



APPRENTICESHIPS EXAM RESULTS 2016 TOOLKIT FOR EMPLOYERS

A Level results: 18 August
GCSE results: 25 August

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Dear colleague,

The summer exam results season is here and young people will soon find out if they have passed their GCSE or A Level exams and will begin looking to their future careers. A Level results will be known on 18 August, and GCSE results the following week, on 25 August.

This communications toolkit will be of interest to employers who are in touch with young people at exam results time as it includes information that will help to coordinate and develop communications activity. It also includes key messages, approved quotes and social media content to help celebrate apprenticeships as well as raise awareness to other employers of the benefits of taking on apprentices, trainees and those on work experience.

I do hope you find the information useful.

Sue Husband
Director of the National Apprenticeship Service

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EXAM RESULTS CAMPAIGN 2016

We would encourage you to use the key messages and statistics below in your own communications.

Section 1: Exam Results Time Key Messages

- We want it to become the norm for young people to consider an apprenticeship as a valid and respected route to a rewarding, well paid career.
- Higher and degree apprenticeships are widening access to the professions and providing higher level technical skills employers need to improve productivity and give young people an equally valid career route as going to university full-time.
- For those young people who are not ready to go into work or an apprenticeship, a traineeship is a stepping stone to a successful future. Traineeships offer young people aged 16 to 24 a training programme with work experience that unlocks their potential and prepares them for their future careers by providing the essential work preparation training, maths and English skills and work experience needed to get an apprenticeship or other job.
- Following exam results, it's a perfect time for young people to consider work experience. It can help them try out different jobs, and inform their future career choices.
- Work experience is an opportunity to try something different from school. It helps young people gain transferable skills like time management, team work and good communication - skills employers are looking for. An internship or short placement can boost confidence, highlight skills that young people might not even realise they have and provide the skills they need to succeed.
- A new campaign – **Get In Go Far** – has been designed to encourage more young people and their parents to recognise apprenticeships as a valid and credible route to a rewarding career. Visit www.getingofar.gov.uk to find out how you can get an apprentice and sign up to offer work experience to young people.
- The National Careers Service helps young people decide what to do next with their lives at exam results time and can be contacted by telephone, via webchat, email, text or by using the tools online.

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The logo for the 'Get In Go Far' apprenticeships campaign. It features a yellow triangle pointing to the right, containing the text 'GET IN GO FAR' in bold black capital letters, with 'APPRENTICESHIPS' in smaller black capital letters below it.

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Exam Results Time: Calls to Action

- There has never been a better time to employ an apprentice. Visit: www.getingofar.gov.uk for more information or call the National Apprenticeship Service on 08000 150 600.
- A traineeship is an education and training programme with work experience that unlocks the great potential of young people, aged 16 to 24, and prepares them for their future careers by helping them to become 'work ready'. Designed by employers, high quality traineeships delivered in partnership with a training provider – benefit both the needs of business and the needs of the trainee. Traineeships allow employers to nurture the next generation helping business to develop a loyal, talented workforce. Search traineeships on GOV.UK or call free from a landline 08000 150 600 to find out more.
- The period following exam results is a perfect time for young people to consider work experience. Work experience is a great chance for young people to learn new skills, get some experience on their CV and to prove to employers they have what it takes. These short term opportunities with employers usually last a few weeks. Give young people a chance and offer work experience placements. Find out more about how to offer work experience at www.movementtowork.com, a collaboration of UK employers committed to tackling youth unemployment.

Section 2: Information on apprenticeships, traineeships and work experience

The information below is to help you understand the options available to young people and also help us spread the word about apprenticeships, traineeships and work experience.

Apprenticeships

Apprenticeships are for ambitious people of all ages who want to earn while they learn, gaining real skills and knowledge. They offer employers the opportunity to strengthen and diversify their workforce providing a future talent pipeline tailored to business needs.

Apprentices bring enthusiasm and a fresh perspective, so it's no surprise that 89% of employers say they make their business more productive. With the expansion of higher and degree apprenticeships businesses can now access the higher-level technical skills vital to business performance and growth.

Apprenticeships also bring opportunity; to attract new talent, offer progression and develop a motivated, skilled and qualified workforce. They can also help

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lower recruitment costs, 75% of apprentice employers have found this to be the case and 80% say that apprenticeships will play a bigger part in future recruitment plans.

The government's ambition is for it to become the norm for young people to achieve their career goals by going into an apprenticeship or to undertake a degree or – in the case of some, higher and degree apprenticeships – doing both. Both can be equally prestigious routes to a great career and secure finances in the years ahead.

Apprenticeships have increased at a record rate. 871,800 people were earning and learning on an apprenticeship in the 2014 to 2015 academic year.

Apprenticeships are available in 1500 job roles covering more than 170 industries, from advertising to youth work and environmental engineering and nuclear decommissioning. Higher and degree apprenticeships, representing more than 100 different job roles, mean more specialised and highly skilled apprenticeships are being offered each year.

Apprentices are now entitled to many of the same [discounts](#) as university students.

Employers can find out all they need to know to employ an apprentice by visiting: <https://www.gov.uk/take-on-an-apprentice>.

- All apprentices must receive the appropriate apprentice [national minimum wage](#) and training costs are covered for eligible apprentices. All apprentices should work for at least 30 hours a week, apart from in exceptional circumstances.
- Quality is key to apprenticeships. Apprenticeships are paid jobs, must be at least 12 months' duration and lead to the achievement of recognised and transferable skills through on and off the job training.
- Young people can start an apprenticeship on the first day after the last Friday in June (official school leaving date in England) as long as they are 16 or become 16 before 1 September of that year. They'll need to be living in England and not in full-time education.
- Those who complete an intermediate apprenticeship earn, on average, between £48,000 and £74,000 more over their lifetime than similar individuals with other Level 2 qualifications, between £77,000 and £117,000 more than their peers who don't do an advanced apprenticeship and an estimated £150,000 over their lifetime—comparable to the same as those for graduates.

Visit: www.getingofar.gov.uk or call the National Apprenticeship Service on 08000 150 600 for more details.

Traineeships

For those young people not quite ready to start an apprenticeship, traineeships can unlock their great potential and prepare them for their future careers by helping them to become 'work ready'.

Traineeships provide the essential work preparation training, maths and English skills and work experience needed to get an apprenticeship or other job. Traineeships are delivered by training providers and funded by the government, with employers providing the valuable work experience placement and interview as part of the programme.

For more information, search traineeships on GOV.UK or call 08000 150 600 to find out more.

Work Experience

The CBI / Pearson Education and Skills Survey 2016 shows that over half of businesses are not satisfied with school leavers' work experience (56%), and the Recruitment & Employment Confederation JobsOutlook 2016 survey highlights a fear amongst businesses of finding suitably skilled candidates for futures roles.

Even a short work experience placement can give a young person the opportunity to get involved in a business, get evidence to put on their CV and get on the path to finding the right career. It can help them evidence teamwork, communication, organisation skills, time management and much more to potential employers.

Offering work experience has never been easier. Movement to Work can help you tailor your work experience offer to get the best outcomes for your business and young people. Movement to Work is a voluntary collaboration of UK employers committed to tackling youth unemployment through provision of high quality vocational training and work experience opportunities for young people.

For more information, visit: www.movementtowork.com.

In addition, this summer we are running a regionally targeted work experience campaign in in the Durham and Tees Valley area of the North East of England. We want to support local young people, in particular those leaving full time education, in finding work experience. If you have a presence in the

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North East and want to get involved, please contact us at GetInGoFar@DWP.gsi.gov.uk.

Section 3: Social media and PR resources for use at exam results time

Apprenticeships

We need your help to get more young people to consider becoming an apprentice, raising awareness that the time is right to get the skills for a great job, which will increase the pool of talent for future apprentice programmes.

If you are a business with apprentices, we want you to celebrate the value of apprenticeships through your public channels. If you are a representative body, we want you to encourage your members to take on apprentices.

We want to reach all 14 to 24 year olds, as well as their parents and teachers. Please use your influence to help build momentum for the recruitment of apprentices now.

There are various ways you can help spread the word about apprenticeships, through PR and social media.

For example:

- Add the campaign logo to your Twitter and Facebook profile through [Twibbon](#).
- Use the hashtag #GetInGoFar in your tweets and encourage others to join the conversation.
- Tweet @GetInGoFar and use #GetInGoFar or post comments on the [Get In Go Far Facebook](#) page with positive experiences of your apprentices or with apprenticeship vacancies.
- Publish your success stories on your website and tweet us the link, tagging @GetInGoFar #GetInGoFar.
- If you employ apprentices get them to tweet about their experiences and posts photos on Instagram using #GetInGoFar so we can share them.
- Tweet us the link to any YouTube videos you've created around apprenticeships, tagging @GetInGoFar (there are tips below if you want to create your own videos).
- Contact local radio and TV stations to ask them to feature your apprentices/trainees/interns during exam results coverage, showing

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young people that there is a real alternative to doing A Levels or going to university.

Some sample tweets

- Just got your exam results? An #apprenticeship could be for you! Visit www.getingofar.gov.uk #GetInGoFar
- Good luck to everyone getting #GCSE #exam #results – let us know if you plan on doing an apprenticeship! #GetInGoFar
- Good luck to everyone getting #ALEvel #exam #results – are you planning on doing an apprenticeship? #GetInGoFar
- Hope everyone gets the #results they want today – this video shows how to apply for an apprenticeship: <https://www.youtube.com/watch?v=7lqFUxSLufw> #GetInGoFar
- Want to see what it is like to be an apprentice? Watch these videos to find out: <http://bit.ly/16JA4jE> #GetInGoFar
- There's never been a better time to take on an apprentice. Find out all you need to know: <http://www.getingofar.gov.uk/employers> #GetInGoFar
- Our #apprentices enhance our workforce and give fresh perspective to our business. You can benefit too: <http://www.getingofar.gov.uk/employers> #GetInGoFar
- Thinking about an #apprenticeship? Watch this video on how to apply <https://www.youtube.com/watch?v=7lqFUxSLufw> #GetInGoFar

Sharing pictures videos and blogs

If you have any photos, videos or blogs of your apprentices at work, please share them with us by emailing JoinInGoFar@bis.gsi.gov.uk. You can also upload your video content to YouTube and then tweet @GetInGoFar so we can add it to our playlist.

LinkedIn: you might like to follow apprenticeships on [LinkedIn](#). Please also ensure any members of your groups are aware of the resources available for employers:

- [Build an apprenticeship programme: small to medium sized employers](#)
- [Build an apprenticeship programme: large employers](#)

We are always keen to update our YouTube channel with new material so if you'd like to make your own video and upload it, below are some tips on what we're looking for.

A maximum of 2 minutes in length, videos should set out the apprentices' background, why they put apprenticeships first, how they found out about an apprenticeship, what the apprentice would like to go onto do in the future and why they would recommend an apprenticeship to any young person. The film should feature interviews with the young person, their parent and the

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employer. All films should be shot in an 'editorial' style, similar to those already on [youtube.com/apprenticeshipsna](https://www.youtube.com/apprenticeshipsna).

Footage should be uploaded to your YouTube Channel, with a caption which includes details of the apprenticeship taken, the apprentices name, their employer and the college/learning provider.

Footage should be 'tagged', apprenticeships, apprentice, careers, skills, exams, results. It should also include a tag for the year filmed, the employers name, the learning provider name and the 'subject' taken / apprenticeship framework. Once your video is on YouTube please tweet us @Apprenticeships so we can see it.

Work Experience

Sign Up - If you don't currently offer placements, now is the perfect time to sign up – you can do so quickly and easily through [Movement to Work](#).

Get involved:

- Share your commitment to work experience and your proudest stories online @GetInGoFar or through LinkedIn using the #GetInGoFar and #WEchallenge hashtags.
- If you're thinking of signing up or have just done so, tell us and your followers through social media using #GetInGoFar.
- Share our campaign videos about Victoria and Jennifer's work experience stories on LinkedIn, Facebook or Twitter: <http://bit.ly/29TJZFn> & <http://bit.ly/2a1H3JD>. There are also sample tweets, posts and images below to make it quick and easy.
- Simply send a note to your business networks - suppliers, partners, associates, even competitors asking them to rise to the challenge of giving a young person a chance. Use this e-shot to reach out: <http://eepurl.com/b6FfLH>.
- **Based in or have a presence in the North East?** Look out for the 'Invest in Teesside Work Experience Challenge' and get involved through the Teesside Gazette [Facebook](#) and [Twitter](#) page or at the Gazette sign-up [page](#). We may be able to feature you in our coverage if you get back to us soon. Email - [gettingofar@dwp.gsi.gov.uk](mailto:getingofar@dwp.gsi.gov.uk).

Some sample tweets:

- Got your exam results? Want a new challenge? Try work experience #GetInGoFar <http://bit.ly/2anVdpo>
- Fancy a change from school? Try work experience. #GetInGoFar <http://bit.ly/2anVdpo>
- You have your results, but what career to choose? Work experience can help you decide #exam #results #GetInGoFar <http://bit.ly/2anVdpo>
- CV looking good with your new results? Think about adding some work experience #exam #results #GetInGoFar <http://bit.ly/2anVdpo>

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- Got the results. But have you got the experience? Find some work experience today #exam #results #GetInGoFar <http://bit.ly/2anVdpo>
- Consider offering work experience to support young people leaving school <http://bit.ly/2aoVYAI> #GetInGoFar #WEchallenge
- Help get school leavers ready for the world of work, and offer work experience <http://bit.ly/2aoVYAI> #GetInGoFar #WEchallenge

Section 4: Quotes for use at exam results time

Please feel free to use these approved quotes in any publicity campaigns you are planning over the exam results period:

Apprenticeships - focused quote

Sue Husband, Director of the National Apprenticeship Service, said:

“Young people up and down the country are receiving their all-important exam results and for an increasing number of young people, an apprenticeship will be their first choice, whilst for others a university place will be calling. I am delighted to see a whole new generation of young people considering apprenticeships as their preferred route to a successful and prestigious future.

“Apprentices’ opportunities for career progression are increasing with the growing offer for higher and degree apprenticeships, which are available up to honours degree level. These highly skilled apprenticeships enable apprentices to train to degree level in more sectors than ever before, providing greater opportunities for individuals to realise their potential and maximise their career opportunities.

“For those young people receiving their results who are not ready to go into work or an apprenticeship, a traineeship is a stepping stone to a successful future. Traineeships offer young people aged 16 to 24 a training programme with work experience that unlocks their potential and prepares them for their future careers by providing the essential work preparation training, maths and English skills and work experience needed to get an apprenticeship or other job.”