



## **Insight into Apprenticeships Somerset Report, September 2021**

Thank you for your donation of £12,000 to the Somerset High Sherriff's Appeal in 2019. This has specifically contributed supporting 60 disadvantaged young people at Hans Price and Broadoak Academies to participate in our Apprenticeships programme over the past two years (15 in each school per year). The overall programme across Somerset has worked 15 students in each of the following schools:

### **2019/20 (90 students)**

#### **Weston**

Hans Price Academy  
Broadoak Academy

#### **Bridgwater**

Haygrove School  
Robert Blake Science College  
Bridgwater College Academy  
Chilton Trinity

### **2020 to Present – the above plus**

The Taunton Academy  
Heathfield Community School  
Court Fields School

**(135 students )**

### **The Insight into Apprenticeships programme aims to:**

- Increase understanding of apprenticeship opportunities
- Improve self-confidence and other key personality traits
- Show students examples of professional working environments.
- Help students understand their own skills and what employers are looking for e.g., public speaking skills
- Help secure work experience and apprenticeship offers.
- Secure appropriate post school, college or employer placements for all students.

### **The planned programme (pre-covid) included:**

- Parent engagement through meetings and other communication channels
- A Communicate with Confidence Workshop to develop skills to communicate with future employers.
- An innovative psychometric test and day-long-workshop to improve self-awareness, appreciation their own attributes and how best to work with others.
- Mendip Outdoor: a day of team building exercises including a raft race, communication skills exercises and exploration of outdoor education apprenticeship options
- A visit to Longleat to learn about their employment opportunities including an education session and tour.
- Visits and activity with up to five participating employers including EDF, Thatchers , Wessex Water, Numatics, UKHO and Leonardo.
- CV writing skills day, advice and guidance on options on apprenticeships
- Weston or Bridgwater and Taunton College half-day tour of the campus with talks from the apprenticeships team.

- Celebration event: A chance for parents/carers and school staff to celebrate the achievements of the students.

### Selection Criteria

- Students in Year 9 and 10
- From local areas of deprivation and challenging family backgrounds who would substantially benefit from extra support in achieving their goal of gaining an apprenticeship.
- Students potentially at risk of leaving school without a secure place in further education, employment or training (NEET)
- Students who lack confidence and could easily under-perform.

### Pandemic Affect

Our 2019/20 year was a year of two parts in terms of the delivery of our first Somerset Insight into Apprenticeships programme. Pre-pandemic we were able to deliver two thirds of our programme, we then moved swiftly to produce tangible and online resource packs which mirrored the programme for delivery during lockdown and the summer term. Amongst others these included a personality profiling quiz linked to appropriate future career choices, a Jobs in Finance and Business Pack, activities using Career Pilot and the Government Apprenticeship Website to search pathways into this sector, Natwest 'Moneysense' budgeting resources to replicate the planned trip to the bank, Work Experience Pack and a range of minute-long Top Tip video's, for example on *How to Write a CV* <https://www.youtube.com/watch?v=1Dz1FflsswQ> and longer fun videos such as this one on *What Not to Do in a Remote Interview* <https://www.youtube.com/watch?v=i26WGNegG18&t=7s>

We also launched a newsletter with three editions during the year on the care sector, engineering and the hospitality sector

- Newsletter issue 1 - roles in the care sector
- Newsletter issue 2 - jobs in engineering and the different levels of apprenticeship
- Newsletter issue 3 –hospitality and leisure
- Post 16 information packs

30 new students were selected to start in September 2020. Due to home schooling and Lockdown 2, face to face activities did not start until April. The programme is well underway and has been extended to the end of December 2021 so students can benefit from the full range of activities. This will include visits to Thatchers and Wessex Water.

### Monitoring & Evaluation 2019/20

We undertook a start-of-programme assessment by asking students to complete a questionnaire based on the outcomes below. Unfortunately due to lockdown we were unable to collect the 'after' data. However we can confidently report that:

- All students increased their awareness of the types of apprenticeships
- 90% increased their understanding of the qualifications and skills required to access apprenticeships
- 65% were clearer about their future pathway after school
- All Link Teachers and their schools increased their own expertise in advising Young People on apprenticeships.

2019/20 Student Feedback:

- *I thought it was all good, cause it gave other ideas of what I would like to do as a job. (Wessex Water visit)*
  - *I liked the last one (communicate with confidence workshop), cause I found it really interesting and it helped me to speak in a group better.*
  - *Really useful as (good) first impressions could mean whether you get the apprenticeship or not....*
- Professional day at Cameron McKenna

Parent

- *Very pleased to receive information about apprenticeships which are such an important option for children to understand. Apprenticeships aren't covered enough in schools. (Parent, ref challenges sent home during lockdown)*



South Bristol Youth Retweeted



SBYSomerset @sbysomerset · 23 Mar

It was fantastic to meet some of our new Insight into Apprenticeships students @TauntonAcademy today. Can't wait to see them next time for some team building 😊 #apprenticeships #someset



3

6

