

**Widening
participation in
apprenticeships**



**yes!
Owe
can!**

**Brought to you by
National
Apprenticeship
Service**

The National Apprenticeship Service offers free, impartial, expert advice and support to organisations and individuals who are interested in apprenticeships. We help employers throughout England to develop high quality apprenticeship opportunities that deliver benefits to their business and enable individuals to progress as far as their talents will take them.

Apprenticeships work for people of all ages and backgrounds – they transform lives, stimulate growth and improve productivity, strengthening our economy and adding value to employers and individuals alike.

After finishing an apprenticeship, 90% went on to a sustained positive destination (employment or further training) with 88% finding sustained employment.¹

86% of employers said apprenticeships developed skills relevant to their organisation and 78% reported improved productivity.²

84% of employers were satisfied with their apprenticeship programme.³

¹Further education outcome-based success measures 2015-16

²Apprenticeship Evaluation 2017: Employers

³Apprenticeship Evaluation 2017: Employers

Widening participation: why is it important ?

Everyone benefits from the economic gain of having a more skilled workforce. This is why we are encouraging all employers, large and small, to take on apprentices to invest in the long-term skills needs of their business. However, organisations cannot thrive and grow if everyone in them thinks and behaves the same way. Research shows that companies with a more diverse workforce perform better financially. Every 1% increase in the diversity rate of a workforce, can lead to a 9% rise in sales revenue⁴. In short, a diverse workforce makes good business sense.

Valuing diversity is becoming increasingly important for businesses. Having a diverse workforce with people from different racial, educational and social backgrounds, as well as a diverse age range and a mix of genders, opens up a wealth of possibilities and helps to encourage creativity and foster innovation. Everyone stands to benefit when we embrace and value diversity of thought, ideas and ways of working that people from different backgrounds, experiences and identities bring to an organisation. Encouraging diversity among your apprentices is one way to encourage inclusivity among the wider workforce.

⁴ Does Diversity Pay? Race, Gender and the Business Case for Diversity”
(American Sociological Association)

Benefits of a Diverse Workforce (ACAS)

1

Increase Productivity

Organisations employing a diverse workforce bring individual talents and experiences to benefit the company competitively by being able to adapt to fluctuating demands worldwide. Employers can offer clients more solutions knowing they have the staff to support the demand. When employees are part of the solution, morale improves as well as productivity and efficiency. Diversity in a firm's leadership can help identify new skills and methods among the group to achieve a 'team' mentality resulting in increased productivity across the board.

2

Increase Global Markets

A diverse collection of skills from around the world can give an organisation a competitive edge. Multi-lingual employees are in demand to assist in communicating respectfully with worldwide clients. When global clients feel they are heard and can communicate fluently, sales are likely to increase and a mutual respect is born.

3

Increase Creativity

Organisations must create an environment that feels comfortable and natural to brainstorm ideas. As ideas are formed with a diverse workforce, a variety of solutions are generated giving way to the creative process to achieve a common goal.

4

Positive Reputation

Companies who have a diverse workforce attract applicants because it is evident they do not discriminate and embrace ethnicity. Potential employees want to be part of an organisation that respects and appreciates their diverse talent and skill. Firms can retain talented employees by simply showing their worth and recognising their diversity.

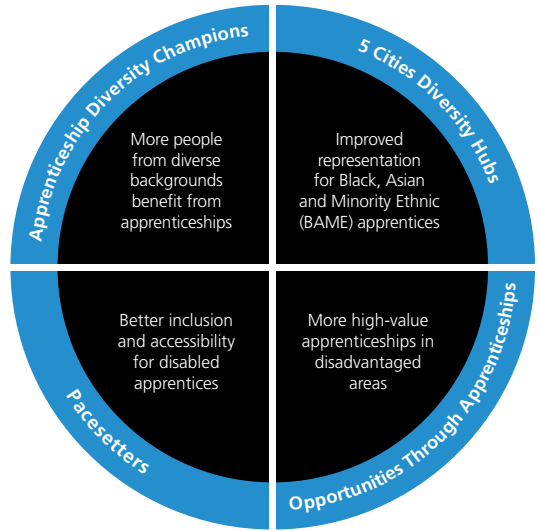
5

Capture a bigger share of your target audience's market

When your company has a diverse workforce, you can more easily market to diverse audiences from different racial, ethnic, socio-economic and social backgrounds. When there are people in your company that a potential customer can relate to and identify with, they are more likely to keep coming back to your brand.

The moral and legal case⁵ for building a fairer and more inclusive workplace is indisputable; regardless of our identity or background we all deserve the opportunity to develop our skills and talents to our full potential in a supportive and inclusive workplace. Apprenticeships are helping people from all walks of life to progress in their careers.

We strive to make apprenticeships accessible to everyone, irrespective of their background or personal circumstances, so that more people can benefit from the excellent career prospects that apprenticeships offer. This is why we are leading a number of projects designed to widen participation, remove barriers and improve social mobility by encouraging greater take up of apprenticeships by those with protected characteristics.⁶



If you are an employer who is already recruiting apprentices, you may be able to do more to make your apprenticeships more inclusive. We have a number of tools and examples from other employers that can help you with this.

Talk to your account manager or call the National Apprenticeship Service to see how we can support you to diversify your recruitment.

⁵ The Equality Act 2010 provides a legal framework to protect the rights of individuals and advance equality of opportunity for all. If you are unsure about your obligations, you should contact your HR department or ACAS for advice

⁶ The Equality Act 2010 cites 9 protected characteristics: Age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

Apprenticeships Diversity Champions Network (ADCN)

The ADCN is an employer-driven, action-focused network dedicated to improving diversity in apprenticeships. It focuses specifically on BAME*, LDD*, women in STEM* and LGBTQ* but also discusses what matters to employers in the world of diversity.

Membership is made up of employers across all sectors, and of varying sizes, who commit to a series of measurable pledges about widening participation. The network is chaired by a member parliament and currently has over 70 members who meet regularly and share case studies and good practice with tangible and proven results. Members also promote the network, attending committees and workshops to promote the benefits of apprenticeships and widening participation to other businesses with the aim of increasing the number of apprentices with protected characteristics.

Further information and details of how you can get involved can be found at

[gov.uk/government/groups/apprenticeship-diversity-champions-network](https://www.gov.uk/government/groups/apprenticeship-diversity-champions-network)

Kier

Through the Apprenticeship Diversity Champions Network, Kier has pledged to engage with underrepresented groups – focusing on those from deprived areas, women, and those from Black, Asian and Minority Ethnic backgrounds, as well as those with disabilities. To achieve this, the business plans to speak with students across the UK and talk about the variety of careers available in the industry, with a further commitment to visiting schools and colleges in deprived areas.

Kier and Essex County Council:

Kier undertakes repairs, maintenance and environmental duties for Essex County Council. They identified that young people from more disadvantaged backgrounds found it harder to gain experience or develop the skills needed to begin work and training. With this in mind, the council introduced a number of paid placements spanning a variety of sectors.

*BAME – Black Asian and Minority Ethnic;
LDD – Learning Difficulties and Disabilities;
STEM – Science, Technology, Engineering and Maths;
LGBTQ – Lesbian, Gay, Bisexual, Transgender, Questioning

“Every child whatever their background, gender, ethnicity deserves the opportunity to explore the world of STEM and understand how it might be for them. Talent is equally distributed across our young people. Opportunity is not and we are committed to changing this”

Paul Broadhead

Head of Community Investment & Education Outreach, Rolls Royce

PwC

PwC have put in place a 5 point social mobility action plan over 5 years to advance social mobility by focusing on raising aspiration, access and awareness. This will involve providing at least 1,000 young people from disadvantaged backgrounds with paid work experience places. Further, PwC aim to help 25,000 young people to develop workplace skills through their programmes with schools and colleges across the UK, with a particular focus on the social mobility coldspot areas.

In 2019 they won recognition through the Ladder for Birmingham Apprenticeship Awards for their schools engagement programme, which involved over 60 school events including employability workshops, office insight events and mock assessments. Every event includes employees, from a school leaver or graduate programme, sharing their stories as role models for students so increasing students' awareness of the firm's apprenticeship opportunities.

5 Cities Diversity Hubs

In February 2018, five major cities across England pledged to work with the government to grow apprenticeships among under-represented groups and ensure they are accessible to individuals from all backgrounds.

The '5 Cities Project' sees us working with partners in Greater Manchester, Greater London, Bristol, Birmingham and Leicester to promote the take-up of apprenticeships among under-represented groups, particularly Black, Asian and Minority Ethnic (BAME). This project supports the government's commitment that by 2020 it will have increased the proportion of BAME apprenticeship starts by 20%.

Each city has pledged to boost diversity in apprenticeships in their local area, working with the National Apprenticeship Service to break down barriers and support BAME individuals to apply for apprenticeships. The aim is that the distribution of BAME starts on apprenticeships in each location will mirror the population profile in that city.

The project works in partnership with local authorities, combined authorities and local enterprise partnerships to identify and address a series of actions which will directly increase the number of BAME starts and to publish these as action plans. Implementation will involve collaboration between local businesses, schools, employers and training providers.

Employer and apprenticeship feedback suggests that there is a lot of work to be done in breaking down cultural barriers and emphasising what a great opportunity apprenticeships are for all.

If you are an employer or provider within one of these cities, and would like to support the regional aim to improve BAME starts in apprenticeships, keep an eye out for local events and workshops to get involved in.

Siemens

Siemens have been looking at their recruitment practices, including testing an approach using gamification, replacing some of the more traditional aspects of the application stage with mobile games that test and measure capability. Of their 483 apprentices, 10% are BAME, which puts them ahead of the national average in the engineering space.

Bristol City Council

Bristol have launched a programme named "Stepping up" which is aimed at getting employees from BAME backgrounds into leadership positions and have been linking them to programmes such as MBA Apprenticeships. The results are clear: In 2018, 21% of Bristol's starts were BAME.

Learning Difficulties and Disabilities (LDD)

Learning Difficulties and Disabilities (including mental health) suffer from historically low declaration rates, and can often be 'hidden' or 'unrecognised' disabilities, meaning that employers must go the extra mile to ensure that they are creating a supportive environment.

This year's apprenticeship figures have shown fantastic growth in LDD uptake, increasing representation to 11.24% from 10.29% last year. This puts the nation on target to achieve a 20% increase by 2020.

The Pacesetters project, established in 2017, comprises 21 organisations including employers, local authorities, special schools, Health Education England, voluntary sector organisations and sector experts, many of whom have dual roles as employers and training providers. The Pacesetter organisations act as an expert reference group, feeding into the development of policy with their relevant experience, sharing good practice and feeding back how well the system is supporting LDD apprenticeships.

We are working hard to share good practice, remove barriers and encourage effective joint working, engaging with apprentices, schools, colleges, families, providers, end point assessment organisations and careers services. We provide guidance, resources and case studies for employers and providers and strive to raise awareness across all users and stakeholders of the resources and support that are available.

As an employer, a great way to demonstrate commitment is to consider signing up to the Disability Confident scheme.

This scheme has been designed by employers and disabled people's representatives to support and recognise businesses that are actively inclusive in their recruitment and retention practices. Scheme members have free access to guidance, peer support groups and specialist events to give them the skills and confidence to employ disabled people. Members also receive accreditation when they join the scheme, including a certificate and Disability Confident badge to use on their website and in recruitment adverts

You can find out more at
[gov.uk/government/collections/disability-confident-campaign](https://www.gov.uk/government/collections/disability-confident-campaign)

Learning Difficulties and Disabilities (LDD)

Support for those who have a Local Authority Education, Health and Care Plan

We understand that apprentices who have a Local Authority Education, Health and Care Plan (EHCP) may need some extra support and we recognise this can represent an extra cost to employers. Therefore employers who train an apprentice who is aged 19-24 and who has an Education, Health and Care Plan will receive £1,000 to help with the additional costs of supporting the learner throughout their apprenticeship.

We recognise too that providers often face additional costs associated with training those who need additional support, for example additional recruitment activity and additional support for these apprentices as they transition from education to the world

of work. Consequently, providers also receive an additional £1,000 payment, like employers, to help support those apprentices who have an Education Health and Care Plan. We pay this over two equal instalments at 3 months and 12 months. This is on top of the funds providers receive for core training and does not come from employer accounts.

In addition, as part of our ongoing commitment to supporting smaller employers, those with fewer than 50 people working for them are able to train those aged 19-24 who have an Education, Health and Care Plan at no cost – these employers are not required to contribute the 5% co-investment; instead, the government will pay 100% of the training costs for these individuals.

Reasonable Adjustments to End Point Assessments

Employers have a duty under the Equality Act 2010 to make 'reasonable adjustments' for people with a disability if there are any aspects of a job or workplace which put them at a disadvantage. This also applies to apprenticeships. An employer failing to make 'reasonable adjustments' for a disabled job applicant or employee is one of the most common types of disability discrimination.

End point assessment organisations must ensure that they have in place arrangements to ensure fair access to assessments by having a policy for reasonable adjustments. As the employer, you should check with your end point assessment organisation that this is the case. This includes ensuring, where applicable, that special arrangements are put in place. This often involves identifying the needs of the individual and providing specific materials, access or timing adjustments that are relevant and appropriate.

Detailed guidance about what constitutes reasonable adjustments to end point assessments can be found on the Institute for Apprenticeships and Technical Education web site at [instituteforapprenticeships.org/quality/end-point-assessment-reasonable-adjustments-guidance](https://www.instituteforapprenticeships.org/quality/end-point-assessment-reasonable-adjustments-guidance).

Hampshire Hospitals Foundation Trust (HHFT)

Have developed a 1 year internship programme entitled 'Project Choice', an internship programme for young people with learning disabilities, difficulties and/or autism. This has been funded by Health Education England and they currently have 10 interns in placements, all of whom have Education, Health and Care plans.

Walsall Council

Walsall Council is extending their Positive Action Scheme to include SEND and Probation, and they now have an Autism Champion who has his level 3 Advanced Apprenticeship and has successfully presented to a large group of staff within their Adult Social Care Directorate about his journey.

BAE Systems

BAE Systems have active internal groups that support all employees, including apprentices. Their Autism Group works to educate managers and teams across the business about the condition while assessments from the Occupational Health Team work to help employees to identify the support that they may need.

Opportunities Through Apprenticeships

Coming from a poor socio-economic background puts a learner at a significant disadvantage, regardless of whether they carry any protected characteristics. People from poorer socio-economic backgrounds are less likely to progress into high wage-earning sectors, or further into leadership roles. They are therefore less likely to improve significantly on their standard of living.

Apprenticeships offer a superb opportunity to all learners, providing clear progression routes and opportunities. In the long-term, individuals with an advanced apprenticeship earn between £77,000 and £117,000 more over their lifetime.

‘Opportunities Through Apprenticeships’ is a pilot project involving four local authorities in England. It aims to improve social mobility by raising the value of apprenticeships in disadvantaged areas.

Delivering high-value apprenticeships will ensure more people gain the skills and training they need to build successful careers while giving local employers the talent they need to deliver economic growth for local communities.

People from lower socio-economic backgrounds are already well represented within the apprenticeships scheme, with approximately 25% of apprentices living in the most deprived areas of England⁸. However, there is evidence they are more likely to be on apprenticeships at a lower level, or in sectors that offer lower wages and progression opportunities.

The project is designed to encourage more apprenticeships to be created in sectors with higher wage-earning potential and progression opportunities, such as Engineering, Manufacturing, Construction and ICT. As such, it aims to ensure better outcomes for individuals, employers and local communities.

The project will also encourage apprentices from disadvantaged areas to undertake apprenticeships at Level 3 (Advanced) and above.

We are working with four local authorities, Portsmouth; Nottingham; South Tyneside and Torbay, to address the above issues. The project aims to bring together employers, training providers and other local partners to identify skills gaps and encourage new provision at a higher level, both as an entry level to a career and to provide career pathways for existing employees. We are also working with schools and colleges to promote any new apprenticeship opportunities that are created.

⁸ Based on the English Index of Multiple Deprivation 2015. This is calculated using 37 separate indicators, organised across seven distinct domains of deprivation: Income Deprivation; Employment Deprivation; Health Deprivation and Disability; Education, Skills and Training Deprivation; Crime; Barriers to Housing and Services; and Living Environment Deprivation

Each local authority has developed an action plan which helps break down barriers and support individuals to access apprenticeships in their local area, as well as promoting higher level apprenticeships as a great way to work with both local and national employers. Projects run until 2020 and examples of successful initiatives will be shared with local authorities in other disadvantaged areas of England.

If you are based in, or close to, an area of significant disadvantage you might consider prioritising some of your apprenticeship outreach activity to target these learners and encourage them to take up higher level apprenticeships with your company.

“Opportunities Through Apprenticeships’ will help us in supporting both individuals & employers, help social mobility & tackle deprivation by raising the awareness of apprenticeships in South Tyneside”

Sarah McMillan

Corporate Lead Economic Strategy & Skills, South Tyneside Council

“Raising the value of apprenticeships with Opportunities Through Apprenticeships will help address many priorities in Torbay: helping unemployed into work & helping those in work to achieve better paid work.”

Carl Wyard, Economy and Enterprise Manager, Torbay Development Agency

Channel 4

75% of Channel 4's newest stars come from lower socio economic backgrounds. With approximately 900 employees, Channel 4 currently has 12 apprentices across its Marketing and Communications Departments, as well as in Sales, Commissioning and Research. For the broadcaster, apprenticeships are a way of diversifying its workforce and offering opportunities to those who otherwise might miss out. Laura Boswell, Industry Talent Specialist at Channel 4, explains: “We want to make sure that we attract the very best talent: that meant looking at what people can do, not what they have done. Apprenticeships allow us to train our employees our way and create a sustainable workforce for the future.”

Routes into Apprenticeships

Traineeships

A traineeship is an education and training programme with work experience that unlocks the tremendous potential of young people and prepares them for their future careers by helping them to become 'work ready'.

Designed to help young people aged 16 to 24 who don't yet have the appropriate skills or experience, traineeships have at their core a high-quality work experience placement with an employer. They provide the essential work preparation training, English, maths and work experience needed to secure an apprenticeship or employment.

Traineeships can last up to a maximum of 6 months and include:

- work preparation training, provided by the training organisation
- English and maths support if required, provided by the training organisation
- a high-quality work experience placement with an employer

In addition to these basic elements, the employer and the training provider can add flexible additional content to meet the needs of the business and the local labour market. The length of commitment is relatively short and the programme is fully funded by government.

At the end of the traineeship, each young person will be guaranteed a job interview, if a role becomes available,

Movement to Work (MtW) is a charity coalition of UK employers, civil society and government, with support from the CBI, DWP, and TUC. Its aim is to tackle youth unemployment by getting young people into jobs. Employers include M&S, BAE Systems, and the Civil Service.

Employers create work experience and vocational training placements for unemployed young people 16-30 years of age, particularly those who have been out of work, education or training for some time.

or an exit interview together with meaningful written feedback to help them secure an apprenticeship or employment with another employer.

Traineeships allow you to nurture the next generation, helping your business to increase its capacity and productivity, develop a loyal, talented workforce and contribute to tackling youth unemployment. The flexibility of traineeships offers you the opportunity to help build a pool of high-quality future recruits for your sector.

Your current employees can also build their own mentoring and coaching skills while supporting the trainee.

Find out more at
[gov.uk/guidance/traineeships](https://www.gov.uk/guidance/traineeships)

Supported Internships

A supported internship is a type of study programme specifically aimed at young people aged 16 to 24 who have a statement of special educational needs (SEN) or an Education Health and Care Plan (EHCP), who want to move into employment and need extra support to do so.

The overwhelming majority of young people with SEN are capable of sustainable paid employment with the right preparation and support.

Supported internships are structured study programmes based primarily at an employer. They are intended to enable young people with learning difficulties and/or disabilities to achieve sustainable, paid employment by equipping them with the skills they need for work through learning in the workplace.

Internships normally last for a year and include unpaid work placements of at least six months. Wherever possible, they support the young person to move into paid employment at the end of the programme. Students complete a personalised study programme which includes the chance to study for relevant substantial qualifications, if suitable, and English and maths to an appropriate level.

Although similar in aims to a Traineeship or Apprenticeship, supported internships differ in key ways. Young people on supported internships generally require a higher level of support than a trainee or apprentice and they expect to be offered workplace support in the form of a job coach, as well as support for their non-workplace learning.

A key difference to traineeships is that interns are expected to need a longer programme than a trainee before they are ready to progress to an Apprenticeship or other sustainable employment.

Apprentices, like interns, gain practical skills in the workplace. A key difference is that Apprentices must pass various qualifications or assessments, for example English and maths qualifications, to complete their Apprenticeship successfully. There are no such entry or completion requirements for supported internships and each learning provider will work with their interns to develop a personalised programme that meets their needs and provides progression and stretch.

Find out more about these programmes and how you can get involved at

[gov.uk/government/publications/supported-internships-for-young-people-with-learning-difficulties](https://www.gov.uk/government/publications/supported-internships-for-young-people-with-learning-difficulties)

Employer Resources

We aim to support employers to achieve their own goals in relation to widening participation in apprenticeships.

In response to your feedback, we have published a guide with advice and resources to help you support young apprentices. Young apprentices bring fresh perspectives and new skill sets into the workforce. They provide opportunities for employers to 'grow their own' and develop a crucial talent pipeline for businesses.

Some young people may not have had a formal job before and may need additional support to settle in to the workplace and reach their potential. This guide aims to help employers of all sizes and sectors provide effective support for apprentices aged 16 to 24. It includes:

- steps employers can take to make their recruitment practices accessible for young people
- examples of on-the-job support for young apprentices in the workplace
- information on sources of additional funding which employers can use to support young apprentices.

The guide can be found by visiting [gov.uk](https://www.gov.uk), selecting 'publications' and searching for 'Employer guide to apprenticeships'.

The Learning and Work Institute has designed a toolkit for employers who want to make their apprenticeship program more accessible and inclusive. The toolkit provides practical information, support and case studies to help employers to do this. The employer toolkit can be found at: [employer-toolkit.org.uk](https://www.employer-toolkit.org.uk).

Our account managers are also armed with a wealth of information and resources that they can share with you if you are keen to diversify your recruitment to apprenticeships.



[Download](#)

How can you get involved ?

There are lots of things you can do to diversify your recruitment to apprenticeships.

You could consider joining a network such as ADCN or a national network that supports inclusivity in the workplace, such as

[British Association for Supported Employment \(LDD\)](#)
[Stonewall Diversity Champions \(LGBTQ\)](#)

You might consider establishing an outreach programme to recruit directly from disadvantaged communities or set up a Traineeship or Internship to facilitate routes into apprenticeships.

You could contribute to the [Social Mobility Employer Index](#). This index, operated by the Social Mobility Foundation, benchmarks Britain's employers on the actions they are taking to encourage social mobility and to ensure they are open to accessing and progressing talent from all backgrounds.

Our account managers are armed with a wealth of information and additional resources that they can share with you if you are keen to diversity your recruitment to apprenticeships.

If you would like further information, or would like to become involved in any of the projects mentioned in this booklet, please speak to your account manager or call us:

National Apprenticeship Service
0800 015 0600

Notes

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 **@Apprenticeships / @FireItUp_Apps**

 **National Apprenticeship Service**

Visit [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk)

08000 150 600

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