

**CAREERS
HUB. CENTRAL
LONDON**

NATIONAL APPRENTICESHIP WEEK SPECIAL

AELP: Ben Rowland on the Future of Apprenticeships

NAW25: 10-15 February 2025

CAREERS SPOTLIGHT

JANUARY 2025

**NATIONAL APPRENTICESHIP
WEEK** #NAW2025
10-16 February



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**CAREERS &
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COMPANY**



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UK Government**



WELCOME BACK TO CAREERS SPOTLIGHT

For the last year, the Central London Careers Hub has focused on embedding our work locally and creating long-lasting, sustainable relationships within our network.

We are delighted to enter our fourth year with a continued focus on inclusion and social mobility, building on the solid foundations laid in the first three years of the Careers Hub.

I am incredibly proud of our team and the work we have accomplished across Central London and beyond this academic year. This includes our partnership work with educators, employers and providers who have journeyed with us, continually striving for impactful and innovative solutions to the challenges within the career's education space.

There has been a continued emphasis on collaborative working approaches across Central London, as well as with the other three sub-regional London hubs. This has resulted in a cohesive and unified approach to both the challenges and opportunities within London. We remain committed to our mission of ensuring every young person receives the best available support and access to opportunities to find their best next step.

We are delighted to be working with your institution and look forward to continuing to support your work in 2024/25.

Michelle Sporle
Strategic Hub Lead

UNDERSTANDING APPRENTICESHIPS: IN CONVERSATION WITH BEN ROWLAND



Connor Natella

Ben Rowland is the Chief Executive Officer of the Association of Employment and Learning Providers (AELP), in this interview we discuss his book aimed at guiding young people through the apprenticeship landscape.

Ben, thanks for joining us for this National Apprenticeship Week special edition of Careers Spotlight. Can you tell me what inspired the book, who did you have in mind whilst writing it?

I certainly had the young person considering their options in mind as I wrote it. It's essentially a culmination of around a decade of conversations about apprenticeships with people either thinking about apprenticeships, applying for them, doing them, those that have done them and those who wish they had. The same sort of things would come up; misconceptions, worries, hopes for the future. So, the book is trying to capture all of that and is structured around the journey they'll go through. Quite a lot of it is around helping the young person to understand where other people are coming from in this, because they're often not short of advice, but how do you know how to reconcile conflicting advice and why is this person pushing this route when someone else is pushing this other route, so it's about helping to equip them to come to their own conclusions, really.

And is this something that will support those giving that advice, the teachers, careers leaders, parents etc?

Absolutely, the feedback I've had from them is that they find it valuable that it is written for a young person, as it takes them out of their own mindsets and perspective and into the perspective of the young person who they want to advise and support. I think people have found that refreshing and helpful.

It's interesting what you say about there being a lot of advice out there, I sometimes think it must get quite confusing for students hearing about so many different options. Will reading this help to cut through the noise of it all?

I think it's such a deep and personal thing choosing what you're going to do next, and often you're hearing from people who are passionate about a particular route because it was great for them, you know?

There's a mismatch in confidence because often it's a case of, well, this teacher or parent probably knows better, they had a great time at University for example, and they seem confident that this or that is the right option for me. That's not necessarily bad advice, it's a very human thing to want to recommend a great experience you had to others, but you don't know about all the options you didn't take, and this is a bit of a counterweight and a resource for that trusted adult in the position of having that conversation.

We often speak here at the Careers Hub of the mission to build informed choices, I guess that speaks to the challenge of that?

Of course, and in addition to the book we've developed a series of lesson plans to go along with it. The idea is to deliver the messages in chunks as this is really a conversation that needs to happen over time, building understanding as you go. I really want to move people away from this mindset of 'right, you need to make a decision, oh and it needs to be now'. How about, here's a really viable option for your interests and now let's talk about the practicalities of what's available, how to get there and so on. So, you may have a first choice, but what about a second or third? What happens if the first choice doesn't work out? I go into that in a section of the book, we look at a case study of someone who was turned down for an apprenticeship at Facebook which would have been amazing. He's now 27, in a brilliant role that he loves and sort of thinking, 'I'm glad that didn't work out', in a way. We need to remember everyone's career paths are seen, or at least made sense of, in rear view mirrors and I wanted to write about how to navigate disappointment in the moment and just to have more options available to you.

We're speaking at a time where there is an intense focus on skills in the context of economic as well as education policy, and there seems to be a real focus in the debate on the role of apprenticeships. Where do you see the opportunities ahead?

I'm confident we're moving towards a better time, but the Government needs to get a few things right for that. Key is getting those employers not currently excited about apprenticeships, excited about them. They need to find a way of showing those employers how to do this, and how to do it well.

I'm always going to want everyone to be looking at this, but the people who aren't doing it don't even see the need to look at it. So, we all need to find a way of showing them how exciting and valuable they are if they can get to the point of hiring that young person and investing in them. I have to say the introduction of Foundation Apprenticeships is a positive thing, they'll bring huge opportunities for young people to get into industry with the added flexibility for employers. We want to see shorter durations; we've argued for six months. It would take some of the pressure off the apprentice where an eighteen-month apprenticeship can seem like a massive decision, whereas a shorter commitment can help those who are a bit less confident in their abilities or the study programme to think, well, what's the worst that can happen? I'm going to learn stuff and I'll experience the industry. It's good for those young people and it's good for employers who want to invest in their workforce without it seeming like a massive commitment straight away. Ultimately, I'm positive about the direction and we're patiently pushing the government to do things that will get non-adopters to be adopters.

Your book looks at case studies involving industries not always typically associated with apprenticeships. We often hear of the misconceptions around them that still exist, such as 'they're just for getting into a trade profession'. Was addressing that important to you in writing it?

Well firstly, I think there still exists a kind of innate snobbery about manual work. The fact is that it is usually pretty stable work, that often pays very well, that can support people to become their own boss in time and teaches them lifelong skills. There's plenty of people in jobs they studied for three years to get, wondering why they're on £23k three years into their career, which might be fine for them, earnings aren't the only thing to consider, but then why do people kind of look down on the person in the white van who's decided to go learn a trade and build a career that way? The other thing here is what happens with Level 7 apprenticeships and whether the government will fund people under a certain age to do them. If they do support young people to access these, it will encourage firms in other industries like legal and accounting to reconsider their graduate intakes and rethink their school leaver approach in terms of maximising their chances of levy funding for these programmes.

How do young people make sure the apprenticeship's learning provider is the right one for them, not just the employer?

The first thing to say is that universities, colleges and training providers are all members of AELP, so we work with them all. Just as not every degree course is perfect for everyone, not every apprenticeship will be either. It can be tricky, though, for careers advisers who are very familiar with the kind of language, or the shared syntax, that university admissions offers will use. They know how to navigate the glossy brochure that the marketing department have developed. The language is going to

be different when speaking to independent training providers who don't have the same kind of budgets or reach. Ofsted judgements can be familiar ground for advisers to reach for, too, but they know that if the inspection was years ago that plenty may have changed in either direction. Ultimately, it's about supporting people to do the research. Look at the testimonials, find out what it's like to learn with this provider and employer. Ask questions. Ask as many questions as you get asked, you want to make the best choice for you, and it just makes sense to ensure that you have as much information as you need to make it.

Finally, what would you say to those who are considering apprenticeships, or advising those who might be in the future?

I think a lot gets said about a lack of confidence from young people when thinking about apprenticeships, I often suspect that's a bit of a projection. I totally get it because if you're used to talking about UCAS and graduate jobs and so on, and then you're being asked about this other world where you're hearing about Level 7s being defunded and so on, or the government's pushing this or that, what I really want to say there is just as you don't get worried when there are changes to the University offer, you recognise it evolves and changes over time but is built on solid underpinning principles, the same is true of apprenticeships. I think that should give people confidence. I know of many employers who'll say look, come and see how we do this. If you're going to be fielding loads of questions from would be marketing apprentices or construction apprentices, it makes sense to go and see it happening and come away with a better idea of how it all works day to day. It's amazing what half a day will do in these environments to help you articulate it to young people.

'Understanding Apprenticeships: An Essential Guide' is written by Ben Rowland and published by Trotman Indigo Publishing. Available at trotman.co.uk/products/understanding-apprenticeships

What you need to know about apprenticeships

Apprenticeships can give you the opportunity to earn and learn while gaining invaluable skills and work experience.

What are apprenticeships?

Apprenticeships are a type of work based training. During an apprenticeship, you'll typically spend 30 hours per week working combined with time at college, with your training provider, training centre or to learn online. You'll normally split your time at work by 80% in the workplace and 20% in the classroom.

What happens during an apprenticeship?

Once you've applied, interviewed and been hired, you will receive an income as well as support and training. You don't need any experience as you'll gain this on the job. The same goes with qualifications, although some employers will ask for them, not all will. If you don't have basic requirements, you'll be able to gain these during your apprenticeship by completing your functional skills in English, maths and IT.

How much will I get paid?

It can vary. As an apprentice, you will get paid, however, how much will depend on your employer. Some employers will pay a lot more than the minimum wage.

Who can do an apprenticeship?

Anyone can do an apprenticeship, whether you're looking for a career change or want to kick-start a career after school or college. But remember, it is a job and you will need to apply and go through an interview process.

When do apprenticeships start?

You can apply for an apprenticeship all year round, unlike colleges and universities. However, some larger employers recruit at set periods of the year so it's best to check before applying.

What happens after I've completed an apprenticeship?

Once you have completed an apprenticeship, many employers will offer you a permanent job, but the world really is your oyster!

You might decide to continue working with the employer you did your apprenticeship with or you might look for a more advanced role with a different company.

You have lots of options. It all depends on your career goals and finding what you love.

Level up!

Apprenticeships are all about helping you to gain new skills, enhance current skills, gain experience and qualify with a Level 2 to Level 7 qualification, depending on the level you undertake.

Level 2 or Intermediate apprenticeships are equivalent to GCSE level and typically takes 12 to 18 months to complete

Level 3 or Advanced apprenticeships are equivalent to 2 A Levels and usually last for two years

Level 4 and 5 or Higher apprenticeships are equal to a foundation degree and HNDs and normally take around 3 to 6 years to complete.

Level 6 and 7 or Higher/Degree apprenticeships are equal to a Bachelor or Master's degree and typically lasts around 3 to 6 years.

An apprenticeship will last for a minimum of 12 months. This will vary depending on the type of apprenticeship and the level you'll be working towards. Apprenticeships are available in a number of different industries including: business, sports, engineering, law, health care, hair and beauty and many more.



in partnership with
BT Group

ONLINE CAREERS FAIR - NATIONAL APPRENTICESHIP WEEK
10TH - 14TH FEB 2025

London

Wednesday 1st October 2025

10:00am - 4:00pm

Kia Oval

EST 1892
LSBU

Event Features



Main Stage

The stage will feature past and present apprentices and apprenticeship experts sharing their apprenticeship journeys and answering questions.



Career Zone

Meet a wide range of Learning Providers and Employers to find out about the thousands of apprenticeship opportunities available in a variety of different industries.



Skills Zone

An area where visitors can learn more about resources they can access to upskill themselves, as well as meet some of the organisations that provide them.



Employability Zone

An area where visitors can learn how to find out about career opportunities, master the art of cv writing and discover how to complete applications.



Networking Zone

An area where visitors, exhibitors and apprentices can meet and network. There will also be a post event reception with further networking opportunities.

About The Event

The Festival of Apprenticeships is a roadshow exhibition promoting and celebrating all things apprenticeships. More than just a careers fair or conference, the event is a one-stop shop for anyone looking to find out more about apprenticeships. From discovering local opportunities by meeting organisations first-hand, through to guidance on how to apply for and make the most of an apprenticeship, the festival will cover all! With top employers and learning providers highlighting their talent and promoting opportunities to future apprentices, the event will serve as a showcase of excellence in the sector!

[Find Out More](#)



EARLY CAREERS & **APPRENTICESHIPS**

AT JD, WE OFFER A RANGE OF EARLY CAREERS AND APPRENTICESHIP INITIATIVES, TO SUPPORT YOUNG PEOPLE INTO EMPLOYMENT.

SCHOOL LEAVER PROGRAMMES

TRAINEESHIPS

Partnering with Juniper Training to deliver a 6-week unpaid employability programme, designed to support 16-18 year olds (upto 24-year olds with an Education Health Care Plan) into employment.

T-LEVELS

A college-based qualification that allows students to gain experience of a workplace.

WORK EXPERIENCE

Working with local schools and colleges to offer 1-week work experience placements across our Head Office, Distribution Centre and our Studio.

APPRENTICESHIP PROGRAMMES

Offering a wide range of programmes in various business areas, to upskill our colleagues. These are fully funded by the JD Group and completed within working hours, to support in upskilling our colleagues.

POST-QUALIFICATION PROGRAMMES

SUMMER INTERNSHIPS

Partnering with the 10,000 Interns Foundation to offer 6-month placements to support graduates and under-graduates from under-represented backgrounds gain industry experience.

YEAR IN INDUSTRY PLACEMENTS

Offering paid 12-month placements to under-graduates who have a sandwich year within their degree. These placements help improve employability after studies through hands on experience and internal training programmes.

GRADUATE PROGRAMME

A 2-year rotational programme allowing graduates to become experts within their chosen field.



10-16 FEBRUARY 2025

NATIONAL APPRENTICESHIP WEEK 2025

FREE RESOURCES

**NATIONAL
APPRENTICESHIP
WEEK 2025**

WWW.AMAZINGAPPRENTICESHIPS.COM/NAW



**SCHOOL & COLLEGE
PROMOTION PACK**

WWW.AMAZINGAPPRENTICESHIPS.COM/NAW

NAW2025 PROMOTION PACK

This year we've created a pack just for schools and colleges to help them promote their involvement in National Apprenticeship Week!

The pack contains display screens, social media assets, communications messaging for your newsletters, posters for your events and much more.

**STUDENT
NAW2025
ACTIVITY PACK**



**NAW2025
TEACHER
GUIDE**

CLASSROOM ACTIVITIES

If you're looking for resources for your students to enjoy in the classroom this year why not check out the Student Activity Pack, helpfully accompanied by the Teacher Answer Booklet.

Our Puzzle Sheets are a great way for students to learn about apprenticeships and have fun!

WWW.AMAZINGAPPRENTICESHIPS.COM/NAW

PRESENTATION



ACTIVITIES

POSTERS

20 SUBJECT-LED RESOURCE BUNDLES

WWW.AMAZINGAPPRENTICESHIPS.COM/NAW

SUBJECT-LED ACTIVITIES

Teachers, we've added to the subject-led posters, now featuring 20 subjects, including Sociology, Textiles, Psychology, Media Studies and Law.

We've also created guidance on how to use the full subject-led bundles - posters, teacher guides, student activities and lesson slides!

NEW ARCADE GAMES & QUIZ

Check out 8 new games, including apprenticeship wordsearch, FAQ match-up, whack-a-mole, meet the employer logo reveal, new T Levels games and more!

We've also updated the Apprenticeship Quiz for 2025 too, everyone's favourite NAW2025 tradition!

UPDATED ASSEMBLY FILM

We'll be releasing the updated assembly film on 3rd February, a great way for all audiences to discover apprenticeships!

The film answers key questions around apprenticeships, what to expect when applying and explores the wide range of opportunities available.



APPRENTICESHIP ASSEMBLY FILM


WWW.AMAZINGAPPRENTICESHIPS.COM/NAW


The UK's **BIGGEST** National Apprenticeship Week Event





Who's Invited?


If you're considering an apprenticeship or know someone who is, this event is for you! It's your chance to connect, learn and dive into the world of apprenticeships. So why not join us from your comfy couch or favourite coffee shop (virtually, of course!)

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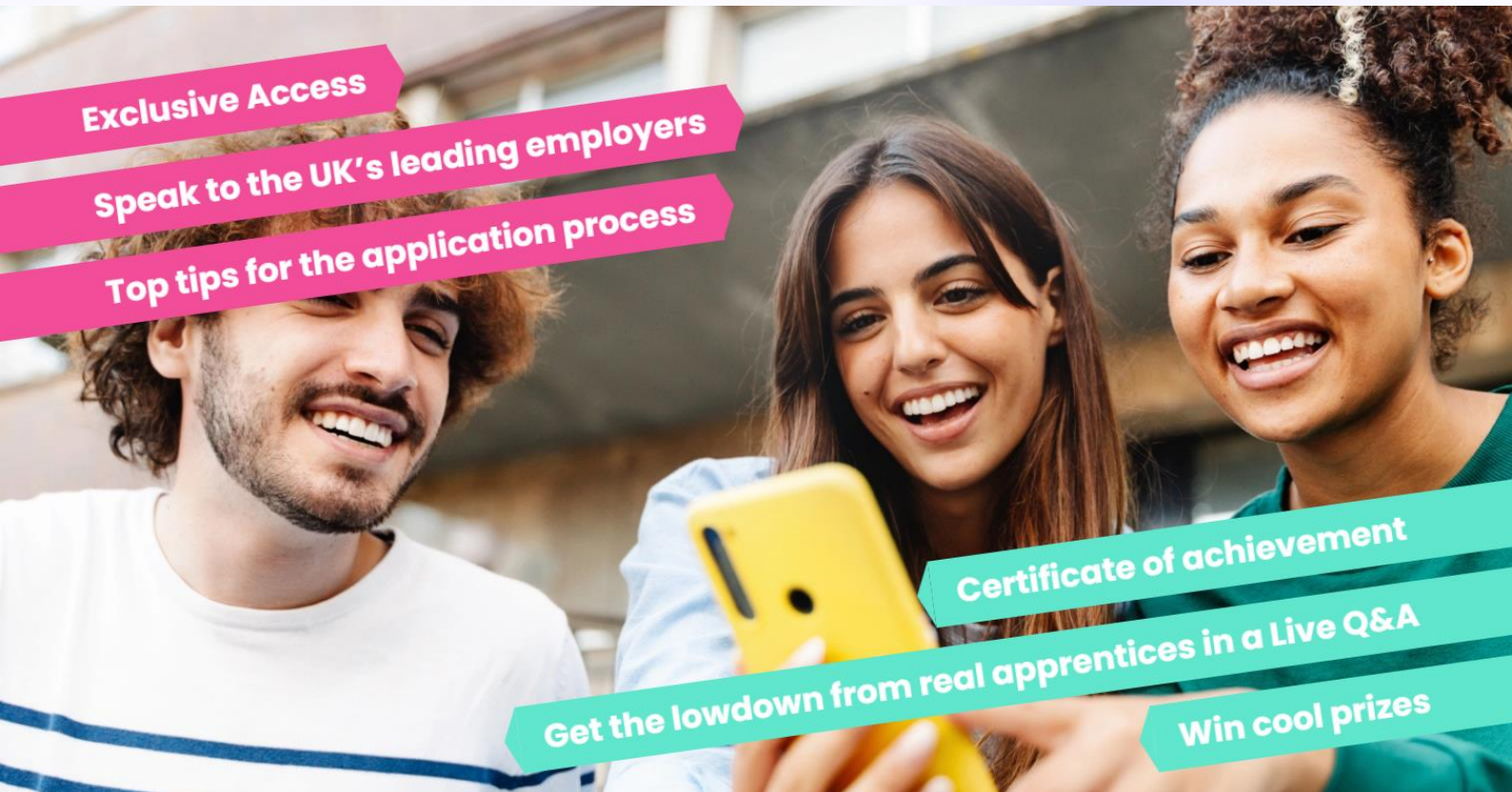
Students
- 

Career Changers
- 

Parents
- 

Schools and Colleges
- 

Employers



Exclusive Access

Speak to the UK's leading employers

Top tips for the application process

Certificate of achievement

Get the lowdown from real apprentices in a Live Q&A

Win cool prizes

Brought to you by Careermap Media Group





Become an apprentice at City Hall

WOULD YOU LIKE TO BE PAID TO WORK FOR ONE OF OUR TEAMS AT CITY HALL AND GAIN A BUSINESS ADMINISTRATION APPRENTICESHIP?

Our apprenticeship programme will give you valuable experience in your chosen area of work, it also leads towards a Business Administration Apprenticeship.

As an apprentice you will work within one of our teams during your 18 months. But you are also encouraged to get involved with as many different teams as possible, to make the most of your time here.

What our previous apprentices say

Lucienne was an apprentice in the Secretariat team. She now works as a Project Officer in the London Assembly Secretariat

Calum did his apprenticeship with the Facilities Management (FM) team, before progressing on to a Higher Apprenticeship within the Technology Group. He now works as a Project Support Officer

James started as an apprentice within the Intelligence Opinion and Research team. He stayed with the team to complete his Higher Apprenticeship

Honor was an apprentice in the Economic and Business Policy Unit (EBPU) team and has since become a Committee Assistant in the London Assembly Secretariat

Our apprenticeships are:

- run as 18-month placements
- paid an annual salary of £23,071 (equivalent to the London living wage)
- designed to fit alongside apprentices working towards a Business Administration Apprenticeship
- subject to normal recruitment process in terms of advertisement, application process, pre-employment checks and terms and conditions of employment.



MAYOR OF LONDON

Do you know your levels?

			A LEVEL (A,B,C, D or E)					
			ADVANCED SUBSIDIARY (AS) LEVEL					
			INTERNATIONAL BACCALAUREATE DIPLOMA					
ENTRY LEVEL AWARD		GCSE GRADES 9,8,7,6,5 or 4	T-LEVELS					
ENTRY LEVEL CERTIFICATE	GCSE GRADES 3, 2, 1	LEVEL 2 INTERMEDIATE APPRENTICESHIP	LEVEL 3 ADVANCED APPRENTICESHIP	HIGHER APPRENTICESHIP	HIGHER APPRENTICESHIP	DEGREE APPRENTICESHIP	MASTER'S DEGREE (MA / MSC)	
ENTRY LEVEL DIPLOMA	NVQ LEVEL 1	NVQ LEVEL 2	NVQ LEVEL 3	NVQ LEVEL 4	NVQ LEVEL 5	NVQ LEVEL 6	NVQ LEVEL 7	
SKILLS FOR LIFE	MUSIC GRADES 1, 2 and 3	MUSIC GRADES 4 and 5	MUSIC GRADES 6,7 and 8	FOUNDATION CERTIFICATE	FOUNDATION DEGREE	GRADUATE CERTIFICATE	POST GRADUATE CERTIFICATE OF EDUCATION (PGCE)	
ENTRY LEVEL ESSENTIAL SKILLS	LVL 1 AWARDS, DIPLOMAS & CERTIFICATES	LVL 2 AWARDS, DIPLOMAS & CERTIFICATES	LVL 3 AWARDS, DIPLOMAS AND CERTIFICATES	LVL 4 AWARDS, DIPLOMAS AND CERTIFICATES	LVL 5 AWARDS, DIPLOMAS AND CERTIFICATES	LVL 6 AWARDS, DIPLOMAS AND CERTIFICATES	POST GRADUATE CERTIFICATE / DIPLOMA	
ENTRY LEVEL FUNCTIONAL SKILLS	LEVEL 1 FUNCTIONAL OR ESSENTIAL SKILLS	LVL 2 FUNCTIONAL OR ESSENTIAL SKILLS	ACCESS TO HE DIPLOMA	CERTIFICATE OF HIGHER EDUCATION	DIPLOMA OF HIGHER EDUCATION	GRADUATE DIPLOMA	LVL 7 AWARDS, DIPLOMAS AND CERTIFICATES	LVL 8 AWARDS, DIPLOMAS AND CERTIFICATES
ESOL	LEVEL 1 ESOL	LEVEL 2 ESOL	LEVEL 3 ESOL	HIGHER NATIONAL CERTIFICATE	HIGHER NATIONAL DIPLOMA	BACHELORS DEGREE	INTEGRATED MASTERS DEGREE (MENG)	DOCTORATE OF PHD
ENTRY LEVEL	1	2	3	4	5	6	7	8

UNDERSTANDING APPRENTICESHIPS: IN CONVERSATION WITH BEN ROWLAND



Connor Natella

Ben Rowland is the Chief Executive Officer of the Association of Employment and Learning Providers (AELP), in this interview we discuss his new book aimed at guiding young people through the apprenticeship landscape.

Ben, thanks for joining us for this National Apprenticeship Week special edition of Careers Spotlight. Can you tell me what inspired the book, who did you have in mind whilst writing it?

I certainly had the young person considering their options in mind as I wrote it. It's essentially a culmination of around a decade of conversations about apprenticeships with people either thinking about apprenticeships, applying for them, doing them, those that have done them and those who wish they had. The same sort of things would come up; misconceptions, worries, hopes for the future. So, the book is trying to capture all of that and is structured around the journey they'll go through. Quite a lot of it is around helping the young person to understand where other people are coming from in this, because they're often not short of advice, but how do you know how to reconcile conflicting advice and why is this person pushing this route when someone else is pushing this other route, so it's about helping to equip them to come to their own conclusions, really.

And is this something that will support those giving that advice, the teachers, careers leaders, parents etc?

Absolutely, the feedback I've had from them is that they find it valuable that it is written for a young person, as it takes them out of their own mindsets and perspective and into the perspective of the young person who they want to advise and support. I think people have found that refreshing and helpful.

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We're speaking at a time where there is an intense focus on skills in the context of economic as well as education policy, and there seems to be a real focus in the debate on the role of apprenticeships. Where do you see the opportunities ahead?

I'm confident we're moving towards a better time, but the Government needs to get a few things right for that. Key is getting those employers not currently excited about apprenticeships, excited about them. They need to find a way of showing those employers how to do this, and how to do it well.

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Your book looks at case studies involving industries not always typically associated with apprenticeships. We often hear of the misconceptions around them that still exist, such as 'they're just for getting into a trade profession'. Was addressing that important to you in writing it?

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Finally, what would you say to those who are considering apprenticeships, or advising those who might be in the future?

I think a lot gets said about a lack of confidence from young people when thinking about apprenticeships, I often suspect that's a bit of a projection. I totally get it because if you're used to talking about UCAS and graduate jobs and so on, and then you're being asked about this other world where you're hearing about Level 7s being defunded and so on, or the government's pushing this or that, what I really want to say there is just as you don't get worried when there are changes to the University offer, you recognise it evolves and changes over time but is built on solid underpinning principles, the same is true of apprenticeships. I think that should give people confidence. I know of many employers who'll say look, come and see how we do this. If you're going to be fielding loads of questions from would be marketing apprentices or construction apprentices, it makes sense to go and see it happening and come away with a better idea of how it all works day to day. It's amazing what half a day will do in these environments to help you articulate it to young people.

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Be comfortable thinking big

Starting your career with Dunelm opens a world of possibilities. Whether you're diving into an apprenticeship, stepping in as a graduate or a student considering a placement, you'll discover a warm and supportive environment that's perfect for growing your skills and setting yourself up for success.

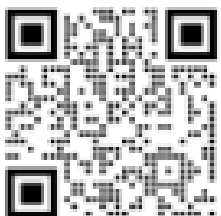


Our apprenticeship schemes

We have different apprenticeship schemes to choose from, with something to suit all kinds of interests and ambitions.

All offer the chance to learn and grow in a friendly and reassuring environment. Plus, you'll earn while you learn as you gain a fully funded qualification. These opportunities are also open to existing Dunelm colleagues who want to complete an apprenticeship that's relevant to their role.

Our apprenticeships are in functions such as Buying, Data Science, Supply Chain & Logistics, Merchandising and Retail Management. Applications are open on our careers site from January to February, but you can register for job alerts ahead of the roles going live from September onwards.



To find out more about our apprenticeship schemes, what you'll learn and where you could end up in the business, visit our careers site.



Your exclusive access

Dunelm Retail Degree Apprenticeships

Our Degree Apprenticeships open for applications in January 2025. You are invited to a behind-the-scenes visit at our Greenford store to learn more about the opportunity.



Date: **Tuesday 4th February**
Location: **Dunelm Store, Aladdin Tower, Western Avenue, Greenford, UB6 8LZ**

What to expect:

- Meet our early careers team
- Learn more about the Degree Apprenticeship
- Find out our top hints and tips for applications
- Tour our store and find out where this role fits in with the rest of the team
- Find out more about the long-term career potential of degree apprenticeships

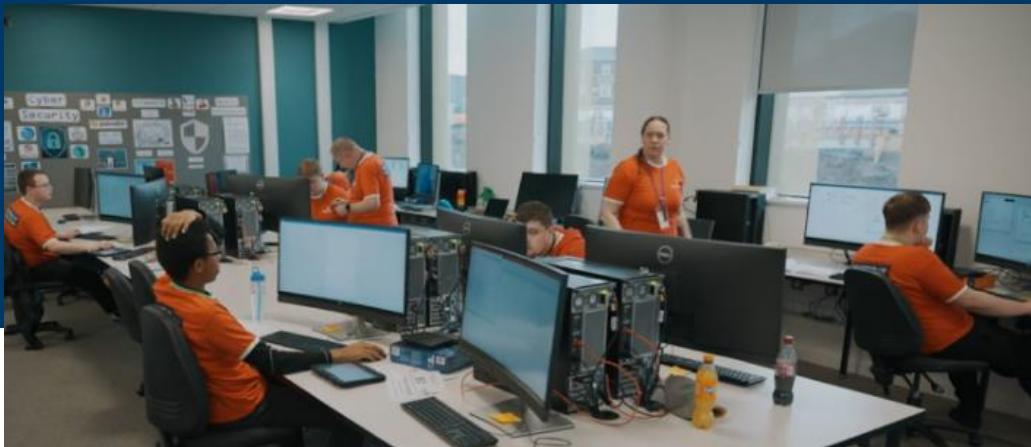
Learn and grow in a friendly and reassuring environment

Over the three years of the apprenticeship, you will be working towards becoming a Store Coach (Store Manager), whilst gaining a Level 6 Business Management Professional degree from Henley Business School.

Be comfortable thinking big

Join us for National Apprenticeship Week 2025!

10 – 16 February 2025



These events aim to inspire young people from all backgrounds to explore diverse apprenticeship opportunities, break down barriers and misconceptions, and highlight the value of technical skills in building a highly skilled workforce. Through engaging sessions with apprentices, employers, and Skills Champions, participants will gain valuable insights into high-skilled careers and pathways.

Together, we're empowering the next generation and shaping a sustainable future.



Big Assembly

The Big Apprenticeship Assembly apprentice panel and interview.

Date & time: 11 February, online from 11-11:40

Speakers:

- Rosie Boddy: Technical Training Officer at Coleg Cambria
- Danny McBean: Electrician at Grants (Dufftown) Ltd

Education and Employers

Everyone can be an engineer: How to unlock a career in engineering with Enginuity

Date & time: 11 February, online from 11-12.

Speakers:

- T'Rell Mosquito: TikTok influencer and Level 3 engineering apprentice at Collins Aerospace
- Hannah Linden: Completing her Level 3 apprenticeship at JLR (Jaguar Land Rover) in Metrology, Vice Chair of the Institute for Apprenticeships and Technical Education apprenticeship panel, and a STEM Ambassador
- Cameron Pinder: Engineering apprentice in Leeds and gold medallist in Computer Numerical Control Milling at the WorldSkills UK national finals.
- Tabby Hanlon-Scott: Sector Engagement Lead at Enginuity

Education and Employers

Acing Apprenticeship applications – how to find and apply for apprenticeships

Date & time: 13 February, online from 11-12.

Speaker:

- Daisy Seepersad: WorldSkills UK Careers Development Manager.



INCLUSIVE apprenticeships

Inclusive apprenticeships are special job training programs that are open to everyone, no matter their background, ability or circumstances.

These apprenticeships make sure that all young people, including those with disabilities or from different ethnicities and social backgrounds, get a fair chance to learn, earn, and build a career. They aim to:



Break down barriers by making it easier for people who might face extra challenges to get training and work.



Promote diversity to ensure that workplaces have a mix of people from all sorts of backgrounds, which makes work more interesting and innovative.



Support growth by giving you the skills and experience you need to grow in your career, no matter where you start from.

What makes them inclusive?

Inclusive apprenticeships offer extra support to meet everyone's needs. This might include:

- Providing learning resources in formats that everyone can use.
- Providing technology and devices that help people with disabilities do their jobs.
- Allowing different working hours to accommodate individual needs.
- Connecting you with mentors who can guide and support you through your apprenticeship.

For the latest and more detailed information about Inclusive Apprenticeships, visit the British Association for Supported Employment (base): www.base-uk.org/inclusive-apprenticeships

HOW TO FIND THEM

Into Apprenticeships 2024, is a guide for disabled people, parents and advisers from **Disability Rights UK**. It answers common questions such as how to find an apprenticeship, whether the training is accessible and what support is available in the workplace.

GOV.UK Find an apprenticeship The Government's service to search and apply for apprenticeships in England. Use filters to find inclusive apprenticeships specifically tailored for young people with disabilities or from diverse backgrounds. Use search terms like "inclusive apprenticeships," "diversity apprenticeships," or "apprenticeships for people with disabilities."

Many apprenticeship portals host vacancies for inclusive apprenticeships. Check out **Careermap**, **GetMyFirstJob** and **Reed**. You can also filter by location to find something near you.

Charities like **Scope**, **Mencap** and **Leonard Cheshire** offer support for young people with disabilities looking for employment opportunities, including apprenticeships.

Speak with career advisors at your school or college who can provide information and resources about inclusive apprenticeship programs.

Attend job and apprenticeship fairs in London. These events often have representatives from companies and organisations that offer inclusive apprenticeships.

See **National Careers Service - Job support if you have special educational needs or a disability** for more direction to available support.





National Apprenticeship Week

Virtual Careers Fair 2025

February 12, 2025 | 09:00 to 15:00 (GMT)

About The Event

You're invited to **The Ultimate Apprenticeships Careers Fair of the Year on Wednesday, 12th February**, celebrating **National Apprenticeship Week!** This isn't just another careers event—this is your exclusive, all-access pass to connect with top employers, network with current apprentices, and receive personal advice you won't find anywhere else. For students in Years 9–13 and careers leaders across the country, this is an event you can't afford to miss!



Why Attend This Event

Meet Top Employers Across Multiple Industries

Get **exclusive access** to some of the UK's biggest names like **Aldi, DHL, E.ON**, and the **biggest sporting employer in the UK**. From **finance and tech to healthcare, law**, and more—this is your chance to explore **incredible career opportunities** and connect with **leading professionals**.

Speak Directly with Current Apprentices

Get the **inside scoop** from apprentices who've been in your shoes! Ask them **anything**—from **application tips** to their **day-to-day experiences**. This is your chance to hear **real stories** and gain **unfiltered advice** to kickstart your journey.

Live Mentoring Sessions with Industry Experts

Join **interactive mentoring sessions** and get **personalised career advice!** Discover your **strengths**, explore your **options**, and learn how to **stand out** from the crowd. Walk away with the **confidence** to take your next step!

Master the Application Process

Employers will guide you through every step of the application journey—from creating a **winning CV** to **acing interviews** and **assessment centres**. Get the **secrets to success** and make your application **unforgettable**.

Win Exclusive Prizes

Be 1 of 5 lucky students to win a **CV review** and **mock interview** with the hiring team at **E.ON!** Get **tailored feedback** that could make all the difference in landing your dream role. Win merch and more!

Our Sponsors



ASK

Would you like us to visit your school to talk about apprenticeships?

ASK ABOUT APPRENTICESHIPS

WHAT IS THE ASK PROGRAMME?

ASK is the Apprenticeship Support and Knowledge for School and FE Colleges, the programme is funded by the Department of Education and managed by the Careers and Enterprise Company (CEC).

The programme is designed to give all schools and other educational establishments across England free support to develop and transform apprenticeship awareness activities, so that students, parents, teachers and governors can be informed and inspired about the range of apprenticeship opportunities.

Workpays are proud to be the Department for Education representative across the Midlands.

We support 650 schools, 30,000 students and 1,300 teachers to understand more about Apprenticeships and T-Levels, as a positive career entry point and alternative to university.

For more information about apprenticeships, click the link below for The Big Assembly on demand.

WHAT WE OFFER:

Assemblies – Workpays presentations are interactive, providing opportunities for students to ask about anything they are unsure of and find out what it's really like to begin their career through an apprenticeship or traineeship.

Group sessions – Students meet with other like-minded people in an engaging and informative session culminating in registering on the Governments' 'Find an Apprenticeship' portal.

Applications – Supporting Students to seek out and apply for apprenticeship vacancies.

Support for Teachers – Workpays can supply workbooks and lesson plans to provide everything a teacher needs to deliver Apprenticeship Support and Knowledge.

Support at Events – Workpays can supply free impartial information about apprenticeships from intermediate to degree level.



THE UK'S BIGGEST APPRENTICESHIP ASSEMBLY

The Big Assembly is a 100% free live assembly broadcast, shown to over 160,000 people across the UK!

It's the place to be to learn all about apprenticeships from various perspectives, including former and current apprentices, employers, parents, education providers, and more.



Department
for Education



Apprenticeships

THE APPRENTICESHIP SUPPORT
AND KNOWLEDGE FOR SCHOOLS
AND COLLEGES (ASK) PROGRAMME
2024/25

THE ASK PROGRAMME

APPRENTICESHIPS
AND TECHNICAL
EDUCATION



A summary of ASK support

All activities and resources have been designed to promote apprenticeships and T Levels to students, teachers, careers advisers, parents and carers. The table below shows the support available for different audiences. Your regional delivery partner will discuss the most suitable activities to meet your school or college's needs.

Delivery options:

- Face-to-face
- Virtual

WHAT SUPPORT IS AVAILABLE?

The ASK programme offers a range of free and engaging activities, workshops and resources, which include:

Students

The following workshops are available:

- Apprenticeship and T Levels awareness assemblies
- Register on Find an Apprenticeship
- Search & apply for apprenticeships
- Mock assessment centres
- Interview techniques
- Careers fairs
- 'Career starter' apprenticeships

Teachers and careers advisers

An online learning & development programme is available (see below).

Face-to-face activities can also be arranged where required with your delivery partner, which include:

- Awareness presentations
- Teacher CPD/inset day support
- How to search and apply for apprenticeships

Parents and carers

Parents and carers are encouraged to join the online programme. Additionally, face-to-face activities may also be requested:

- Apprenticeship and T Levels awareness
- How to search and apply for apprenticeships
- Attendance at parents' evenings or parent/carer events e.g. information evenings

REGISTER FOR FREE
WEBINARS

SCAN ME



Full schedule on pages 12-13

Learning and development webinars for teachers, careers advisers, parents and carers

As part of the ASK programme, we offer an online learning & development programme for teachers, careers advisers, parents and carers. The programme includes monthly webinars, which can be joined live or watched on catch up.

The webinars aim to increase awareness and confidence around apprenticeships and technical education and help those advising young people to understand the options available and how to support them with decisions around their next steps.

www.amazingapprenticeships.com/workshops-webinars



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Join our School Leaver Programme and get a foot in the door to the wealth planning industry.

What we offer

- All the knowledge, skills, experience and qualifications you need to become a Chartered Financial Planner
- Full financial support for your exams
- Invaluable on-the-job learning while helping clients
- Dedicated mentoring and support from experienced professionals

For more information visit:

closebrothersam.com/about-us/careers

Apply here for Edinburgh



Apply here for Glasgow



Apply here for London



Applications close on Monday 6 January 2025.

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- Instagram @LifeAtCBAM



Discover Your Direction

OPEN EVENTS 2024-25

OPEN EVENTS

2024-25

 Carshalton College	 Kingston College	 Merton College	 South Thames College
<p>Wednesday 16 October 17:00-19:00</p> <p>Saturday 16 November 10:00-13:00</p> <p>Wednesday 26 February 17:00-19:00</p> <p>Wednesday 25 June 17:00-19:00</p>	<p>Saturday 5 October 10:00-13:00</p> <p>Wednesday 20 November 16:30-19:00</p> <p>Saturday 25 January 10:00-13:00</p> <p>Wednesday 12 March 16:30-18:30</p> <p>Friday 20 June 11:00-13:00</p>	<p>Saturday 12 October 10:00-13:00</p> <p>Wednesday 13 November 17:00-19:00</p> <p>Wednesday 5 February 17:00-19:00</p> <p>Thursday 26 June 17:00-19:00</p>	<p>Wednesday 9 October 16:30-18:30</p> <p>Saturday 9 November 10:00-13:00</p> <p>Wednesday 5 March 16:30-18:30</p> <p>Wednesday 18 June 16:30-18:30</p>
<p>Carshalton College Nightingale Road, Carshalton SM5 2EJ</p>	<p>Kingston College Kingston Hall Road, Kingston upon Thames KT1 2AQ</p>	<p>Merton College London Road, Morden SM4 5QX</p>	<p>South Thames College Wandsworth High Street, London SW18 2PP</p>



NATIONAL APPRENTICESHIP WEEK

10 - 16 FEBRUARY 2025



THE BIG APPRENTICESHIP THANK YOU

As a big thank you to the apprentices across the UK who are collectively and individually creating tomorrow's workforce, Lifetime has partnered with the UK's leading brands to build you a package of rewards and recognitions that help you celebrate the life changing decision you made to choose an apprenticeship as your route to success.





All you need to take part is to become a member with the Association of Apprentices, which is completely free of charge.

ABOUT US

The Big Apprenticeship Thank You is a unique initiative designed to recognise and reward the invaluable contributions of apprentices to our economy and society. Led by Lifetime Training, we're committed to celebrating the hard work, dedication, and skills of apprentices across the nation.

WHY WE DO IT

Apprenticeships are a fantastic way to gain practical skills and experience while earning a salary. They offer a pathway to fulfilling careers and empower individuals to reach their full potential. Through The Big Apprenticeship Thank You, we aim to:

-  Recognise the hard work and dedication of apprentices.
-  Reward their achievements with exclusive offers and discounts.
-  Inspire future generations to pursue apprenticeships.
-  Strengthen the apprenticeship ecosystem and promote its value.

Together, we'll inspire the next generation of apprenticeships. We thank our generous supporters:



REGISTRATION CLOSING ON 6TH OF FEBRUARY 2025

CAREERS HUB. CENTRAL LONDON

Produced by the Central
London Careers Hub

December 2024

E:

londoncareers.central@reed.com

