



HM Government

APPRENTICESHIPS EXAM RESULTS 2016 TOOLKIT

A Level results: 18 August

GCSE results: 25 August

Dear colleague,

The summer exam results season is here and young people will soon find out if they have passed their A Level or GCSE exams. A Level results will be known on 18 August, and GCSE results the following week, on 25 August. The materials contained in this toolkit will help you to understand the options available to young people and to spread the word about apprenticeships, traineeships, work experience and the National Careers Service.

This toolkit will be of interest to you as you are in touch with young people at exam results time. It includes information that will help to coordinate and develop communications activity that includes key messages and social media content to help promote apprenticeships, traineeships, work experience and the National Careers Service.

I do hope you find the information useful.

Sue Husband
Director of the National Apprenticeship Service

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A yellow trapezoidal logo with the text 'GET IN GO FAR' in bold black letters, and 'APPRENTICESHIPS' in smaller black letters below it.

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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 giving young people an equally valid career route as going to university full-time.
- There is a huge variety of apprenticeships available across England offered by leading businesses of all sizes, including household names such as BBC, ASOS, ITV, Airbus and IBM, meaning young people can find the apprenticeship that's right for them.
- 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 you gain transferable skills like time management, team work and good communication - skills employers are looking for. An internship or short placement can boost your confidence, tell you what really makes an organisation tick and give you key skills to talk about in an interview. Experiencing the world of work will highlight skills that you might not even realise you had and can give you the skills you need to succeed.

The National Careers Service is here to help young people decide what to do next at exam results time and can be contacted by telephone, via webchat, email, text or by using the tools online.

- 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 or call 08000 150 400

Exam Results Time Calls to Action

- There has never been a better time to start an apprenticeship. Visit: www.getingofar.gov.uk or call 08000 150 400.
- A traineeship is a stepping stone to a successful future. Search traineeships on GOV.UK or call 08000 150 400 to find out more. Now is the time develop the skills to succeed through work experience. To sign up and find out more check out www.yeuk.org.uk/getingofar/.
- Get the right advice from the National Careers Service; search online for National Careers Service or call 0800 100 900.

Section 2: Apprenticeships, traineeships, work experience and the National Careers Service

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

Apprenticeships

Young people need the right information so they can make informed decisions about their future. Apprenticeships are a valid and respected route to a rewarding, well paid career.

Apprenticeships deliver for employers, young people, adults and the economy. 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.

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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.

An apprenticeship is a way for people of all ages to earn while they learn in a paid job, gaining real skills and knowledge and a real future.

You can start an apprenticeship on the first day after the last Friday in June (official school leaving date in England) as long as you are 16 or become 16 before 1 September of that year. You'll need to be living in England and not in full-time education.

Applying is easy with [Find an apprenticeship](#), the online vacancy site provided by the National Apprenticeship Service. Prospective apprentices can create an account, log all their information and set preferences before applying, usually by completing an online application form and answering a few questions set by the employer. This resource is available at www.gov.uk/apply-apprenticeship. At any one time, there are up to 28,000 apprenticeships available.

Visit: www.getingofar.gov.uk or call 08000 150 400.

- 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.

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 (if they need it) 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.

Young people can search for traineeship opportunities on the Find a traineeship online vacancy matching service, available at <https://www.gov.uk/find-traineeship>.

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Traineeships last a maximum of six months with the content tailored to a young person's individual career needs. It includes: training; maths and English support to help give young people the literacy and numeracy skills needed for the workplace; and meaningful work experience which provides an inside view of the world of work.

Work Experience

The period following exam results is a perfect time for young people to consider work experience. Work experience is a great chance to learn new skills and get some experience on your CV to prove to employers you have what it takes. These short term opportunities with employers usually last a few weeks where you will learn directly about working life and the working environment. Work experience helps young people work out what they want to do and gives young people the skills they need to kick-start their career.

The CBI / Pearson Education and Skills Survey 2016 shows that over half of businesses are not satisfied with school leavers' work experience (56%). If young people can follow up their exam results with work experience it can make a huge difference to employers when recruiting. It gives young people the confidence and skills that employers are really looking for.

Work experience can be so much more than just two weeks out of school. Young people can sign up for work experience and development opportunities at Youth Employment UK (YEUK), through their Young Professionals programme. YEUK is a youth charity and campaign partner and through their free membership, young people can get the skills and behaviours needed to become a young professional, as well as getting access to exclusive content and info about professional development.

For more information on finding Work Experience, visit:

<https://www.getingofar.gov.uk/work-experience>

<http://www.yeuk.org.uk/getingofar/>

The National Careers Service

There will be many young people who leave school and are unsure what to do next. The National Careers Service is available to help them make the right choices at school, college and after they have left full-time education and take the right steps towards a great career. With a range of tools, including skills tests, course search, job search advice and personalised help from careers advisers – available by telephone or online through a webchat - advisers can help young people with their future learning and work decisions.

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Experienced careers advisers understand the world of work and can offer straightforward, impartial advice to help young people take the right steps towards a great career.

As you are aware, schools have a duty to secure independent, impartial careers advice and guidance for pupils in years 8 to 13, on the range of education and training options including apprenticeships.

There is a contractual requirement on FE providers to offer careers guidance to 16 to 18 year olds and local authorities are required to offer careers guidance to anyone who is not in education, employment and training between 16 and 18.

The National Careers Service provides tools and resources to support schools, colleges and local authorities in implementing their statutory duties. This includes:

- A dedicated careers helpline and web chat service providing impartial careers information, advice and guidance delivered by professionally trained careers advisers who will outline all the career, training and learning options open to young people including apprenticeships.
- A National Careers Service website incorporates job profiles, a skills check and a lifelong learning account with the function to store their accredited learning achievements.
- Resources to support teachers in delivering lessons in careers, advice and guidance are also available on the National Careers Service website.
- The National Careers Service works to broker relationships with intermediaries that can bring employers and schools together to provide inspirational experiences for young people.

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

There are various ways you can help spread the word about apprenticeships, traineeships and the National Careers Service 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.
- Tell people if you've had a positive experience of the National Careers Service and tweet @nationalcareers or post comments on the [National Careers Service Facebook](#) page.
- Tell people if you've had a positive experience of apprenticeships and tweet @GetInGoFar or post comments on the [National Apprenticeship Service Facebook](#) page.

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- Tell people if you've had a positive experience of traineeships and tweet @traineeshipsgov.

Apprenticeships

Twitter: to join in the Twitter conversation follow @GetInGoFar and mention the Twitter handle in every tweet.

Some sample tweets are below:

- 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
- Thinking of becoming an apprentice after school? Apprenticeship videos are available here <http://bit.ly/16JA4jE>
- Watch Lucy's story here: <https://www.youtube.com/watch?v=2oUHCFBmqjs&index=2&list=PLaWOtGcX1byEviM-OzKksXd4XjQOBhdLD>
- Exam results are in, what next? An apprenticeship is a great way to #GetInGoFar. Find out how to apply for an apprenticeship with this film: <https://www.youtube.com/watch?v=n4qA3pd5xNA&index=1&list=PLaWOtGcX1byEviM-OzKksXd4XjQOBhdLD>
- Apprentices are paid at least the minimum wage. Find out more about your rights at work <http://bit.ly/1KIZRac>
- Not getting your #results today, but still want to do an apprenticeship? # GetInGoFar at: <http://bit.ly/1chh5jp>
- Calling all school leavers! Apprenticeship vacancies are advertised online at <http://bit.ly/1Dle8Yw>. Search now and #GetInGoFar.
- Doing an apprenticeship means you can earn a salary whilst gaining a qualification. # GetInGoFar and find out here: <http://bit.ly/1KIZRac>
- Hope everyone gets the #exam #results they want today – thinking about applying to do an apprenticeship: <https://www.youtube.com/watch?v=7lqFUxSLufw>

Facebook: as new YouTube videos are added to the apprenticeships playlist, please 'like' them and share them on Facebook.

YouTube: we have developed a selection of videos, all of which can be found on the Get In Go Far [YouTube](#) channel.

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National Careers Service

The National Careers Service YouTube channel is where we show how the right advice can help with learning and work goals. Whether you need to create a CV, find a course, or explore your options, our advisers are here to help.

Visit the website:

<http://www.youtube.com/user/RightDirectionForYou/featured>.

We have developed a selection of videos, all of which can be found on the National Careers Service YouTube channel. These include:

- [‘What happens when I contact the National Careers Service’](#)
- Subtitled version: [‘What happens when I contact the National Careers Service’](#)

Twitter: to join in the Twitter conversation follow @NationalCareers and mention the Twitter handle in every tweet.

Some sample tweets are below

- Didn't get the GCSE results you needed? All is not lost. Speak to @NationalCareers adviser on 0800 100 900
- Didn't get the A Level results you needed? Don't panic, speak to @NationalCareers adviser today on 0800 100 900
- Speak to @NationalCareers adviser today to get the advice you need to move on. Call 0800 100 900 until 10pm
- Starting FE College after the summer break & wondering what it will be like? Find out more here <http://bit.ly/1plkiio>
- Moving onto school Sixth Form and not sure what it will be like? Find out more here <http://bit.ly/1yry4X6>
- Thinking about an apprenticeship now you have your results? See what it is like to be an apprentice: <https://www.youtube.com/watch?v=sK1AZ5mnMWO&list=PLaWOtGcX1byEviM-OzKksXd4XjQOBhdLD&index=4> # GetInGoFar
- Want to get some work experience over the summer holidays? # GetInGoFar and find out why it's a good idea <http://bit.ly/1vyMtPL>
- Starting your 1st job & looking for some practical hints & tips to help you settle in quickly? # GetInGoFar @NationalCareers can help: <http://bit.ly/1kUjOvL>

Facebook: as new YouTube videos are added to the National Careers Service playlist, please 'like' them and share them on Facebook.

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Traineeships

Twitter: follow and support @TraineeshipsGov, using the Twitter handle when posting and use the #Traineeships hashtag where possible.

Work Experience

Twitter:

- Follow and support @GetInGoFar, using the Twitter handle when posting and referencing work experience.
- Encourage your staff and business networks to follow us and share too!
- Use your social platforms to tell us about your first work experience and what you do now – use the Hashtag # GetInGoFar Share our campaign videos telling Victoria and Jennifer's work experience stories: <http://bit.ly/29TJZFn> & <http://bit.ly/2a1H3JD>.

Some sample tweets are below:

- 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>
- 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
- Help get school leavers ready for the world of work, and offer work experience <http://bit.ly/2aoVYAI> #GetInGoFar

Facebook: follow our [Facebook page](#). Comment on our posts, and sign-post the page to young people.

Finally.....

Amazing Apprenticeships – resource for parents and teachers

Amazing Apprenticeships make it easy for parents, teachers and governors to find out about apprenticeships. Visit <http://www.amazingapprenticeships.com/> to access information packs for teachers and parents on apprenticeships, as well as webinars and short films.

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