

**Free Apprenticeship Support
and Knowledge
for schools and colleges
programme 2020/21**



ASK ABOUT APPRENTICESHIPS

2020/21 offers complete flexibility
through blended delivery and
now includes apprenticeships,
traineeships and T Levels.

**Supported by
National
Apprenticeship
Service**



Welcome from Peter Mucklow

Director, Apprenticeships

Education and Skills Funding Agency, Department for Education



Thank you for engaging with the Apprenticeship Support & Knowledge for schools and colleges programme (ASK), funded by the National Apprenticeship Service, part of the Department for Education.

We understand and appreciate that the 2019/20 academic year presented the education sector with significant challenges and that this disruption is likely to continue in some way into 2020/21. We have therefore worked hard to ensure that our new ASK offer can be delivered in a flexible, blended way to meet your needs.

Throughout the pandemic we have remained clear that we must continue to raise awareness of apprenticeships and other vocational pathways, without raising false expectation.

In 2020/21, the ASK programme will continue to offer every educational establishment in England with students in years 10 – 13 access to a free, bespoke support package to transform apprenticeship and vocational education awareness activities so that students, parents and carers, teachers and careers advisers, and governors can be informed about the wonderful opportunities available. We are proud that for 2020/21 the ASK offer has been expanded to offer even more fantastic activities and resources, including traineeships and T Levels as important stepping stones into an apprenticeship.

We encourage you to book a planning meeting with our delivery partners to take full advantage of this offer and create an apprenticeship support package for your school or college that is truly inspirational. Apprenticeships are amazing. Let us tell you why and help you to pass that message on.

A handwritten signature in black ink that reads "Peter Mucklow". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Peter Mucklow

Director, Apprenticeships

Education and Skills Funding Agency, Department for Education

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Discover the full range of support options open to you through the Apprenticeship Support and Knowledge for schools and colleges (ASK) programme.

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How it all works

To book free face-to-face or virtual apprenticeship support for your school or college, please follow the steps below:



*Establishments that are within Opportunity Areas (page 21) or an area of disadvantage are entitled to an enhanced offer. Please discuss this enhanced support with your local ASK delivery partner.

Types of support

The ASK Programme offers a wide range of free support for your school.

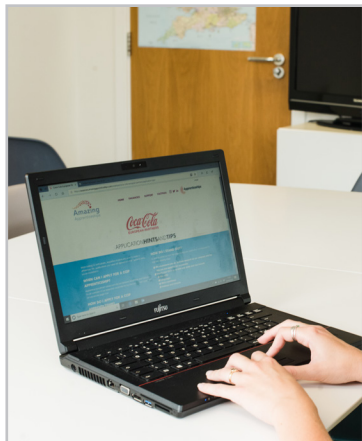
Face to face & online virtual activities

The face to face activities and online virtual activities are apprenticeship information sessions that are delivered by local experts (ASK Delivery Partners), on behalf of the Department for Education.

These are designed to inform and inspire your students, staff and parents about apprenticeships and other vocational pathways.



On the whole, they cover similar content, but are designed flexibly in light of the pandemic so that they can be delivered virtually or face to face, as and when each is appropriate.



Online resources & teacher/ careers adviser support

The online resources are provided through the Amazing Apprenticeships website www.amazingapprenticeships.com. All resources are free to download and use within your school.

Amazing Apprenticeships also offer wider support for teachers and careers advisers through informative webinars, the Apprenticeship Champions Network and in providing access to employers through Vacancy Snapshot.

All resources are designed to complement and support your careers programme and the activities that you engage with through the face to face/online virtual offer.

What support is available through ASK?

The ASK programme offers a wide range of face-to-face and virtual support for your students and staff, fully funded by the National Apprenticeship Service, part of the Department for Education.

↓ PLANNING MEETING ↓

BLENDDED DELIVERY

Students

- Apprenticeship, traineeships and T Level awareness assemblies
- Registration and application workshops
- Mock assessment centre workshops
- Interactive virtual workshops
- Bespoke support (Yr. 11 and 13)
- Careers Fairs

Teachers & Careers Advisers

- The new ASK offer and how to access it
- Planning support in 2020/21
- Apprenticeship, traineeships and T Level awareness presentations
- Subject specific presentations
- 6th form tutor training
- Helping students to search for jobs in the current market

Parents & Carers

- Apprenticeship, traineeships and T Level awareness presentations
- Attendance at parents' evenings
- Apprenticeship application information sessions

↓ UNLIMITED ACCESS - AVAILABLE 24/7 ↓ WWW.AMAZINGAPPRENTICESHIPS.COM

ONLINE RESOURCES

- Posters
- Classroom activity ideas
- Guides for students (KS3 & KS5)
- Activity Packs
- Films & interviews
- Case studies

- Guidance for Senior Leadership Team
- Subject snapshot guides
- Expert webinars
- Apprenticeship Champions Network
- Staffroom posters
- Benchmark tool

- Monthly Parents' & Carers' Pack
- Translated materials
- Learn-at-home activity guides

Face to face



Virtual



Gatsby reference

1 3 5 7

2 4 6 8

Apprenticeship presentations and awareness assemblies

Our assemblies are a great place to start. You can book an expert speaker to present to groups of students and raise their awareness of apprenticeships, including higher and degree apprenticeships, traineeships and T Levels. We can also invite an apprentice from our Young Apprentice Ambassador Network along so that they can share their inspirational story with your students.



"An excellent session, exactly what the students needed. An inspirational perspective on apprenticeships"

"Superb information from a dynamic and independent speaker"



To book an apprenticeship presentation, please visit:
www.amazingapprenticeships.com/request-support

On-demand assemblies

Two short (15-30 minute) pre-recorded webinars covering different topics relating to apprenticeships. Students can access the pre-recorded assemblies as directed by their teacher, or on-demand at a time to suit them.

- What is an apprenticeship?
- What is a traineeship?
- What is a T Level?



To access the recordings, please visit:
www.amazingapprenticeships.com/learn-at-home

Face to face



Virtual



Gatsby reference

1 3 5 7

2 4 6 8

Registration and application workshops

These interactive workshops are full of hints and tips about navigating the apprenticeship application system.

Students will be supported to:

REGISTER

Register online with Find an apprenticeship, the government's apprenticeship vacancy service.

SEARCH

Utilise the search functions and manage alerts to be notified when new jobs are added.

PREPARE

Understand the different stages of the apprenticeship application process and why jobs have different deadlines, entry requirements and shortlisting processes.

APPLY

Draft and submit applications for any vacancies that you have found during the workshop.



Teachers can also access resources and posters on Amazing Apprenticeships that give hints and tips about applying for apprenticeships.



To book a registration and application workshop, please visit:
www.amazingapprenticeships.com/request-support

Interactive virtual workshops (Yrs. 10–13)

These virtual workshops will encourage students to undertake practical, fun and engaging activities to help to prepare them for an apprenticeship at a future date.

Our ASK team will join you and your students as a 'guest' on your preferred platform and in accordance with your safeguarding requirements.

If your school/college does not have a suitable platform, we can support you with a secure alternative that meets all safeguarding requirements. Workshops are suitable for students in years 10 – 13.

- Recognising your strengths and how to showcase these to employers
- How to write a winning apprenticeship/job application
- Interview skills (telephone and video)



To book an interactive workshop, please visit:
www.amazingapprenticeships.com/request-support

Mock assessment centre workshops



Through interactive group exercises, our delivery team will help students to explore new recruitment methods that they might expect to be included when they attend an assessment centre.

Workshops can be tailored to the students' level of ability, confidence and areas of interest. These are popular activities for all students.

The Interactive Student Apprenticeship Guide for years 12 and 13 (with accompanying teacher guide) is particularly useful in preparing students for the apprenticeship application and recruitment process.

Download the guide here:

www.amazingapprenticeships.com/resource/interactive-student-apprenticeship-guide



To book a mock assessment centre workshop, please visit:
www.amazingapprenticeships.com/request-support

1 ☒3 ☒5 ☐7 ☒On demand ☒2 ☒4 ☐6 ☐8 ☒Live ☐

Bespoke support (Yrs. 11 and 13)

These 1:1 or small group workshops are aimed at students who are in years 11 or 13, and are interested in applying for an apprenticeship.

Our ASK team will join you and your students either in person, or as a 'guest' on your preferred platform in accordance with your safeguarding requirements. If your school/college does not have a suitable platform, we can support you with a secure alternative that meets all safeguarding requirements.

Workshops may cover topics such as:

- How to search for jobs in the current market
- Preparing for digital/online recruitment processes
- Practical ways to boost your employability skills at home



To book bespoke support, please visit:
www.amazingapprenticeships.com/request-support



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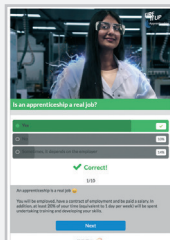
Free classroom resources

We have a brilliant range of resources for you to use with your students and staff to inspire them to find out about the apprenticeship opportunities available.



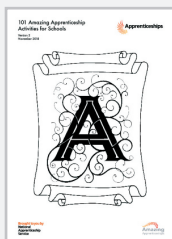
PRINTABLE POSTERS

A wide range of posters covering FAQs, specific subject areas, higher and degree apprenticeships and much more.



ONLINE QUIZZES

A series of informative quizzes that help students (and teachers) to learn about apprenticeships, traineeships and more.



101 APPRENTICESHIP ACTIVITIES GUIDE

101 activity ideas with lesson plans and activity sheets to engage students, parents and teachers.

YR 7
YR 8
YR 9

KEY STAGE 3 MATERIALS

Activity packs full of information, to inspire students in years 7 - 9 to explore the world of apprenticeships.



INTERACTIVE STUDENT GUIDE

The Student Apprenticeship Guide has been designed for students in years 12 and 13. The interactive guide equips students with essential information about apprenticeships and guides them through how to research and apply for opportunities.



To download any of the free resources, please visit:
www.amazingapprenticeships.com/resources



1	✓	3	✓	5		7	✓
2	✓	4	✓	6		8	✓

Free classroom resources

We have a brilliant range of resources for you to use with your students and staff to inspire them to find out about the apprenticeship opportunities available.

ENGAGING FILMS



Our catalogue of apprenticeship films covers a variety of topics, including step-by-step help on applying for an apprenticeship, through to latest recruitment methods used by employers.



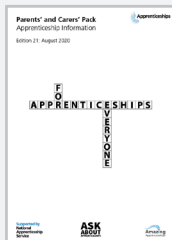
SUBJECT SNAPSHOTS

We've created 12 school subject snapshots to help engage and inspire students about where their passion could take them via an apprenticeship.



TRANSLATED MATERIALS

The 'Parent's Guide to Apprenticeships' factsheet is available in seven different languages, including Arabic, Latvian, Pashto, Romanian, Urdu, Polish and Punjabi.



PARENTS' AND CARERS' PACK

The monthly Pack is full of useful apprenticeship information aimed at helping parents and carers to feel informed and better able to support their child in making career decisions. The monthly packs cover apprenticeship FAQs, interview hints and tips, employer features, apprentice case studies, the latest new apprenticeships and much more.



To download any of the free resources, please visit:
www.amazingapprenticeships.com/resources

Face to face



Virtual



Gatsby reference

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7



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4



6



8



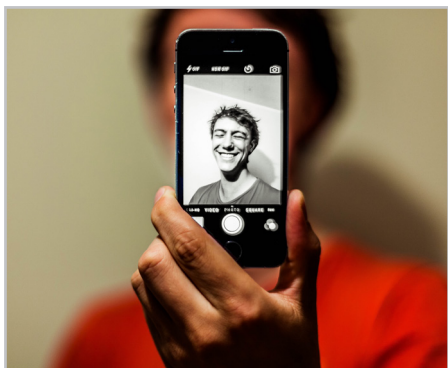
Meet amazing apprentices

One of the best ways to capture the imagination of students is to help them to meet real apprentices and hear their inspirational stories.

LIVE

A live presentation given in person or virtually

Through the Young Apprentice Ambassador Network, we have hundreds of brilliant apprentices who have received training to speak publicly about their apprenticeship experience. Schools and colleges can request a talk via the form on the Amazing Apprenticeships website. Where possible, we will aim to find you a suitable apprentice to meet your students in person or virtually via a live broadcast.



RECORDED

A pre-recorded presentation

You can also access pre-recorded Apprentice Ambassador presentations, allowing you flexibility on when and how you play it. The presentation is written and created by the apprentice and is designed to share their personal insight and experience of the apprenticeship journey.

A series of written case studies are also available here

www.amazingapprenticeships.com/yaan/case-studies



To book a visit from an apprentice, please visit:

www.amazingapprenticeships.com/request-support

Face to face



Virtual



Gatsby reference

1



3



5



7



2



4



6

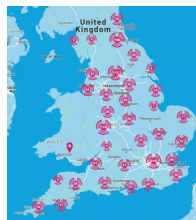


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Apprenticeship Champions Network

Our Apprenticeship Champions Network already boasts 1,825+ members from schools and colleges across England who are proudly championing apprenticeship options to their students, parents and colleagues.



We want to help you to do even more, so once you have joined we will provide you with:

**EXCLUSIVE
RESOURCES**



**ATTEND
EVENTS**



**SHARE
WHAT WORKS**



**CHANCE TO
NETWORK**



**MONTHLY
NEWSLETTER**



What happens after I join?

By joining the network, you will:

- ✓ Receive support to access even more brilliant apprenticeship resources
- ✓ Join a network of like-minded professionals to share ideas and examples
- ✓ Receive additional information and updates about apprenticeships to inspire your students and colleagues
- ✓ Attend events, consultations and meet with some of the country's leading apprenticeship employers
- ✓ Be invited to input into the design of new resources and service for students, parents and teachers



To find out more or to sign up to the Network, please visit:
www.amazingapprenticeships.com/champions



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2	<input checked="" type="checkbox"/>	4	<input type="checkbox"/>	6	<input type="checkbox"/>	8	<input checked="" type="checkbox"/>

Apprenticeship Benchmark Tool

In consultation with an expert group of teachers, we have designed the apprenticeship benchmark tool to help you to easily evaluate the apprenticeship activities that you offer in your school or college.

Using this tool, within 30 minutes you can easily identify your educational establishment's strengths. It will signpost you to recommended resources and activities for improvement. There are 30 questions split into sections covering:

- Strategy
- Students
- Teachers and Governors
- Employers
- Parents
- Your school as an employer

Our ASK delivery partners can also support you in completing this tool and will discuss this with you as part of your planning meeting.

101 Amazing Apprenticeship Activities for Schools



101 Apprenticeship Activity references

We have also provided an activity reference, so if you identify that there is an area of your apprenticeship provision that needs some extra attention, you can be inspired by the activities that are contained in the 101 Amazing Apprenticeship Activities for schools guide. See below for where to download.



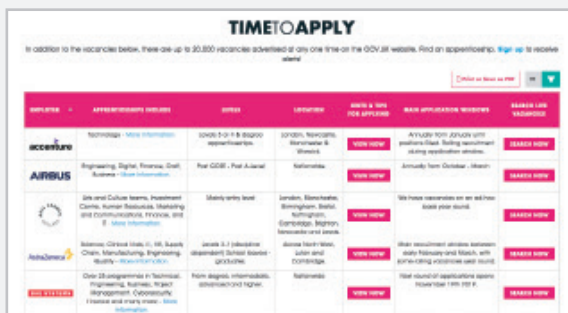
To download a copy of the tool, found on page 30 of the 101 guide, please visit: www.amazingapprenticeships.com/101

Vacancy Snapshot features some of the most sought-after apprenticeship programmes in England. We can now help you to see:

- ✓ A range of different apprenticeship programmes with well-known employers.
- ✓ When these employers are going to be advertising their apprenticeship job vacancies.
- ✓ What their apprenticeship recruitment process is like and hints and tips for navigating the different activities.
- ✓ What your students need to do to prepare to compete for the best apprenticeship jobs in England.



We've created a listing showing the months that apprenticeship vacancies are likely to be open for application cycles so that your students can be prepared (please note sometimes dates will change).



To find out more about Vacancy Snapshot, please visit:
www.amazingapprenticeships.com/vacancies

Face to face



Virtual



Gatsby reference

1 ✓ 3 ✓ 5 ✓ 7 ✓

2 ✓ 4 6 8 ✓

Parents' and Carers' support

The Parents' & Carers' offer is flexible to meet the needs of your school or college and is designed to showcase the full range of apprenticeship opportunities.

PARENTS' & CARERS' PRESENTATION

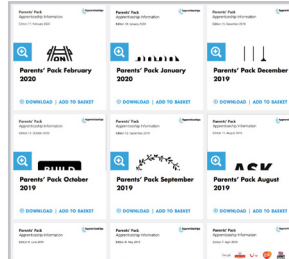
We can speak in person, or virtually, at events for parents and carers through your school or college's options evenings, transition planning events or any other type of workshop. We can provide information on apprenticeships, and also pathway programmes, including traineeships and T Levels.

We can also provide sessions on how to help your child navigate the apprenticeship recruitment process.



MONTHLY PARENTS' & CARERS' PACK

The Pack contains a variety of resources to share via Parentmail, and includes information on the latest apprenticeships, employer and apprentice case studies, fact sheets and more.



TRANSLATED INFORMATION MATERIALS

The 'Parent's Guide to Apprenticeships' factsheet is available in 7 languages. You can download these from the Amazing Apprenticeships site.



To book Parents' and Carers' support, please visit:
www.amazingapprenticeships.com/request-support

Face to face



Virtual



Gatsby reference

1 ☒ 3 ☒ 5 ☒ 7 ☒

2 ☒ 4 ☒ 6 ☐ 8 ☒

Careers Fairs

Holding a careers fair this year? ASK can attend in person or virtually to provide information about apprenticeships and invite apprentices and employers to come and share their experiences. We find it works best if you use ASK to deliver a short presentation about apprenticeships at the start or during the fair.



To book Careers Fair support, please visit:

www.amazingapprenticeships.com/request-support

Face to face



Virtual



Gatsby reference

1		3		5		7	
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Teacher training and development

Our apprenticeship offer for teachers has been designed in consultation with teachers across England.

1. TEACHER PRESENTATIONS

We can offer a range of presentations for teachers and careers advisers, including:

- Planning support in 2020/21
- Apprenticeship, traineeships and T Level awareness presentations
- Subject specific presentations
- 6th form tutor training
- Helping students to search for jobs in the current market



2. TEACHER GUIDES

We have created a range of resources to support teachers, including Subject Snapshot guides which show how their subject could link to an apprenticeship, and also a Teacher Guide to accompany the Student Guide to Apprenticeships, setting out the similarities and differences of the apprenticeship recruitment compared to UCAS.



Teacher Guide

How to help your students to apply for apprenticeships
Version 1: March 2020

Amazing
Apprenticeships



To book a presentation, or for more information on teacher support, please visit: www.amazingapprenticeships.com/teachers

Face to face ✓
Virtual ✓

Access:

On demand ✓
Live ✓

Teacher training and development

3. LIVE AND RECORDED WEBINARS

A central schedule of webinars covering different topics (live and catch-up) are open to all teachers. Topics covered include:

- Understanding the new ASK offer and how to access it
- Using the Key Stage Three (KS3) materials
- Using the 6th Form Programme
- How to help your students to search for jobs in the current market
- Practical ways to help students to boost their employability skills during lockdown
- How your school subject can link to an apprenticeship
- Understanding T Levels
- Career Exploration sessions with some of UK's top apprenticeship employers



Feedback

"This was vital information required by the team to inform their future support and contact with the young people they work with."

- Tina Henley, Portsmouth City Council



To register to attend a live webinar or watch previous recordings, please visit: www.amazingapprenticeships.com/teachers

Apprenticeships for the school workforce

Apprenticeships are a great way for schools to improve the skills base of their employees. They are a tried and tested way to recruit new staff and to retrain or upskill existing staff of all ages and levels of experience, in a wide variety of roles. Current roles supported through apprenticeships include:

- ✓ Post-graduate Teacher
- ✓ Teaching Assistant
- ✓ School Business Professional
- ✓ IT Technician
- ✓ Leadership programmes
- ✓ Laboratory Technician



"Apprenticeships are helping my whole school CPD and our development plan. Apprenticeships are creating opportunities for our middle managers to be prepared to progress into senior leadership and also giving us the opportunity to bring in new staff. Apprenticeships bring in a culture as a school where we're not just looking at children as learners, but we're investing in our staff as learners as well and that is really important"

Gordon Farquhar, Head Teacher

The Department for Education has produced guidance covering:

- What apprenticeships are and how they can add value to the schools workforce
- What the apprenticeship levy is and how to use it
- How the public sector apprenticeship target applies to schools

www.gov.uk/government/publications/a-guide-to-apprenticeships-for-the-school-workforce



To find out more, please visit:
www.amazingapprenticeships.com/school-workforce or call
the National Apprenticeship Service Helpdesk: 08000 150 600

Support for Careers Leaders

The government's Careers Strategy, published in December 2017, sets out an expectation that every school will identify a Careers Leader. Subsequently, Careers Leaders are now supported centrally through the Careers & Enterprise Company "Careers Hubs".

A Careers Leader needs to have the confidence and authority to lead their colleagues, make decisions, enact reforms and ensure their school or college is reaching the Gatsby Benchmarks.

Careers Leaders, Careers & Enterprise Company, Published April 2018

We are here to help you to plan a meaningful programme for your school or college that includes information about apprenticeships. The entire ASK programme has been mapped against the Gatsby Benchmarks and support can be provided to you at no cost. Visit: www.amazingapprenticeships.com/teachers

"The free apprenticeship support has been vital to our school, putting a spotlight on alternative pathways into careers other than University"
Careers Leader



Mapped to the Gatsby Benchmarks



Fully funded by the Department for Education



Tailored to the needs of your school



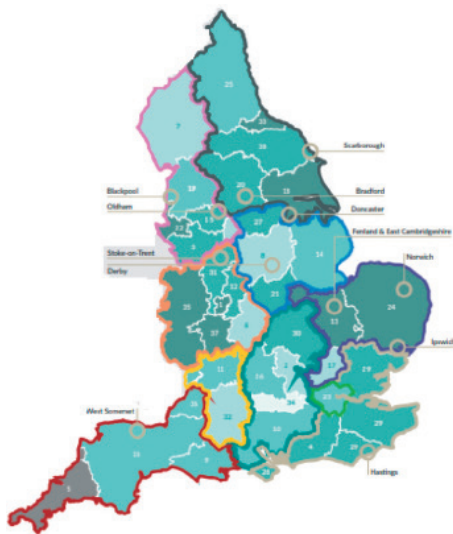
To find out more about Careers Leader support, please visit: www.amazingapprenticeships.com/teachers

Opportunity areas

The government has identified wards within 12 Local Authority areas called 'Opportunity Areas'. Establishments within these areas and other areas of disadvantage are entitled to receive an enhanced offer* through the ASK programme.

The Local Authorities are:

- Blackpool
- Bradford
- Derby
- Doncaster
- Fenland and East Cambridgeshire
- Hastings
- Ipswich
- North Yorkshire Coast
- Norwich
- Oldham
- Stoke-on-Trent
- West Somerset



*Opportunity Area establishments are entitled to access up to 6 ASK activities, although if you feel that additional support is needed, please discuss this with your ASK delivery partner.

These areas have been selected based on a number of indicators, including deprivation, worklessness and lower levels of employment. There is likely to be less activity that exposes students to the opportunities within the local labour market, therefore this programme will support employability and apprenticeship awareness.



To find out more about opportunity areas, please visit: www.gov.uk/government/publications/social-mobility-and-opportunity-areas

The ASK Partnership

The ASK Partnership consists of...



Education & Skills
Funding Agency



Department
for Education

FUNDING EDUCATION AND SKILLS FUNDING AGENCY

The ASK programme is funded by the National Apprenticeship Service (NAS) which sits within the Education & Skills Funding Agency (ESFA), part of the Department for Education (DfE).

DELIVERY PARTNERS Face-to-face delivery



NORTH BL TRAINING LTD

BL Training Ltd are a training provider with 30+ years experience.



MIDLANDS WORKPAYS

Workpays provide a range of skills and employability services.



SOUTH CXK

CXK help individuals make decisions about learning, training and work.



LONDON EDUCATION DEVELOPMENT TRUST

Education Development Trust works with others to improve education.

The ASK Partnership

BL TRAINING LTD Guy Saxton

guy.saxton@bl-training.co.uk

01912 619636

www.bl-training.org.uk

WORKPAYS Helen Richardson

helen.richardson@workpays.co.uk

07772 357890

www.workpays.co.uk

CXK Hazel Allan

HazelAllan@cxk.org

07498 374845

www.cxk.org

EDUCATION DEVELOPMENT TRUST

Menna El-Guindy

[mel-guindy@](mailto:mel-guindy@educationdevelopmenttrust.com)

educationdevelopmenttrust.com

07876 837972

www.educationdevelopmenttrust.com

ONLINE DELIVERY **Digital resources and services**



RESOURCES, COMMS & COORDINATION **AMAZING APPRENTICESHIPS**

Amazing Apprenticeships is the approved communications channel for NAS and help to coordinate the ASK programme. They create engaging resources for schools and support the Apprenticeship Champions Network, Young Apprentice Ambassador Network and Vacancy Snapshot.

hello@amazingapprenticeships.com

01462 341191

www.amazingapprenticeships.com

Contact us

To book a planning session and a bespoke package of support for your school:



REQUEST SUPPORT

Fill in the online form to request support in your area:

www.amazingapprenticeships.com/request-support



EMAIL US

hello@amazingapprenticeships.com



SOCIAL MEDIA

You can also visit us on **twitter** for the latest news:

@AmazingAppsUK

@Apprenticeships



Or follow our **instagram** accounts for the latest engaging content:

@AmazingAppsUK

@Apprenticeships



IDEAS FOR OTHER ACTIVITIES

Share your ideas for activities: hello@amazingapprenticeships.com

Tweet us:

twitter.com/Apprenticeships

twitter.com/FireItUp_Apps

Follow us:

[linkedin.com/company/national-apprenticeship-service](https://www.linkedin.com/company/national-apprenticeship-service)

Visit us:

apprenticeships.gov.uk

Call us:

08000 150 400

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Education & Skills
Funding Agency