

RMPENTERPRISE

7 BUILDING BLOCKS
**COMPANIES NEED
TO RUN QUALITY
APPRENTICESHIPS**



**“Lack of
impartial
advice”**

Doug Richards 2012

Back in 2012, government advisor Doug Richards highlighted ‘the lack of impartial information and advice for young people considering apprenticeships’ in his Richard Review. Ten months after the report was published, we launched RateMyApprenticeship.co.uk. The website provides this impartial information and advice through peer-to-peer reviews written by young people about their apprenticeship schemes.

Today, the website hosts over 15,000 reviews, which are fundamental in helping young people across the UK learn, understand and explore their future career options. With over five years worth of data, we

partnered with an agency to analyse the reviews, providing the most comprehensive research ever done into the apprenticeship experience.

Our findings reveal that the number of UK apprentices viewing their apprenticeships as a genuine career path has increased by almost 70% over the last five years and **98% of apprentices are willing to recommend their apprenticeship employer to a friend.**

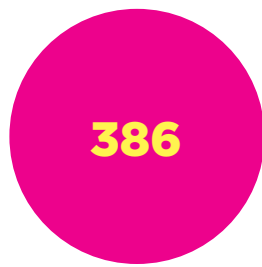
The research analysis has also given us an insight into seven building blocks companies need to run quality and successful apprenticeship programmes.

THE DATA

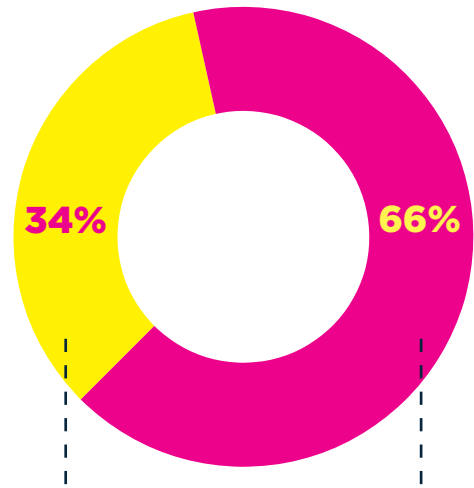
Here is a breakdown of the review data collected between 2013 and 2018.



Total **number** of reviews

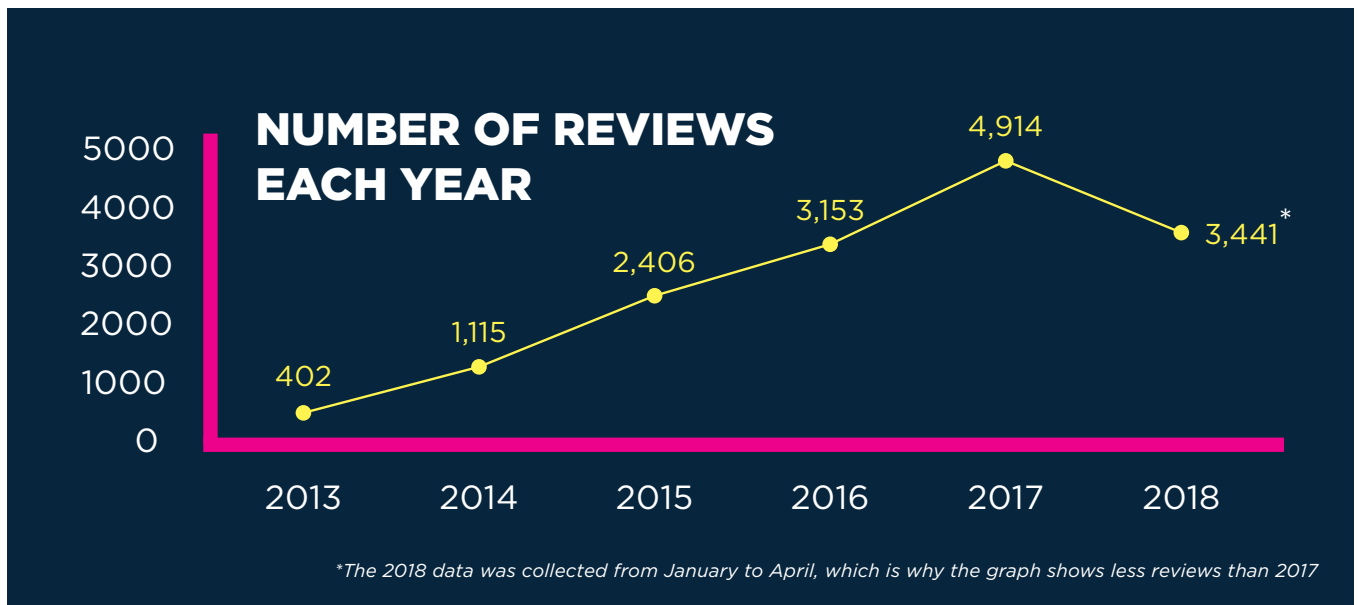


Total number of **companies** reviewed

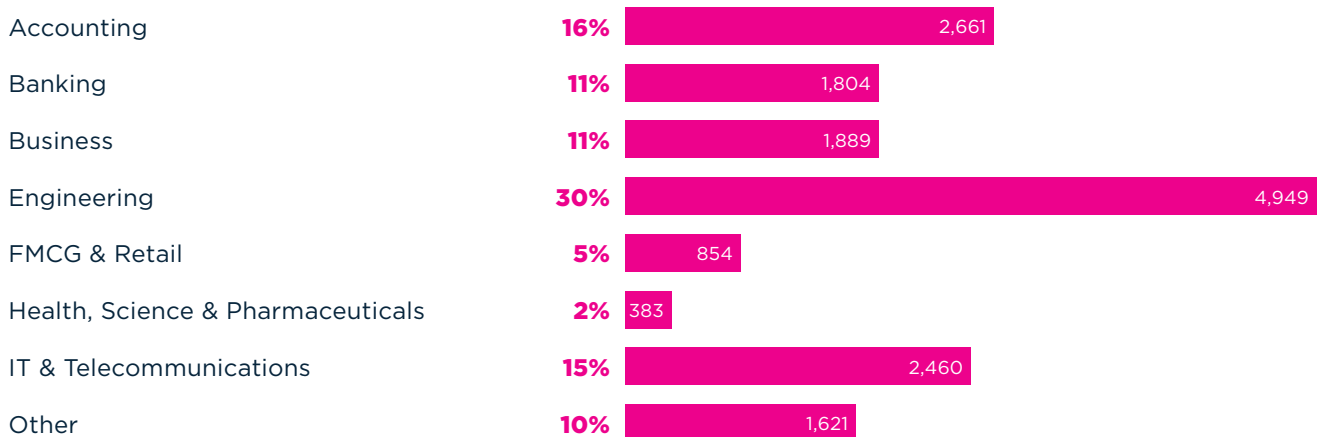


Total % of **males** reviewed

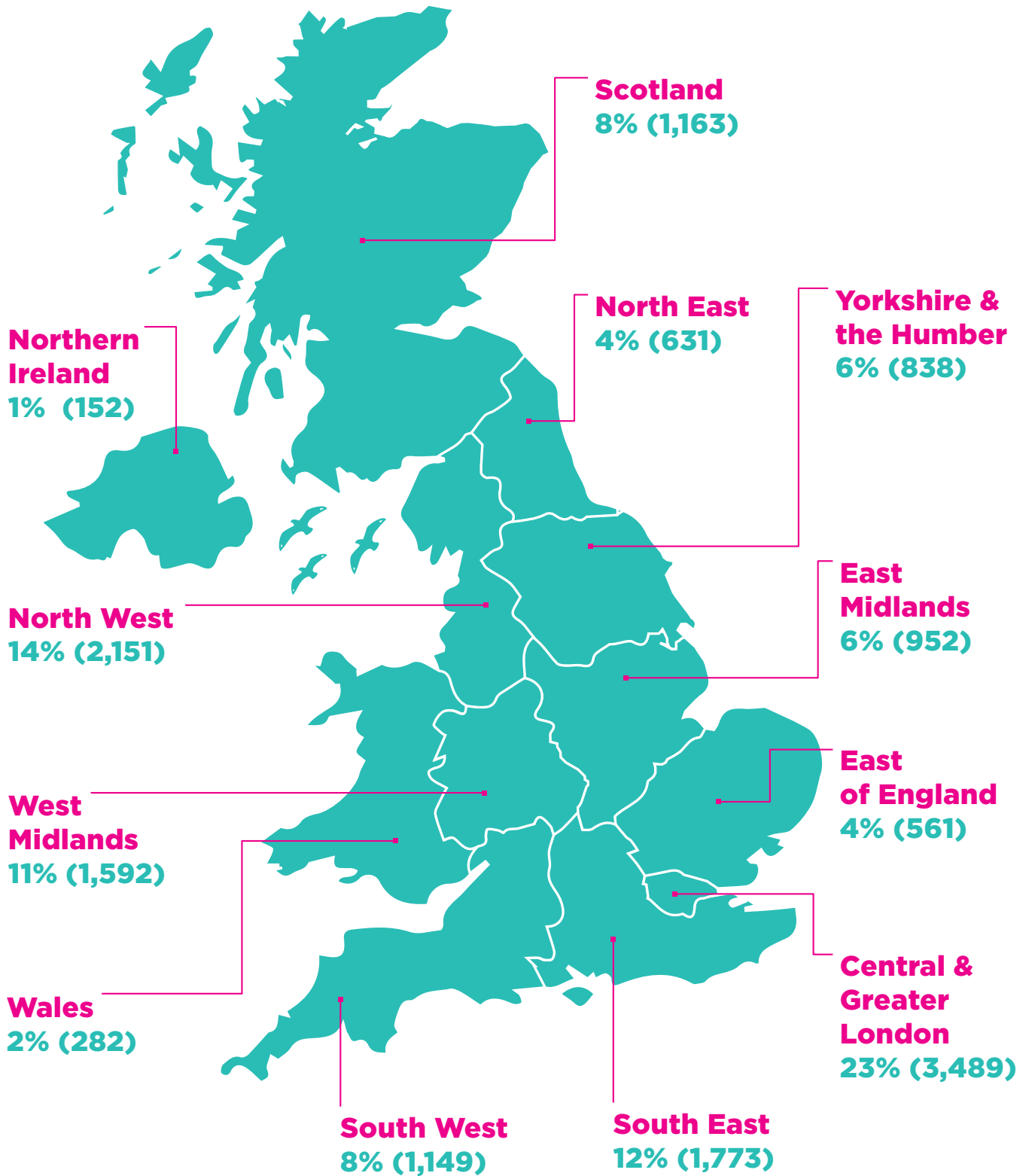
Total % of **females** reviewed



% BREAKDOWN ACROSS SECTORS FROM ALL REVIEWS



% BREAKDOWN OF REGIONS FROM ALL REVIEWS



TRENDS AND FINDINGS

The overall headlines uncover that apprentices willing to recommend their apprenticeship employer to a friend has averaged 98% in the past five years. This is fantastic news for young people, considering a lack of information surrounding the quality of apprenticeships being delivered in the UK.

We're also delighted to unveil that according to our research, the number of UK apprentices viewing their apprenticeships as a genuine career path has increased by almost 70%. As a result, we're able to reveal the seven building blocks companies need for running quality apprenticeship programmes.

So if you're an employer of apprentices already, or thinking about whether to recruit them, here are your essential building blocks for providing a quality experience for your apprentices.

1 INSPIRING LEADERSHIP

Young people are inspired by leaders, not autocratic management. Our research revealed that more than a third (37%) of the apprenticeship reviews in 2018 point to the benefit of management appreciation - an increase from 30% four years ago.

Senior managers who act as coaches can motivate and show direction to help their apprentices with their professional development.

42% of all apprentices who submitted reviews acknowledged senior leadership as a source of support, which shows that companies are recognising the importance of inspirational leaders.

42% of apprentices acknowledged senior leadership as a key source of support

2 BUILDING SKILLS FOR WORK AND LIFE

Apprentices have indicated how learning plays a significant part in their apprenticeship programmes. In fact, it has increased by more than a quarter over five years - from 23% of apprentices to 29%. This includes a blend of soft and technical skills, such as communication, software and programming.

However, building confidence as a skill has shown a slight decline in the past three years, suggesting that employers should be wary of ignoring the importance of developing confidence in their young employees who are new to the world of full-time work.

3 VALUABLE EXPERIENCE VERSUS FUN

While apprentices are enjoying certain elements of their programme – such as being part of a workplace team – they are finding comparatively less fun in other activities, such as working with customers.

To address this, companies need to better communicate the opportunities for growth and development in all tasks apprentices undertake.

4 CREATING PASSIONATE PEOPLE

When giving advice to others based on their apprenticeship experience, passion for their scheme was rated very highly (19%). To engender this level of passion and confidence in apprentices, companies can help them connect their everyday activities with the overall mission of the organisation.

Understanding the underlying vision and values of the company will help develop that passion, leading apprentices to become ambassadors for the company. This in turn encourages others to want to work there too.

The number of UK apprentices viewing their apprenticeships as a genuine career path has increased by almost 70%

5 CUSHIONING THE COST

When asked whether their apprenticeship salary or package met their costs, more than a third (38%) of apprentices found their travel costs challenging. To make an apprenticeship programme more viable and to attract the best talent, companies need to think longer term and pay their apprentices enough to minimise financial pressures - and if they do, our research suggests they'll get more out of the apprentice too.

More than a third of apprentices found their travel costs challenging

6 HAVING SOMEONE BY YOUR SIDE

Using workplace mentors to support apprentices is at its highest level in five years. However, over the whole research period only 14% of apprentices felt the mentoring aspect of their programmes was well-managed, behind training (50%) and induction (31%).

Mentors remain an undervalued component of a successful apprenticeship so it's important for companies to allocate more of their resources to this element.



Frankie, Digital Apprentice, EY

This research is based on 15,541 reviews, all written by apprentices who, like Frankie, took the time to share their experiences on their apprenticeships.

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7 GOING BEYOND THE DAY-TO-DAY

Generation Z see themselves as global citizens and want to make a difference to society and the world around them. Interest in volunteering has increased by more than 80% (from 9% of apprentices in 2013 to 17%), whereas sport has declined from 33% to 26% over the past five years.

It's important for companies to take note of this shift and review the initiatives in place for their apprentices. This generation are all about helping others, whilst traditional workplace leisure activities are in decline.

Gen Z's interest in doing voluntary work has increased by 80% since 2013

These are the Seven Building Blocks your organisation needs to deliver a quality apprenticeship scheme.

If you would like help in attracting school and college leaver talent, get in touch!

**Email: enquiries@rmpenterprise.co.uk
Call: 0203 056 7700**

RMPENTERPRISE

We offer digital and face-to-face solutions to ensure employers attract the best early talent.

Over the past ten years, we have helped employers engage with millions of 14-24 year olds across a range of products and services.

★ RATEMYPLACEMENT

RateMyPlacement is the UK's leading jobs board and resource hub for university students searching for undergraduate work experience, including placements, internships and insight days.

3 million visitors a year
50,000 student-written reviews
100,000+ student database

★ ON-CAMPUSPROMOTIONS

On-Campus Promotions helps employers promote their opportunities using a multi-channel approach, including Brand Ambassadors, Campus Events and digital campaigns to engage the best talent from target universities.

Over 900 Brand Ambassadors
45 Campus and Digital campaigns

★ RATEMYAPPRENTICESHIP

Aimed at 14-18 year olds, RateMyApprenticeship.co.uk is the UK's fastest growing website for young people considering apprenticeship and school leaver opportunities.

100,000 visitors each month
15,000 reviews from apprentices
70,000+ student database

∞ RMPCONNECT

RMP Connect's innovative software enables early talent recruiters to engage and convert interested students into hires and measure the effectiveness of their attraction activities.

Create targeted communications
Make data-driven decisions
Improve ROI