apprenticeships by submitting an online form:

https://www.apprenticeships.gov.uk/ influencers/submit-an-ask-request

Where possible, the ASK team will aim to find you a suitable ambassador to meet your students either in person or via a live, virtual event.

## **Pre-recorded presentations**

Your school or college can also access prerecorded presentations which are delivered by ambassadors, providing you with more flexibility. The presentation is written and created by the apprentice and is specifically designed to help share their personal insight and experience of their apprenticeship journey:

https://www.apprenticeships.gov.uk/influencers/ apprentice-ambassador-stories

#### **Career starter sessions**

A range of Career Starter resources are available which aim to showcase the different apprenticeship standards that are particularly suitable for young career starters to help to launch their career. Sessions can be offered to explore these different standards in more depth and give students an understanding of the career routes they can progress into and how to search and apply for career starter apprenticeships.

## Support for parents and carers

Support for parents and carers can be flexible to meet the needs of your school or college and is designed to showcase apprenticeships and T Levels as career opportunities.

Delivery options:	Gatsby reference:			
✓ Face-to-face	Iآ	₫3	₫5	7
🗹 Virtual	<b>⊠</b> 2	4	6	⊠8

#### **Presentations and workshops**

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.

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 learning & development programme

Expert delivery partners of the ASK programme, Amazing Apprenticeships, have developed a series of online workshops 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 advice and guidance.

Exploring useful topics and partnering with expert speakers, share the learning & development programme with parents and carers here: <u>https://amazingapprenticeships.com/workshopswebinars/</u>

#### Parents and carers packs

Our monthly Parents and Carers packs 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. The packs also 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.

#### **Translated materials**

Our parents guide to apprenticeships is available in 7 languages for you to share with parents and carers via ParentMail or your school or college's website: <u>https://www.apprenticeships.gov.uk/</u> influencers/resources- for-parents.



## **Careers fairs**

Access additional support at your next careers fair through the ASK programme.

Delivery options:	Gatsb	Gatsby reference:				
🗹 Face-to-face	Ī٦	₫3	☑ 5	₫7		
🗹 Virtual	<b>⊠</b> 2	₫4	6	⊠8		

If you're hosting a careers fair in 2023/24, then 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 attend and share their experiences and opportunities.

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.





## Teacher training and development

Our teacher training support has been designed in consultation with teachers across England.

Delivery options:	Gate	Gatsby reference:				
✓ Face-to-face	١	₫3	₫5	$\mathbf{\nabla}$		
🗹 Virtual	<b>⊠</b> 2	₫4	6	$\square$		

#### Online learning & development programme

Amazing Apprenticeships have developed a series of online workshops for teachers and careers advisers, helping them in their understanding of apprenticeships and other technical education routes, and to increase their confidence in supporting students with careers advice and guidance.

By offering flexible, virtual sessions that can be accessed live or on catch up, the programme aims to support schools and colleges by making this information more accessible to a wider audience of teachers and careers advisers at a time that suits them.

Exploring useful topics and partnering with expert speakers, find out about the learning & development programme for teachers and careers advisers here:

https://amazingapprenticeships.com/workshopswebinars/

#### **Teacher presentations & resources**

We can offer a range of presentations for teachers and careers advisers, including:

- information about the ASK programme
- apprenticeship and T Level awareness presentations

We have a range of resources designed to support teachers in informing students about apprenticeships and T Levels, including:

- subject guides which demonstrate the types of apprenticeship opportunities their subjects can lead to
- teacher guides to accompany student activity packs

# Support for careers leaders

The ASK programme can support careers leaders in developing meaningful careers provision for their school or college.

#### **Careers strategy**

The government's careers strategy sets out an expectation that every school or college will identify a careers leader. As a consequence, careers leaders are now supported centrally through the Careers and Enterprise Company (a key partner of the ASK programme) and their Careers Hubs.

The ASK programme can help careers leaders plan meaningful careers provision for their school or college that includes information about apprenticeships and T Levels and aligns with the Gatsby Benchmarks.

"A careers leader needs to have the confidence and authority to lead their colleagues, make decisions, enact reforms and ensure their school or college is reaching the Gatsby Benchmarks."

- Careers Leaders, Careers & Enterprise Company, 2018

#### Working with the Careers & Enterprise Company (CEC)

The ASK programme work with the CEC at a national and local level. The ASK programme is a PAL compliant provider and delivery partners work closely with local Careers Hubs to ensure that they are supporting schools/colleges in the region to offer high quality apprenticeships and T Level CEIAG to all students, colleagues and parents/carers.

The DfE work closely with the national CEC team to review impact and engagement at local levels and provide support nationally to CEC and ASK colleagues in further enhancing provision. Mapped against Gatsby Benchmarks

Fully funded by the Department for Education

Tailored to the needs of your school or college

> Provider Access Legislation (PAL) approved provider

## Free classroom 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.



## **Resource examples**



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## A guide to apprenticeships

Information about apprenticeships, what they are and how to find the right opportunity.



#### Apprenticeships in STEM subjects

An overview of apprenticeship opportunities in science, technology, engineering and maths.



## A guide to apprenticeship interviews

Information, tips and interactive activities designed to help students prepare for apprenticeship interviews.



## Preparing for the first day of work

Starting a new job can sometimes feel overwhelming. These hints and tips help students prepare for their first day.



## Higher & Degree vacancy listing

Updated in Autumn and Spring, the Higher and Degree listing provides a list of higher and degree apprenticeship vacancies from across the country from a range of employers.



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Degree apprenticeships: an open day guide

Advice on the key things to consider when attending open days if a student is considering a degree apprenticeship.



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### KS3 Apprenticeship Activity Packs

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

## To browse all of our resources, visit: <u>www.apprenticeships.gov.uk/influencers/resource-hub</u>

## ASK partners

The ASK programme is delivered through different partner organisations.



### The Department for Education

The <u>ASK</u> programme is funded by the Department for Education.



#### **Amazing Apprenticeships**

Amazing Apprenticeships are an approved partner of the ASK programme who create engaging resources to build awareness of apprenticeships and T Levels. Contact: <u>hello@amazingapprenticeships.com</u>

## **Delivery partners**

#### Education Workpays (Midlands) CXK (South) **BL Training Ltd Development Trust** (North) (London) Education **b**hairdressing Development the real alternative to college Trust EDT works with others BL Training Ltd are a Workpays provide CXK help individuals to improve education. training provider with a range of skills and make decisions 30+ years experience. employability services. about learning, Contact: Bradley Davis training and work. Contact: Tina Patel Contact: Guy Saxton Email: bdavis@ Contact: Hazel Allan Email: tina.patel@ Email: guy.saxton@ educationdevelop Email: HazelAllan@ bl-training.co.uk workpays.co.uk menttrust.com cxk.org Tel: 01912 619636 Tel: 07964 396786 Tel: 07876 837972 Tel: 07498 374845 www.workpays.co.uk www.bl-training.org.uk www.educationdevelop www.cxk.org menttrust.com/

Got an activity idea? Share your ideas via <u>ask.programme@education.gov.uk</u>



## **Contact us**

To speak to our team about a bespoke package of support, you can:

SUBMIT AN ONLINE FORM

Fill in our simple online form with details about your school or college and the support you require and a member of the team will get in touch to arrange a planning meeting and discuss your requirements.

www.apprenticeships.gov.uk/influencers/ submit-an-ask-request



To keep up to date with our activities and news, you can follow us via our social media channels:



@Apprenticeships@AmazingAppsUK@Educationgovuk@TLevels\_govuk



@AmazingAppsUK@Educationgovuk@TLevels\_govuk

# STAY UP TO DATE

To stay informed about the latest developments of the ASK programme, you can sign up to the monthly ASK newsletter. To sign up, please email: <u>hello@amazingapprenticeships.com</u>

Browse our latest resources via our resource hub at <u>apprenticeships.gov.uk/</u> influencers/resource-hub For more information, visit: <u>www.apprenticeships.gov.uk/</u> <u>influencers/request-ask-support</u>