

**Free Apprenticeship Support
and Knowledge
for schools and colleges
programme 2019/20**



ASK ABOUT APPRENTICESHIPS

New offer for 2019/20 includes resources for Key Stage 3 students, a 6th form apprenticeship readiness programme and new resources for you to share with parents.

Supported by
**National
Apprenticeship
Service**



Welcome from Keith Smith

Director, Apprenticeships

Education and Skills Funding Agency, Department for Education



Thank you for engaging with the Apprenticeship Support & Knowledge for schools and colleges programme (ASK), funded by the National Apprenticeship Service, part of the Department for Education.

2019/20 will be a really exciting year for apprenticeships, and it is vital that we continue to support all young people to access excellent careers support so they feel able to make informed decisions about apprenticeships as one of their options.

The ASK programme offers every educational establishment in England with students in years 10 – 13 access to a free, bespoke apprenticeship support package to transform apprenticeship awareness activities so that students, parents, teachers and governors can be informed about the wonderful opportunities that apprenticeships offer. We are proud that for 2019/20 the ASK offer has been expanded to offer even more fantastic activities and resources, including a new range of materials for students in Years 7, 8 and 9 as well as a new 6th form programme that positions apprenticeships equally alongside full-time university applications.

Over the past three years, we have worked with nearly 4,000 schools and colleges, engaging more than 790,000 students across England. The ASK programme has been procured for a further three years, therefore we are prioritising building long-lasting relationships with all establishments that will embed apprenticeships within the school or colleges wider careers strategy.

We encourage you to book a planning meeting with our delivery partners to take full advantage of this offer and create an apprenticeship support package for your school or college that is truly inspirational. Apprenticeships are amazing. Let us tell you why and help you to pass that message on.

A handwritten signature in black ink, appearing to read "Keith Smith".

Keith Smith

Director, Apprenticeships

Education and Skills Funding Agency, Department for Education

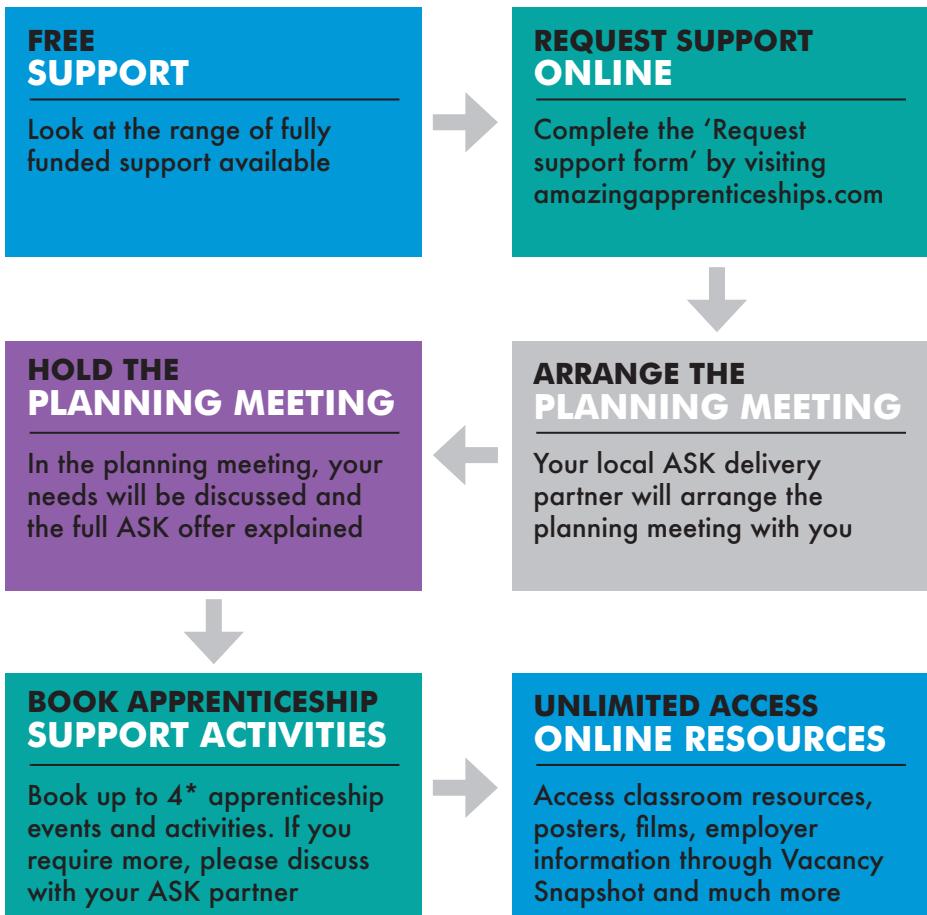
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Discover the full range of support options open to you through the Apprenticeship Support and Knowledge for schools and colleges (ASK) programme.

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How it all works

To book free apprenticeship support for your school or college, please follow the steps below:



* Establishments that are within Opportunity Areas (page 21) or an area of disadvantage are entitled to an enhanced offer. Please discuss this enhanced support with your local ASK delivery partner.

What support is available through the ASK offer?

The ASK programme offers a wide range of support for your students and staff. Step 1 is to book a planning meeting so that our expert delivery partners can discuss your needs and plan in appropriate support. All support is fully funded by the National Apprenticeship Service, part of the Department for Education.

Face-to-face sessions with:

Students

- Awareness assemblies
- Registration and application workshops
- Mock assessment centre workshops
- Careers fairs

Teachers

- Teacher awareness presentations and workshops
- Specialist programme for staff working with disadvantaged students *New

Parents

- Parent awareness presentations and workshops
- Attendance at parents evenings

Unlimited access to free, online resources available through www.amazingapprenticeships.com

Students

- KS3 activity packs *New
- 6th form programme *New
- NAW2020 activity pack
- Classroom resources and activity ideas
- Posters
- Vacancy Snapshot
- Live broadcasts and films

Teachers

- Guidance for Senior Leadership Team *New
- 6th form tutor training *New
- Expert webinars *New
- Apprenticeship Champions Network
- Staffroom posters
- Benchmark tool
- Regional LMI and weekly vacancies

Parents

- Monthly Parents' Pack
- Translated materials
- Parents Page on Amazing Apprenticeships site *New

More information about the sessions and resources is available in this brochure.

Apprenticeship presentations and awareness assemblies

Our assemblies are a brilliant place to start for many schools and colleges. You can book an expert speaker to present to groups of students and raise their awareness of apprenticeships, including higher and degree apprenticeships. We can also invite an apprentice from our Young Apprentice Ambassador Network along so that they can share their inspirational story with your students.



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

"Superb information from a dynamic and independent speaker"



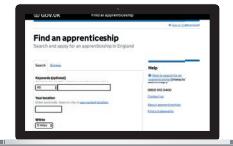
APPRENTICESHIP PRESENTATIONS

- To book an apprenticeship presentation, please visit:
www.amazingapprenticeships.com/request-support

Registration and application workshops

These interactive workshops are full of hints and tips about navigating the apprenticeship application system.

Students will be supported to:



REGISTER

Register online with Find an apprenticeship, the government's apprenticeship vacancy service.



SEARCH

Utilise the search functions and manage alerts to be notified when new jobs are added.



PREPARE

Understand the different stages of the apprenticeship application process and why jobs have different deadlines, entry requirements and shortlisting processes.

APPLY

Draft and submit applications for any vacancies that you have found during the workshop.

Teachers can also access resources and posters on Amazing Apprenticeships that give hints and tips about applying for apprenticeships.

APPLICATION WORKSHOPS

To book, please visit: www.amazingapprenticeships.com/request-support

Mock assessment centre workshops



Through interactive group exercises, our delivery team will help students explore new recruitment methods that students might expect to be included when they attend an assessment centre.

Workshops can be tailored to the students' level of ability, confidence and areas of interest. These are popular activities for all students.

Teachers can also access additional classroom resources via the Amazing Apprenticeships website covering:

- Competency frameworks
- Application Do's and Do Not's
- Video interview demonstrations
- Interview skills



MOCK ASSESSMENT CENTRE WORKSHOPS

To book, please visit: www.amazingapprenticeships.com/request-support

Free classroom resources and posters

We have a brilliant range of resources for you to use with your students and staff to inspire them to find out about the apprenticeship opportunities available.



PRINTABLE POSTERS

A wide range of posters covering FAQs, specific subject areas, higher and degree apprenticeships and much more.



TRANSLATED MATERIALS

The 'Parent's Guide to Apprenticeships' factsheet is now available in seven different languages.



101 APPRENTICESHIP ACTIVITIES GUIDE

101 activity ideas with lesson plans and activity sheets to engage students, parents and teachers.



NAW2020 PACK

A brand new pack will be created for National Apprenticeship Week 2020, including fun activities, lesson plans and much more.



PARENTS' PACKS

The monthly Parents' Pack is full of useful apprenticeship information aimed at helping parents to feel informed and better able to support their child in making career decisions. The monthly packs cover apprenticeship FAQs, interview hints and tips, employer features, apprentice case studies, the latest new apprenticeships and much more.

CLASSROOM RESOURCES

- Download any of the free resources from our website: www.amazingapprenticeships.com/resources

Gatsby reference

1 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	5 <input type="checkbox"/>	7 <input checked="" type="checkbox"/>
2 <input checked="" type="checkbox"/>	4 <input checked="" type="checkbox"/>	6 <input type="checkbox"/>	8 <input checked="" type="checkbox"/>

Free classroom resources and posters

We have a brilliant range of resources for you to use with your students and staff to inspire them to find out about the apprenticeship opportunities available.

ENGAGING FILMS



Our catalogue of apprenticeship films covers a variety of topics, including step-by-step help on applying for an apprenticeship, through to latest recruitment methods used by employers.



APPRENTICESHIP QUIZZES

We have created a series of informative online quizzes that help students (and teachers) to learn about useful apprenticeship facts, whilst having fun.

YR 7
YR 8
YR 9

KEY STAGE 3 MATERIALS

An exciting array of activity packs, full of interesting and inspiring information, that will inspire students in years 7, 8 and 9 to explore the world of apprenticeships.

APPRENTICESHIP GUIDE



Schools are entitled to a free copy, just ask your ASK delivery partner.



COLLABORATIVE CAMPAIGNS

We collaborate with various organisations to promote services, information and products.

CLASSROOM RESOURCES

- Download any of the free resources from our website:
www.amazingapprenticeships.com/resources

Meet amazing apprentices

One of the best ways to capture the imagination of students is to help them to meet real apprentices and hear their inspirational stories.

IN PERSON

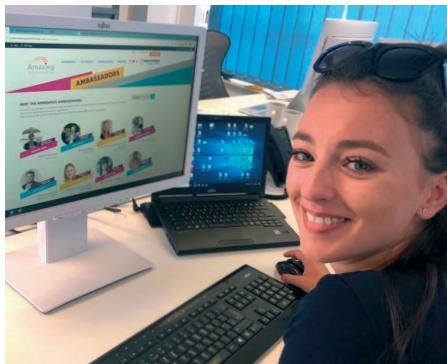
Young Apprentice Ambassador Network (YAAN)

Through the Young Apprentice Ambassador Network, we have hundreds of brilliant apprentices who have received training to speak publicly about their apprenticeship experience. Schools and colleges can request a talk via the form on the Amazing Apprenticeships website. We will find you a suitable apprentice to come along and meet your students.



ONLINE

Amazing apprentice short films



Access the 1-2 minute short films to hear unique apprentice stories and case studies. Students will hear what it's really like to be an apprentice.

Visit the Amazing Apprenticeships Instagram account to watch the films:
[@AmazingAppsUK](https://www.instagram.com/amazingappsuk)
or visit the website:
www.amazingapprenticeships.com/apprentices

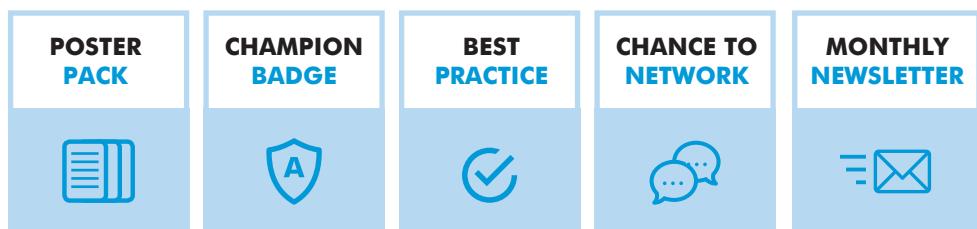
MEET AMAZING APPRENTICES

- Book a visit from an apprentice by visiting:
www.amazingapprenticeships.com/request-support

Apprenticeship Champions Network

Our Apprenticeship Champions Network already boasts 1,600+ members from schools and colleges across England who are proudly championing apprenticeship options to their students, parents and colleagues.

We want to help you to do even more, so once you have joined we will provide you with:



What happens after I join?

By joining the network, you will:

- Receive support to access even more brilliant apprenticeship resources
- Join a network of like-minded professionals to share best-practice
- Receive additional information and updates about apprenticeships to inspire your students and colleagues
- Attend events, consultations and meet with some of the country's leading apprenticeship employers
- Be invited to input into the design of new resources and service for students, parents and teachers



APPRENTICESHIP CHAMPIONS NETWORK

- To find out more or to sign up, please visit:
- www.amazingapprenticeships.com/champions

Apprenticeship Benchmark Tool

In consultation with an expert group of teachers, we have designed the apprenticeship benchmark tool to help you to easily evaluate the apprenticeship activities that you offer in your school or college.

Using this tool, within 30 minutes you can easily identify your educational establishment's strengths. It will signpost you to recommended resources and activities for improvement. There are 30 questions split into sections covering:

The screenshot shows a survey titled 'Use this assessment tool to evaluate the good work that you are undertaking and to identify the areas where your school could develop their apprenticeship offer'. It is divided into six sections: Students, Teachers and Governors, Parents, Employers, Strategy, and Your school as an employer. Each section contains five questions with a 'Yes' or 'No' response option. A vertical sidebar on the left lists the sections and their corresponding question numbers.

- Strategy
- Students
- Teachers and Governors
- Employers
- Parents
- Your school as an employer

Our ASK delivery partners can also support you in completing this tool and will discuss this with you as part of your planning meeting.



101 Apprenticeship Activity references

We have also provided an activity reference, so if you identify that there is an area of your apprenticeship provision that needs some extra attention, you can be inspired by the activities that are contained in the 101 Amazing Apprenticeship Activities for schools guide. See below for where to download.

DOWNLOAD THE TOOL

- Download a copy of the tool, which can be found on page 30 of the 101 guide: www.amazingapprenticeships.com/101

Gatsby reference

1 ✓	3 ✓	5 ✓	7 ✓
2 ✓	4 ✓	6 ✓	8 ✓

Vacancy Snapshot

Vacancy Snapshot features some of the most sought-after apprenticeship programmes in England. We can now help you to see:

- ✓ A range of different apprenticeship programmes with well-known employers.
- ✓ When these employers are going to be advertising their apprenticeship job vacancies.
- ✓ What their apprenticeship recruitment process is like and hints and tips for navigating the different activities.
- ✓ What your students need to do to prepare to compete for the best apprenticeship jobs in England.

The screenshot shows a grid of employer logos including KPMG, GSK, Network Rail, Royal Navy, KFC, Asda, Sodexo, Crown Airforce, NHS, Jurnell, Marks & Spencer, TUI, Airbus, Lookers, Veuve Clicquot, IBM, RSPCA, NHS, PwC, Hovis, Police, Boots, Dunelm, and Bensimone. Below the grid are sections for 'Sort Employers' and 'Main Application Windows'.

Time to apply

We've created a listing showing the months that apprenticeship vacancies are likely to be open for application cycles so that your students can be prepared (please note sometimes dates will change).

The screenshot shows a table with columns for Employer, Apprenticeships include, Level, Location, Hint & Tips for Applying, Main Application Windows, and Search live vacancies. Employers listed include accenture, AIRBUS, AstraZeneca, and D&T Systems. Each row provides specific details about the application process for that employer.

VACANCY SNAPSHOT

- To find out more about Vacancy Snapshot, please visit:
- www.amazingapprenticeships.com/vacancies

Apprenticeship Live Broadcasts

Our exciting range of Apprenticeship Live Broadcasts showcase some of the most inspiring apprenticeship opportunities available and feature live interviews with top employers and their apprentices. Watch the Live Broadcasts with groups of students to have your questions answered live on air. Alternatively, you can watch on catch-up at a time to suit you.



“Our pupils found the session very informative and enjoyed having time to ask questions. All went away considering apprenticeships as a real option”
Teacher

“I've found the broadcasts very helpful, I've had opportunities to speak to apprentices and employers, which has helped my CV writing as well as application”
Year 13 student



LIVE BROADCASTS

To book, please visit: www.amazingapprenticeships.com/live-broadcasts

Parents' support

The ASK parents' offer is flexible to meet the needs of your school or college and is designed to show parents the full range of apprenticeship opportunities.

PARENTS' PRESENTATION

We can speak at existing events, such as options evenings, or help to organise a parents' presentation.



MONTHLY PARENTS' PACK

The Parents' Pack contains a selection of resources to share with your parents via Parentmail. Information includes the latest apprenticeships, employer and apprentice case studies, fact sheets and more.

REGISTRATION & APPLICATION WORKSHOP (1 HOUR)

This interactive workshop explains how to navigate the apprenticeship application process, find out what employers are looking for, understand the recruitment process and how to support their child to find their dream job.

TRANSLATED APPRENTICESHIP INFORMATION MATERIALS

The 'Parent's Guide to Apprenticeships' factsheet is available in 7 languages, including Arabic, Latvian, Pashto, Polish, Punjabi, Romanian and Urdu. The factsheets are available to download on the Amazing Apprenticeships site.

PARENTS SUPPORT

To book, please visit: www.amazingapprenticeships.com/request-support

Careers fairs

Holding a careers fair this year? Let us know and we can come along and provide information about apprenticeships and invite apprentices and employers to come and share their experiences. We find it works best if you use ASK to deliver a short presentation about apprenticeships at the start or during the fair.



CAREERS FAIRS

To book, please visit: www.amazingapprenticeships.com/request-support

Teacher training and development

Our apprenticeship offer for teachers has been designed in consultation with teachers across England.

1. TEACHER PRESENTATIONS

We can attend your school or college and present to a group of teachers and colleagues to explain the latest information and news around apprenticeships. This engaging workshop covers:

- An update on the apprenticeship landscape
- Higher and degree apprenticeships
- How to help your students considering apprenticeships
- Easy ways to keep up to date



2. SIXTH FORM TUTORS

New for 2019/20, we have created materials to support those teachers who are advising students on their post-18 options so that applying for apprenticeships, and applying for university, can be considered in parallel.

3. STAFF ROOM POSTERS

Subscribe to Amazing Apprenticeships by visiting www.amazingapprenticeships.com and each term, we will send you a selection of posters and resources to display in your staff room to inspire colleagues.

Apprenticeships

Do you think that full time university is the only way to guarantee a good career?

Think apprenticeships.

Brought to you by
National Apprenticeship Service

Degree apprenticeships are on the rise.
To find out more visit www.amazingapprenticeships.com

TEACHER TRAINING AND DEVELOPMENT

- To find out more information and to see what's scheduled, please visit:
www.amazingapprenticeships.com/teachers

Apprenticeships for the school workforce

Apprenticeships are a great way for schools to improve the skills base of their employees. They are a tried and tested way to recruit new staff and to retrain or upskill existing staff of all ages and levels of experience, in a wide variety of roles. Current roles supported through apprenticeships include:

- ✓ Post-graduate Teacher
- ✓ Teaching Assistant
- ✓ School Business Professional
- ✓ IT Technician
- ✓ Leadership programmes
- ✓ Laboratory Technician



"Apprenticeships are helping my whole school CPD and our development plan. Apprenticeships are creating opportunities for our middle managers to be prepared to progress into senior leadership and also giving us the opportunity to bring in new staff. Apprenticeships bring in a culture as a school where we're not just looking at children as learners, but we're investing in our staff as learners as well and that is really important"

Gordon Farquhar, Head Teacher

The Department for Education has produced guidance covering:

- What apprenticeships are and how they can add value to the schools workforce
- What the apprenticeship levy is and how to use it
- How the public sector apprenticeship target applies to schools

www.gov.uk/government/publications/a-guide-to-apprenticeships-for-the-school-workforce

APPRENTICESHIPS FOR THE SCHOOL WORKFORCE

- To find out more, please visit:
www.amazingapprenticeships.com/school-workforce
- Or, phone the National Apprenticeship Service Helpdesk: 08000 150 600

Support for Careers Leaders

The government's Careers Strategy, published in December 2017, sets out an expectation that every school will identify a Careers Leader.

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, Published April 2018

We are here to help you to plan a meaningful programme for your school or college that includes information about apprenticeships. The entire ASK programme has been mapped against the Gatsby Benchmarks and support can be provided to you at no cost.

"The free apprenticeship support has been vital to our school, putting a spotlight on alternative pathways into careers other than University"

Careers Leader



Mapped to
the Gatsby
Benchmarks

Fully funded by
the Department
for Education

Tailored to
the needs of
your school

CAREERS LEADER SUPPORT

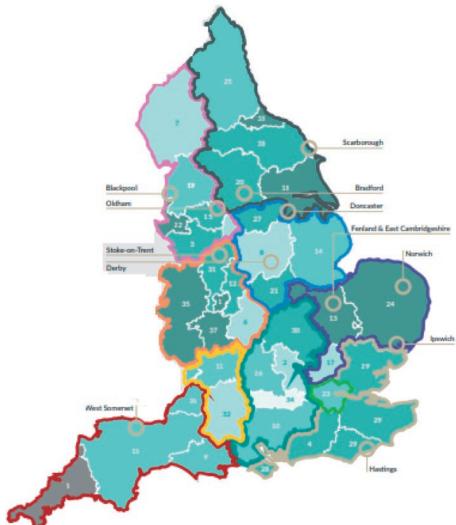
Please visit: www.amazingapprenticeships.com

Opportunity areas

The government has identified wards within 12 Local Authority areas called 'Opportunity Areas'. Establishments within these areas and other areas of disadvantage are entitled to receive an enhanced offer* through the ASK programme.

The Local Authorities are:

- Blackpool
- Bradford
- Derby
- Doncaster
- Fenland and East Cambridgeshire
- Hastings
- Ipswich
- North Yorkshire Coast
- Norwich
- Oldham
- Stoke-on-Trent
- West Somerset



*Opportunity Area establishments are entitled to access up to 6 ASK activities, although if you feel that additional support is needed, please discuss this with your ASK delivery partner.

These areas have been selected based on a number of indicators, including deprivation, worklessness and lower levels of employment. There is likely to be less activity that exposes students to the opportunities within the local labour market, therefore this programme will support employability and apprenticeship awareness.

OPPORTUNITY AREAS

- To find out more, please visit: www.gov.uk/government/publications/social-mobility-and-opportunity-areas

The ASK Partnership

The ASK Partnership consists of...



Education & Skills
Funding Agency



Department
for Education

FUNDING EDUCATION AND SKILLS FUNDING AGENCY

The ASK programme is funded by the National Apprenticeship Service (NAS) which sits within the Education & Skills Funding Agency (ESFA), part of the Department for Education (DfE).

DELIVERY PARTNERS Face-to-face delivery

bltraining
business solutions provider

NORTH BL TRAINING LTD

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

work
pays
small change
big difference

MIDLANDS WORKPAYS

Workpays provide a range of skills and employability services.

CXK
inspiring people to thrive

SOUTH CXK

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

**Education
Development
Trust**

LONDON EDUCATION DEVELOPMENT TRUST

Education Development Trust works with others to improve education.

The ASK Partnership

BL TRAINING LTD Guy Saxton

guy.saxton@bl-training.co.uk

01912 619636

www.bl-training.org.uk

WORKPAYS Helen Richardson

helen.richardson@workpays.co.uk

07772 357890

www.workpays.co.uk

CXK Kellie Major

KellieMajor@cxk.org

07501 228501

www.cxk.org

EDUCATION DEVELOPMENT TRUST

Andrew Cruickshank

[acruickshank@
educationdevelopmenttrust.com](mailto:acruickshank@educationdevelopmenttrust.com)

07876 837945

www.educationdevelopmenttrust.com

ONLINE DELIVERY **Digital resources and services**



APPRENTICESHIP LIVE BROADCASTS LEARN LIVE

Learn Live provide Apprenticeship Live Broadcasts that schools can access and stream directly into the classroom. Students can engage with apprenticeship employers and apprentices directly, who showcase their vacancies and apprenticeship schemes.



RESOURCES, COMMS & COORDINATION AMAZING APPRENTICESHIPS

Amazing Apprenticeships is the approved communications channel for NAS and help to coordinate the ASK programme. They create engaging resources for schools and support the Apprenticeship Champions Network, Young Apprentice Ambassador Network and Vacancy Snapshot.

Contact us

To book a planning session and a bespoke package of support for your school:



REQUEST SUPPORT

Fill in the online form to request support in your area:
amazingapprenticeships.com/request-support



EMAIL US

hello@amazingapprenticeships.com



SOCIAL MEDIA

You can also visit us on **twitter** for the latest news:
@AmazingAppsUK
@Apprenticeships



Or follow our **instagram** accounts for the latest engaging content:

@AmazingAppsUK
@Apprenticeships



IDEAS FOR OTHER ACTIVITIES

Share your ideas for activities, email: hello@amazingapprenticeships.com

Notes

Tweet us:

twitter.com/Apprenticeships

twitter.com/FireItUp_Apps

Follow us:

[linkedin.com/company/national-apprenticeship-service](https://www.linkedin.com/company/national-apprenticeship-service)

Visit us:

apprenticeships.gov.uk

Call us:

08000 150 400

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Education & Skills
Funding Agency