



Social Mobility
Commission

Masterclass: Apprenticeships that work for all

May 2022

Today's session

Today we will cover:



Introduction to social mobility and apprenticeships, SMC



Erica Holt-White, Research and Policy, The Sutton Trust



Sharon Blyfield, Head of Early Careers & Apprenticeships, Coca-cola Europacific Partners



Q&A session

What is social mobility?

Social mobility is the link between a person's occupation or income and the occupation or income of their parents. In other words, it's about **ensuring your background doesn't determine your future.**



Apprenticeships can be a powerful tool for social mobility

- **Earn while you learn** – especially important for disadvantaged apprentices
- **Alternative** to academic-based study
- **Second chance** training for adults
- **Re-training** in declining industries
- A way to address the **class pay gap**

So why aren't employers delivering on this?
Apprenticeships must be supported by inclusive practices.
Too often, we assume this happens by default.



Apprenticeships Toolkit

Apprenticeships are one of the best mechanisms available to build diverse, skilled teams from the ground up and an effective tool for social mobility if targeted.

However our research has found that:

The apprenticeship levy has funded more higher-level apprenticeships that were more likely taken up by learners from privileged backgrounds.

Disadvantage gaps exist for working class apprentices at every stage of the journey.

In response:

We published a toolkit aimed at giving practical tips and actions to employers and training providers on what they can do to ensure that their apprenticeship programmes are supporting social mobility.

The toolkit is designed as a roadmap for anyone working in apprenticeships who is committed to improving socio-economic diversity and inclusion. It includes recommendations, case studies and best practice guidance.

How you can help

By making your apprenticeships more accessible to people from lower socio-economic backgrounds, you can help our economy recover and your workforce to thrive. Take these steps to be part of the change.



OUTREACH

Target from the onset

- Target recruitment in the social mobility 'cold spots'
- Provide outreach programmes in schools and further education colleges that will encourage individuals to consider apprenticeships
- Work with external partners to help co-design and deliver your outreach programme



HIRING

Recruit for potential

- Make your apprenticeship inclusive – where possible, build in flexibility around location and working hours
- Consider offering more Level 2 apprenticeships as they don't require any pre-existing achievements in English and maths.



SUPPORT

Support your apprentices

- Build in flexibility for home working, location and job design
- Offer pastoral support, for example, through staff networks, mentoring programmes or buddy schemes.
- Support and resource an apprentice network



PROGRESSION

Progression pathways

- Design progression pathways -build a pipeline for apprenticeships from Level 2 up
- Provide further training: ensure that your training opportunities are open to self-selection, managers talk to employees regularly about options and you support a culture of continual learning



DATA

Use your data

- Measure the socio-economic diversity of your apprenticeship **applications** and **offers**
- Use this to inform your review and refinements

WIDER ECOSYSTEM

Share your levy

- Support SMEs by transferring levy funds to your supply chain, particularly those in social mobility 'cold spots'

Apprenticeship outreach

Engaging with under-represented groups
to
improve social mobility

Erica Holt-White, May 2022

The Sutton Trust

- We support young people from **less advantaged backgrounds** to access leading universities and careers, working with universities and employers.
- Our research identifies causes of low **social mobility** and promotes effective solutions through education and employment.



EARLY YEARS



SCHOOLS



HIGHER EDUCATION

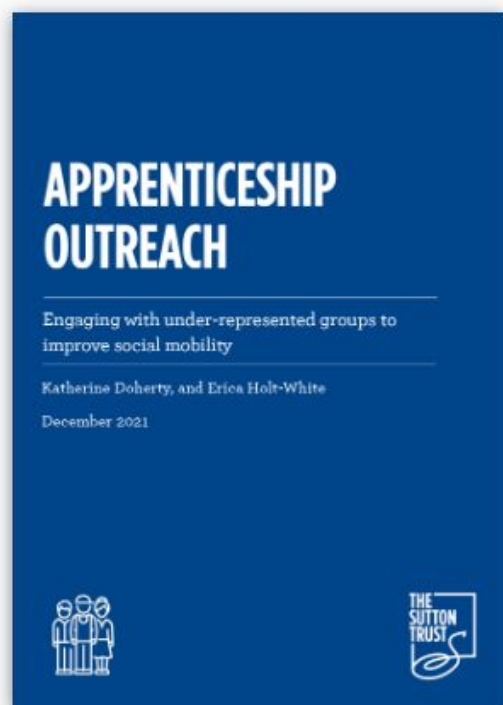


ACCESS TO THE WORKPLACE



APPRENTICESHIPS

Apprenticeship outreach



- Previous research by the Sutton Trust has highlighted the **access gap at degree apprenticeships** in particular, with access challenges similar to university itself.
- We need to increase both the **level of demand** among young people for such apprenticeships, and the **efforts of employers** to reach such young people to offer them these opportunities.
- Findings were based on a series of interviews with providers as well as polling of apprentices.

Employers, universities and outreach delivery organisations

- Apprenticeships were valued by employers for their contribution to **diversifying their workforce**, and outreach was a key method by which employers sought access to a **wider talent pool**.
- **Partnerships with other organisations** were seen as key for reaching larger numbers of young people, as well as those from specific groups. But some reported challenges.
- There is still a **disconnect between the employer experience and the school experience** of working together to enhance young people's knowledge and awareness of apprenticeships. It is hard to find a timing that suits both.
- In the context of degree apprenticeships, **relationships and views differed** between employers and universities as to **who should deliver outreach**.

Employers, universities and outreach delivery organisations

- Apprenticeship **outreach spending appeared very low** when compared to graduate outreach and recruitment costs.
- **Flexibility of how the levy is spent** was flagged as being needed, but with no clear consensus of what this would be spent on. Employers who were not using all their levy allowance thought the **spending of levy money on access and outreach activities** would be beneficial.
- **Virtual outreach** has been prominent over the last couple of years, which has had pros and cons. New areas have been reached and both parents and teachers have been better connected. But others have seen virtual fatigue and low turnouts.
- More work needs to be done in **identifying and sharing best practice** in apprenticeship outreach, including learning from the university sector where relevant.

Current apprentices (or from past 3 years)

1 in 4

The proportion of young apprentices who found the apprenticeship application process difficult to navigate.

68%

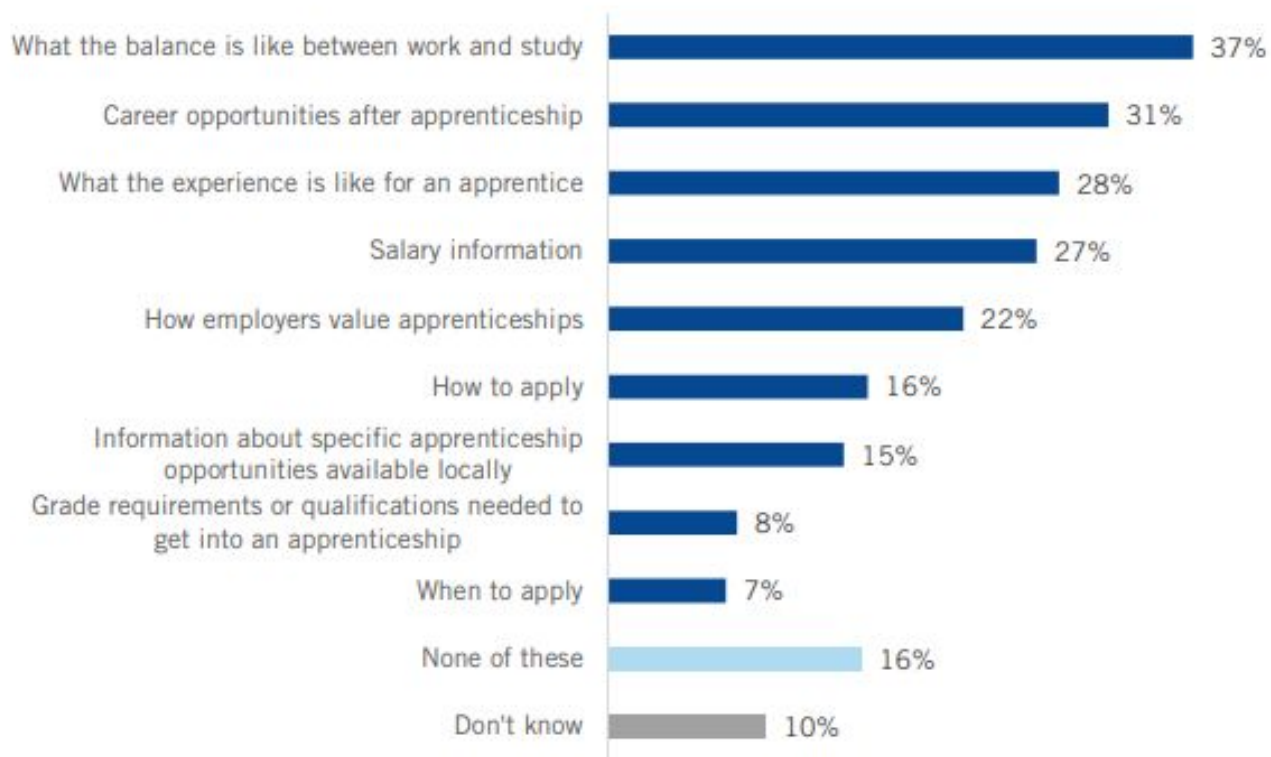
The proportion of apprentices aged 25-54 who were already working for their employer.

14%

The proportion of young apprentices who received no information before starting their apprenticeship.

Current apprentices (or from past 3 years)

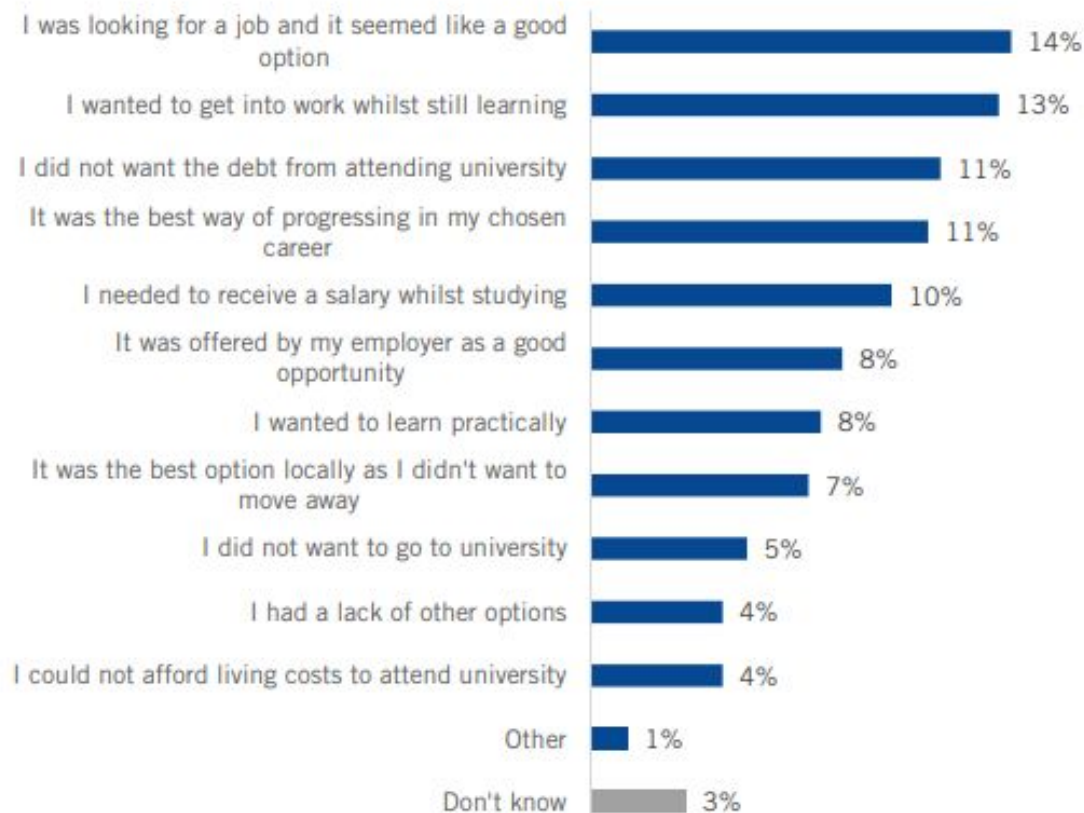
Figure 10. Forms of information apprentices would have liked to have received (with respondents asked to select up to 3 options), who previously said they did not receive any information before starting their apprenticeship



Note: All apprentices 16-54

Current apprentices (or from past 3 years)

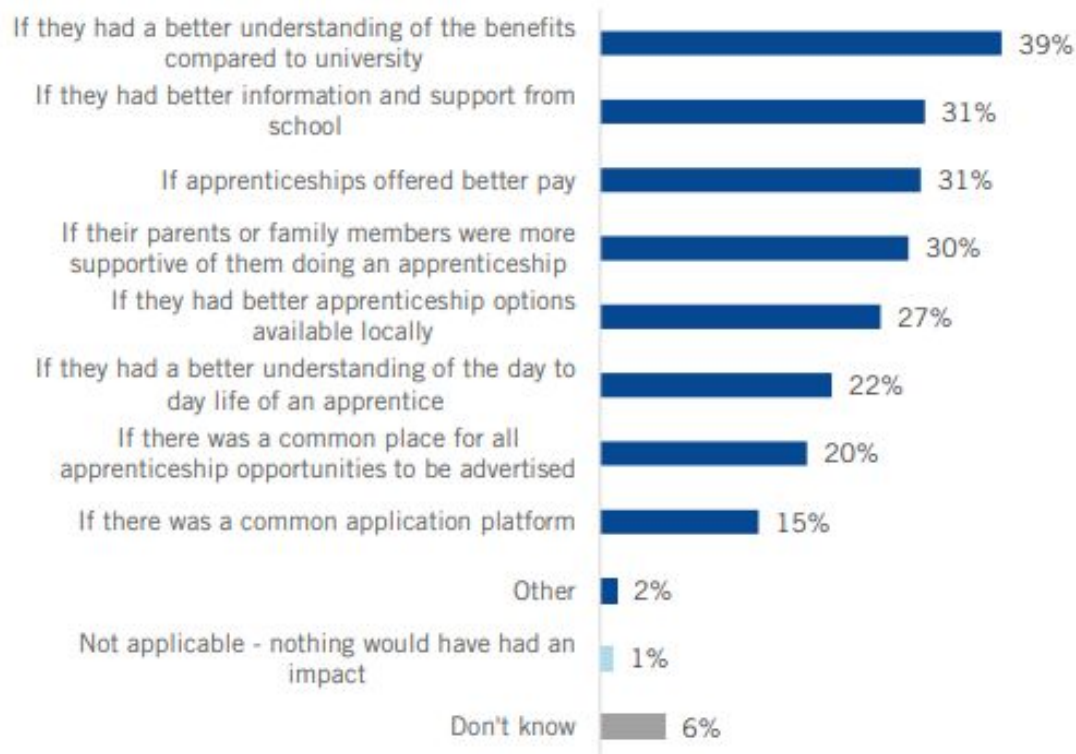
Figure 12. Main reason for doing an apprenticeship



Note: Apprentices aged 16-24

Current apprentices (or from past 3 years)

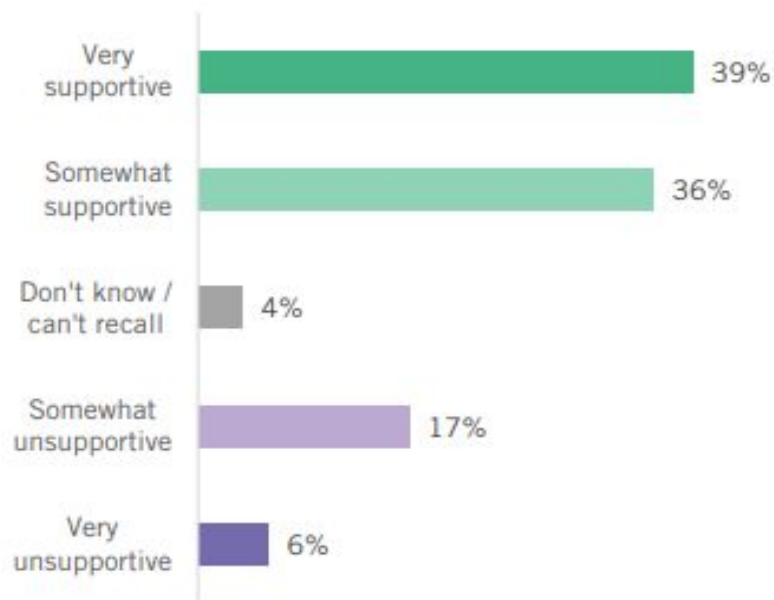
Figure 11. Factors which may have influenced friends/peers/classmates to do an apprenticeship (with respondents asked to select up to 3 options)



Note: Apprentices aged 16-24

Current apprentices (or from past 3 years)

Figure 17. Extent of support from friends and family of decision to pursue an apprenticeship



Note: Apprentices aged 16-24

Those from a working class background were less likely to have friends and family that were supportive of their decision. Friends and family of those from poorer background may be worried about how taking an apprenticeship could affect someone's future and their potential earnings.

Tips for employers

- 1. Recognise that **time, capacity, and resource** is required to deliver effective outreach.
- 2. **Work experience placements** are a key element. Employers should ensure that where possible, work placements return to pre-pandemic levels, or higher, but also that the most promising aspects of online provision are retained and built upon, particularly in terms of expanding geographic reach.
- 3. **Useful information should include topics seen in our polling as sought after by apprentices:**
 - a. Salary information
 - b. Career opportunities that available after completing their apprenticeship
 - c. Grade requirements to access apprenticeships
 - d. Understanding the balance between work and study
 - e. More information on how to apply to apprenticeships

Tips for employers

- 4. **Partner with others where needed.** Partnerships can be the best way of achieving scale and reaching target groups via trusted organisations. Once it is known who is under-represented within the workforce or apprenticeship programme, work with suitable partners to reach these audiences.
- 5. **Highlight the experiences and voice of apprentices themselves to young people.** However, endeavour to ensure such apprentices reflect the backgrounds of the group you wish to target, so young people can see themselves reflected.
- 6. **Consider accompanying outreach with targeted travel bursaries, including for interviews, as well as contributions towards necessary equipment.** Lack of funds as a result of travel costs and low wages can be a key barrier to young people taking up apprenticeships.
- 7. **Target teachers and parents, as well as young people themselves.** Reaching and educating those who are key influencers on young people's decisions is important so they have the knowledge to support informed decisions.

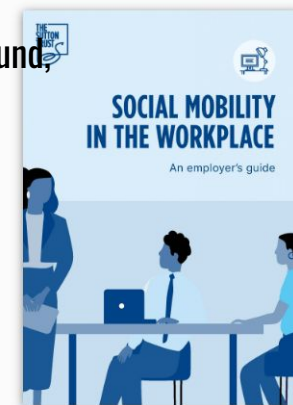
Tips for employers

- 8. **Outreach should include younger age groups** so that students are fully aware of which subjects are relevant to specific sectors and what grades are needed for certain apprenticeships. This will help students come to an informed decision over time.
- 9. **Work with schools to identify the right timing during the school year to deliver outreach activities.** University admissions work to a regular annual timetable. Consider how recruitment timelines fit in with key decision points for young people in the school year.
- 10. **Track and monitor the diversity of the workforce**, including apprentices, in order to help see any gaps in applications, hires, progression or retention, target outreach towards particular groups, identify organisations to partner with, and track progress over time. Including socioeconomic background in diversity monitoring is also key. To learn more about how to measure socio-economic background take a look at our Employer's Guide.
- 11. Where possible, **build in processes to track the effectiveness of outreach** to help evaluate success and share best practice.



Thank you

For info on measuring socio-economic background,
take a look at our guide:



**If you have any further questions about our
apprenticeship work, please email
Katherine.Doherty@suttontrust.com**

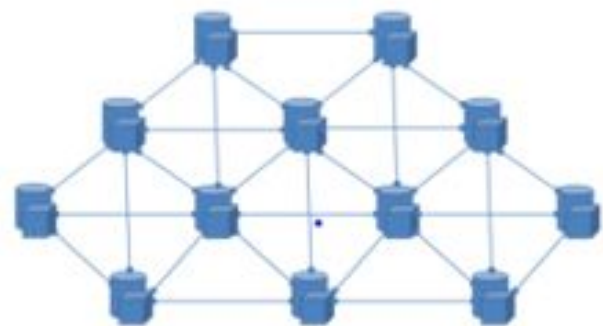
CCEP Social Mobility Our Journey

Sharon Blyfield - OBE

Head of Early Careers & Apprenticeships

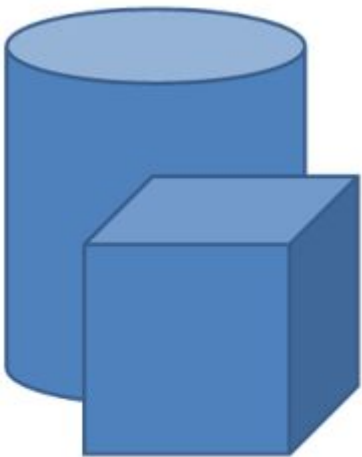
Coca-Cola Europacific Partners GB

Our Journey at Coca-Cola EP



Decentralized

← 2014 →



Centralized



Work Experience

CCEP work with a partner to provide virtual work experience opportunities throughout the year. Click the below button to visit the external partners site.

[VIEW MORE](#)



Apprentices

Our Apprenticeship Programme is a fantastic opportunity to complete a funded and supported qualification whilst you work.

[VIEW MORE](#)

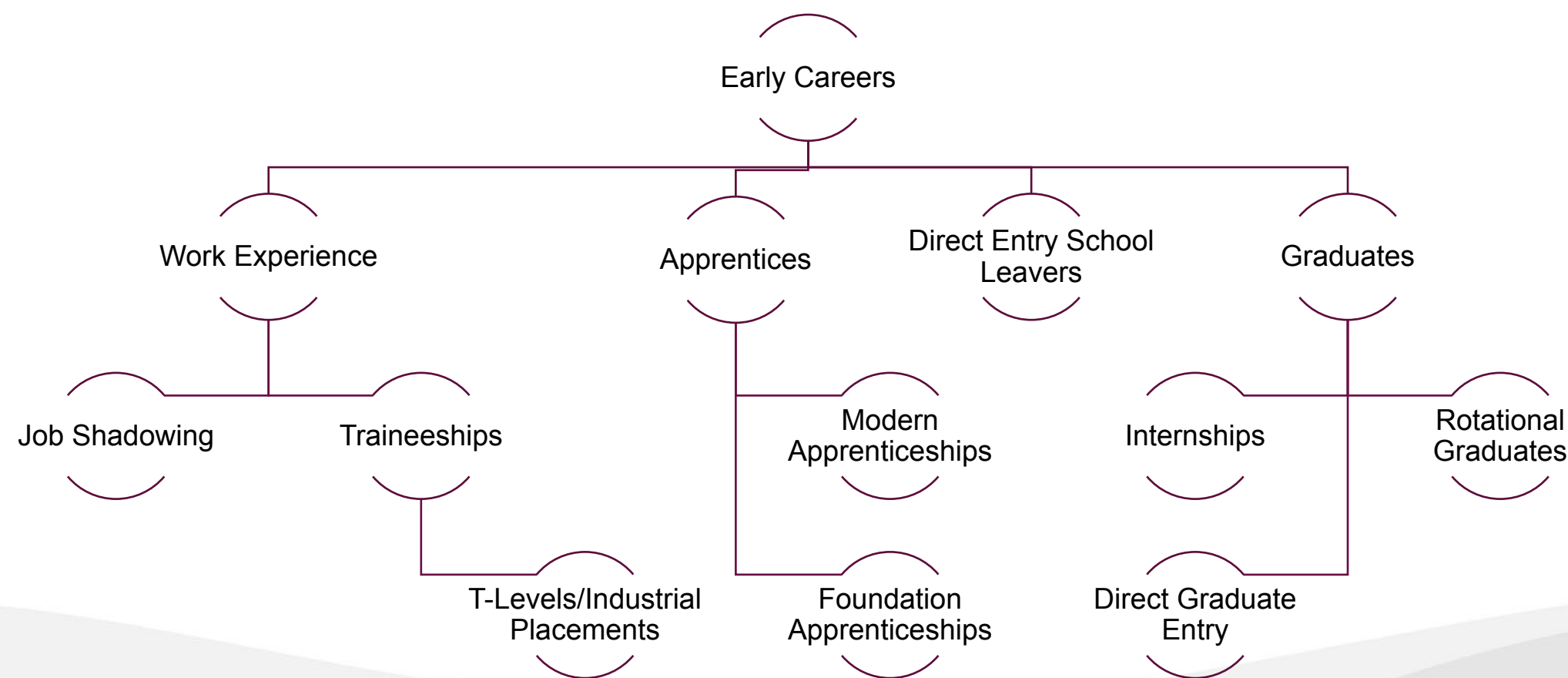


Internships/ Placements/ Graduates

As an intern or summer placement you will have the opportunity of working with us on bespoke projects during your time with us.

[VIEW MORE](#)

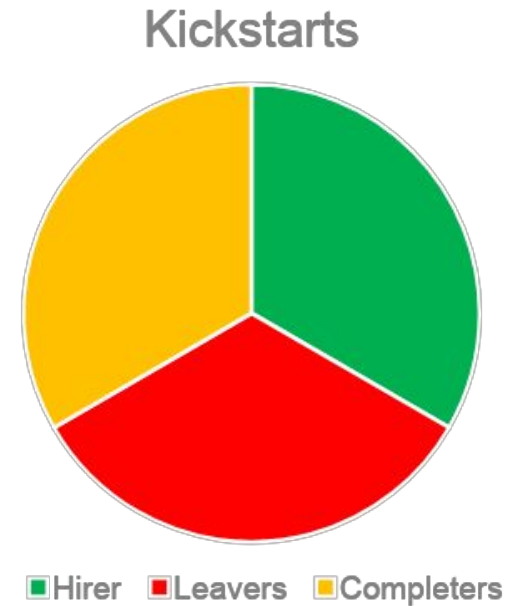
Focus on Social Mobility in Early Careers



Non-traditional Recruitment

KICKSTART SCHEME

The Kickstart scheme opened the door to the discussion about hiring young people from socially disadvantaged backgrounds



**Needed to continue the momentum beyond
Kickstart**



Aaron Maunders Kickstarter

Aaron joined CCEP as a Kickstarter in April 2021 where he became part the Talent Acquisition Team. In his role he has been supporting the Supply Chain function with their recruitment needs.

During his time, he has been involved with apprenticeship interview screening, along with reviewing applications and booking interviews.

Following his placement, Aaron has now managed to secure a role within the Grocery merchandising team, as part of the Field Sales organisation, supporting one of the London territories. This has been a great journey for him and demonstrates the value of Kickstart opportunities.

We look forward to following Aaron's career with CCEP, as he starts this new chapter.



Converting Kickstart Programme to a sustainable Traineeship Programme



- Opportunity to widen participation through non-traditional recruitment
- Continue the momentum from Kickstart
- Champion for young people considering entering the Food & Drink industry
- Link to recruitment challenges
 - Focus on areas of high attrition and harder to fill positions
- Cost neutral as possible
- Support our 5% Club Accreditation – journey to Gold

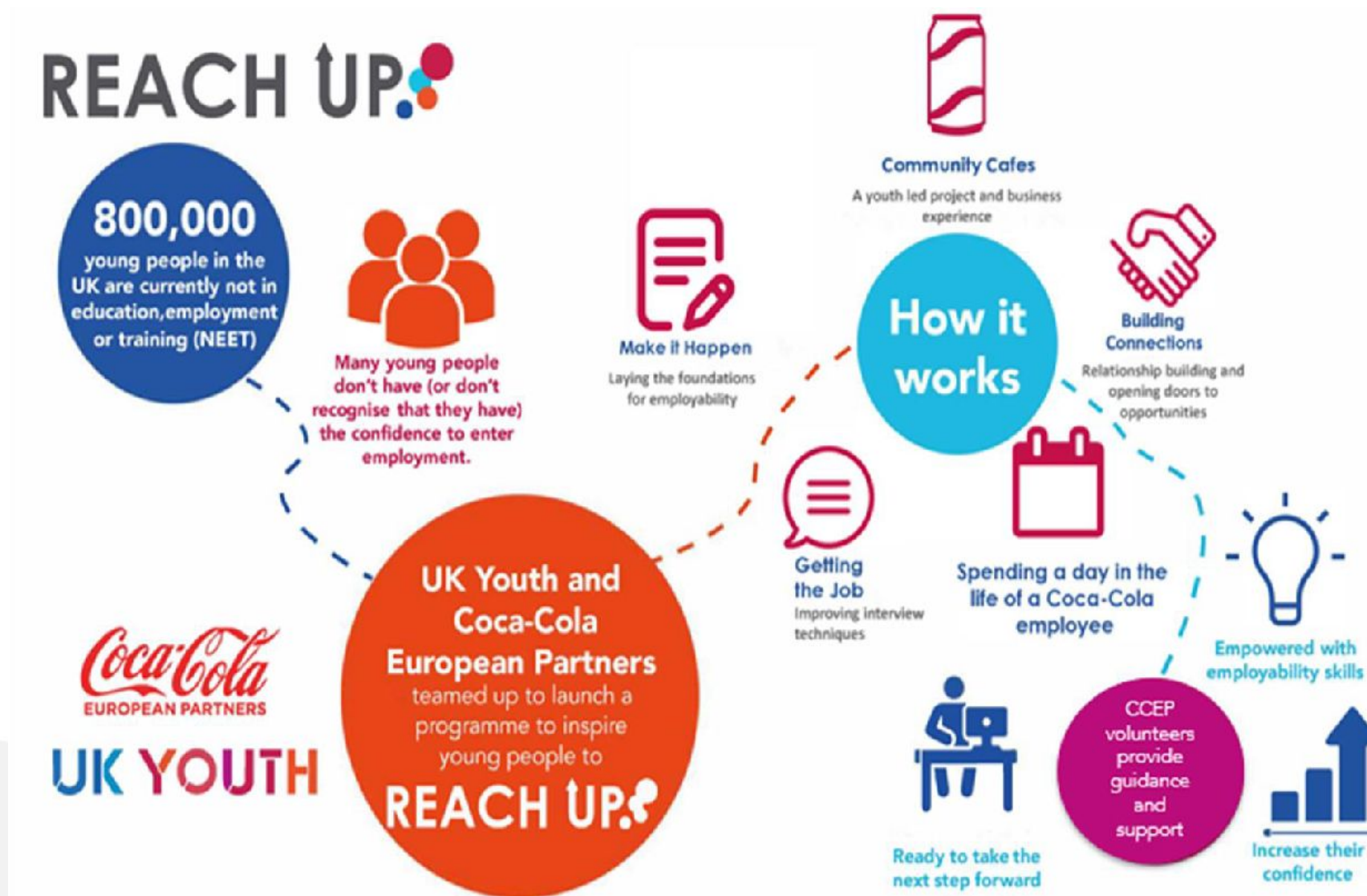
Reach Up Programme



Reach Up has been developed to empower young people with employability skills and develop their confidence, enabling them to be better prepared, more informed of their choices and direction, and successful in securing employment.

- Spring 2018 – Programme development with UK Youth
- Autumn/Winter 2018 – Pilot Reach Up programme with two cohorts in Chester and the Wirral
 - 35 young people
 - 30 CCEP volunteers
- Early 2019 – Confirm roll out of Reach Up in 2019 to Kent, Stoke, Derby, Glasgow, Bristol and London
- Spring to Autumn 2019 – Delivery of programme
 - 124 young People
 - 165 CCEP volunteers
- 2020 & Beyond – Return to many of the established locations and target for engagement:
 - 200 young people
 - 200+ volunteers

What does the programme look like?



What are we hearing from young people

"It encouraged me to invest time looking at what I could do in the future...it gives people a chance to understand different roles and gives them valuable insight into the business world. A great chance to learn what they are good at!"



Luke, 19 (pictured here) was supported 1-2-1 by a CCEP volunteer to develop his communication skills through the networking session. After seeing his potential and interest in sales, he was supported into a week's further work experience upon completing the Reach Up course.

Precious, 17 joined the course to improve her ability to write strong job applications, interact with new people and present herself professionally. By enhancing her skill set in sessions such as the networking activity below, she has subsequently been able to secure a retail position with H&M.



Muhammed 19 (pictured below), was introduced to LinkedIn for the first time during Reach Up. He was trained to use this safely for networking and job searching. Muhammed and others on the course now know through Reach Up how important it is to look at different avenues to find work.



This week was AMAZING as I learned a lot from [#reachup](#) thanks a lot you guys for putting so much of your time and effort on making this a success, which it was 🙌 Also a special thank you to [Azzees Minott](#) for being YOU and for your backbreaking work.

Finally, A BIG THANKS FOR THE GIFTS.

[#shareacokewithreachup](#)

Jade, 16, Bermondsey course
young person successfully
securing work after Reach Up

I'm doing good , following all your advice even got a job in a restaurant and summer school offer to a culinary school , thanks so much for your help and all your advice , I hope you & Carl are good too.



Thank you for listening



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Q&A



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Next event:

SMC Masterclass: Data – what, why and how?

28 June 2022

[Register here](#)



Making the Leap.



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<https://socialmobilityday.com/>