

# MOBILITY PIPELINE TO DEGREE APPRENTICESHIPS

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Background and Context  
Overview of Project  
Two Case Studies: Strand 1 and 2  
Our Degree Apprenticeship Journey  
Lessons Learned  
What Next?



‘Our goal is for it to become the norm for young people to go into an Apprenticeship or to university or – in the case of some Higher Apprenticeships – *do both*.’

Foreword to the Apprenticeships Implementation Plan for England



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Higher apprenticeship (covering apprenticeship at level 4 to level 7) has been defined as follows:

*‘Higher apprenticeships are national work-based programmes based on employer need that enable individuals in employment to develop the technical knowledge and competence to perform a defined job role. As such, a higher apprenticeship is not just a learning programme, but an approach to workforce development and enhancing business performance.’*

Professor Joy Carter, Chair of UVAC and HE Champion for Higher Apprenticeships and Ian Ferguson, CBE, Chairman of Trustees, Metaswitch Networks and Employer Champion for Higher Apprenticeships, in Developing Quality Higher Apprenticeship Frameworks for England, April 2013



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Nicola Turner, Head of Skills at HEFCE, says:

“Apprenticeships fit well with the mission of the newly formed Office for Students: diversifying the types of high quality provision available and increasing choice for how someone might choose to study at higher education level...”

Degree apprenticeships can offer a debt-free route into graduate occupations, and boost national productivity by addressing costly skills gaps. Although it is early in the data story, emerging evidence suggests that degree apprenticeships appeal to a broader range of people than traditional undergraduate routes and are attracting more females into STEM occupations.”



# Provision

- **2016-17:** 1,670 people started undertaking a degree apprenticeship (DfE)
  - **2017-18:** 11,600 undertaking a degree apprenticeship (DfE)
  - **Almost 100 UK higher education providers** are now on the Register of Approved Training Providers
  - The National Apprenticeship Service recently announced **3,000 new higher and degree apprenticeship vacancies** with some of the UK's biggest employers.
  - There are **around 75 different higher and degree apprenticeships**. From accounting, cyber security to law and digital marketing.
- ... of the 9,100 higher level apprenticeship starts in August to October 2016, **over half (58%) were over 25 years old.**



# Aspirations and Awareness

‘A picture of low esteem, lack of progression and complexity in the world of vocational qualification leaves pupils, parents, teachers and employers confused. Many young people, their parents and teachers regard the ‘A-levels followed by university’ route as the preferred option, despite *just over half of 11-16 year olds thinking that they might be interested in an apprenticeship*, according to the Ipsos MORI Young People’s Omnibus Survey. Also, despite the level of interest even among the youngest in the Ipsos MORI poll – where 2,796 interviews were conducted among school children aged 11-16 in England and Wales – they received surprisingly little information about apprenticeships provided by their teachers in school.’ (p9)

Higher Ambitions report (Sutton Trust, 2014)



# The Future Growth of Degree Apprenticeships: A Social Mobility Opportunity

They can be particularly **attractive to non-traditional students**, thus providing an opportunity for degree apprenticeships to support widening participation goals

There is a clear role for universities to **help make employers and learners aware of degree apprenticeships** and to assist in providing information, advice and guidance.

**Understand what the demand for a degree apprenticeship looks like** through use of national and local information on priority sectors, skills shortages and labour market trends.

(Universities UK, March 2016 )



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# Principal Objective

To build a pipeline between those who are currently failing to progress to Degree Apprenticeships and employers who are seeking higher skills and a broader pool of talent

We will do this through:

- A greater choice of Degree Apprenticeships
- Supporting a wider group of applicants from diverse backgrounds
- Developing fresh approaches to recruiting talent
- Working with young people from low participation neighbourhoods, care leavers, women aspiring to be successful entrepreneurs and others
- Collaborative working across HE & FE sectors to better meet acute employer skills needs
- Sharing our learning through new Centre for Research and Knowledge Exchange



# Successful Outcomes

- Increased availability of Degree Apprenticeships
- Increase in the number of people from hard to reach communities starting Degree Apprenticeships
- Key influencers on the learning choices for young people will have gained improved knowledge and understanding of Degree Apprenticeships
- Higher levels of participation by children in care and care leavers, in Hampshire and the Isle of Wight, post 16, in higher education and skills programmes
- More employers adopting more flexible recruitment approaches that would give opportunities to a more diverse background
- Greater collaboration between and across HE and FE providers to meet the higher skills needs of the region
- More women entrepreneurs having the skills needed to grow their businesses and use talents of local people and students



# Strands of Activity

- **Strand 1: To develop and expand Degree Apprenticeship opportunities and pathways for 'hard to reach' young people**
- **Strand 2 Increase Opportunities for Women**
- **Strand 3 A new Trailblazer in Sport**
- **Strand 4 Piloting more flexible business recruitment approaches that will give opportunities for those from a more diverse background**
- **Strand 5 Building the individual and collective capacity of the HE and FE sectors to offer the full range of critical high level skills that the region's employers need**
- **Strand 6 To disseminate information and learning nationally to the benefit of all**

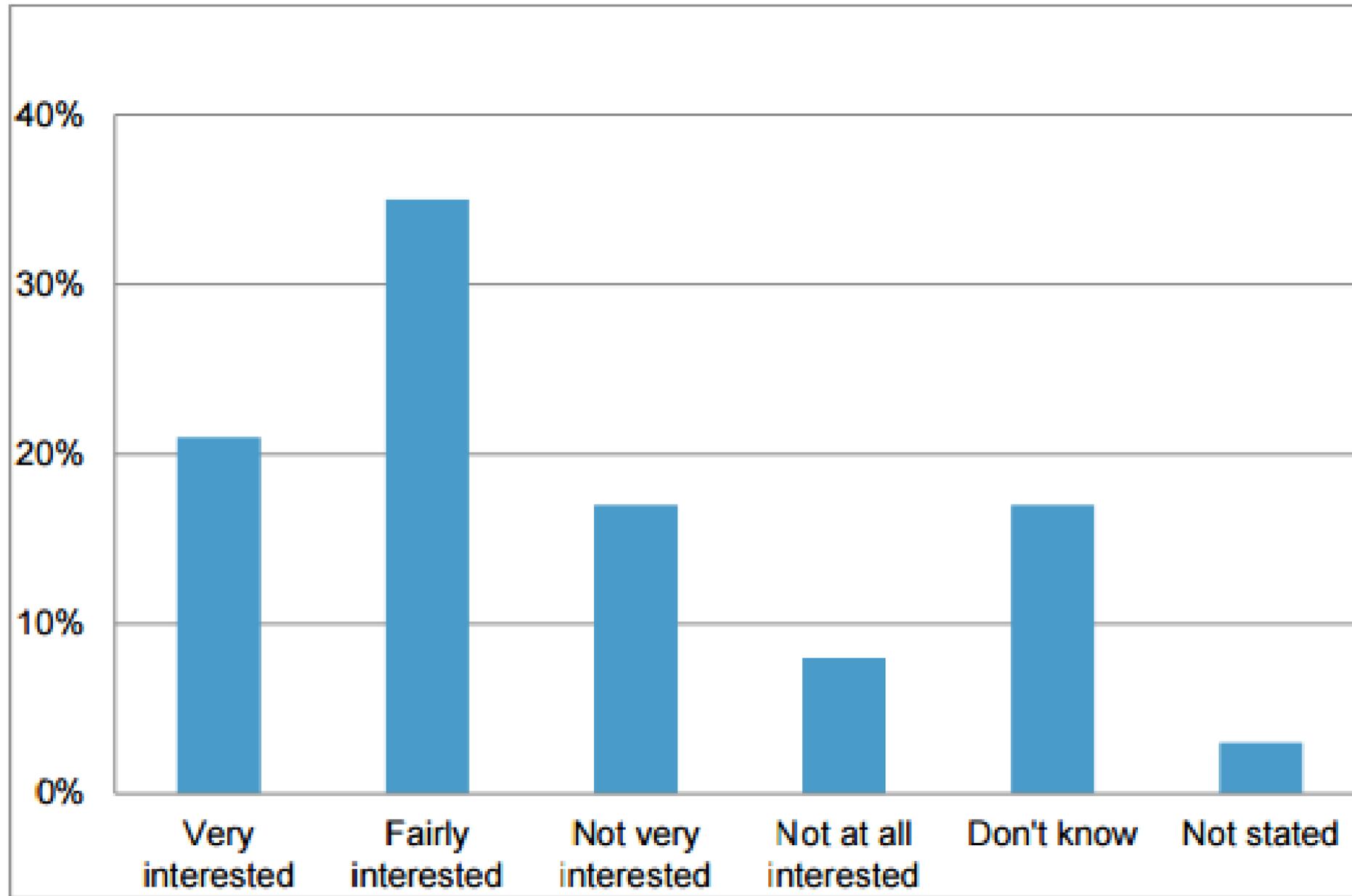


# Strand 1: To develop and expand Degree Apprenticeship opportunities and pathways for ‘hard to reach’ young people

The M3 LEP have identified a need for improved Careers Information, Advice and Guidance (CIAG) in the region, noting a lack of IAG supporting apprenticeship as a choice within schools. At the same time the University’s widening participation team have observed a steady increase in the number of young people from under-represented backgrounds demonstrating aspirations towards apprenticeship routes at both FE and HE level whilst their understanding of progression routes into apprenticeships remains poor.



**Chart 2: Ipsos MORI YPO question "Thinking ahead to when you leave school, if an apprenticeship were available for a job that you wanted to do, how interested would you be in doing an Apprenticeship rather than going to university?"**



Base: 2796 secondary school pupils aged 11-16.

## Young People

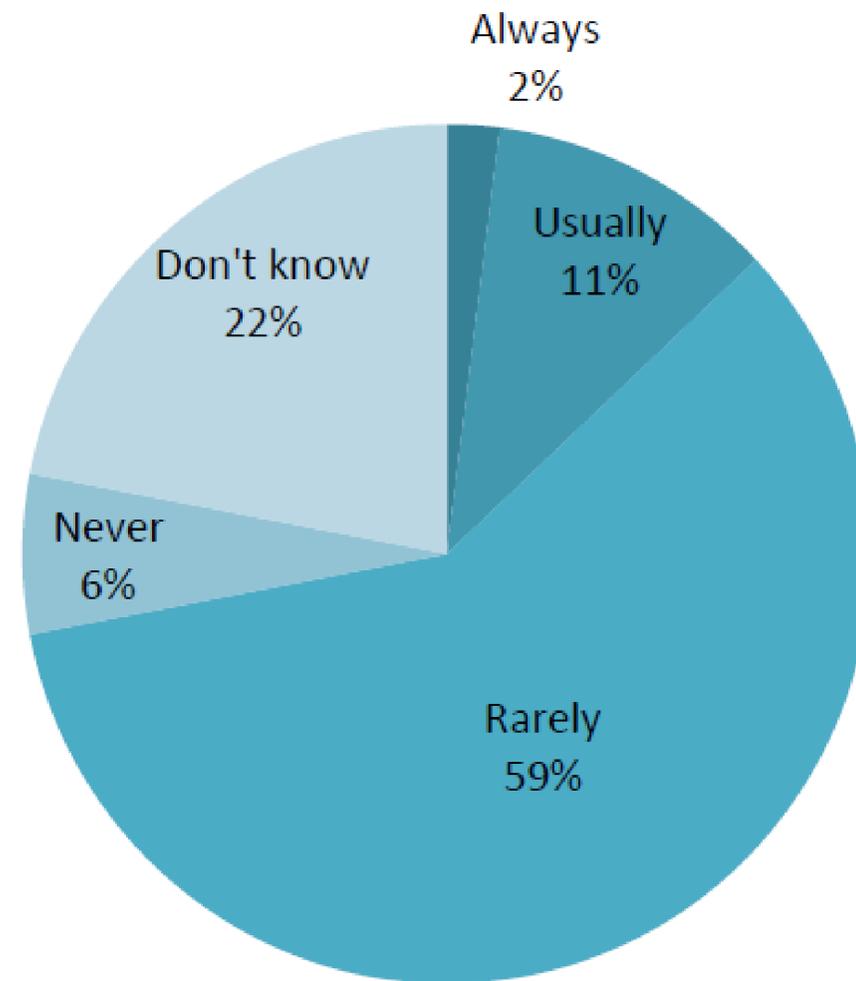
Higher Ambitions report (Sutton Trust, 2014)



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# Key Influencers

***“Would you advise a high-achieving student to opt for an apprenticeship if they had the grades to go to university?”***



Base: 561. Due to rounding percentages may not sum to 100. The percentages are weighted by FSM rates for secondary schools.

Higher Ambitions report (Sutton Trust, 2014)



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# Parents

The 61% of parents surveyed would rather their child took a degree apprenticeship with a major company than study for a degree at Oxford or Cambridge.

62% of parents saying that, if money were no object, they would still prefer that their child undertakes a degree apprenticeship than study for a degree at any university.

(Chartered Management Institute)



## *Activity 1 – Establish a regional picture of degree apprenticeship access and provision for young people from low participation neighbourhoods, NCOP target wards and other under-represented backgrounds*

We will work with the SUN and Southern policy centre to further research and evaluate the provision and uptake of degree apprenticeships across the region by learners from NCOP target wards alongside their current levels of aspirations and perceived barriers towards degree apprenticeships.

**Measurable outcomes:** A report to inform future activity that will identify...

- Accurate data on under-represented populations entering and completing degree apprenticeships
- An accurate understanding of aspirations toward, and barriers to, degree apprenticeships including recommendations



## *Activity 2 – Develop key influencers knowledge and understanding of degree apprenticeships*

We will hold Webinars to reach 40+ practitioners; develop a suite of online resources and guides; hold practitioner sessions/information events aimed to increase understanding and raise aspirations towards degree apprenticeships across those areas targeted for outreach activity.

### **Measurable outcomes:**

- Webinar to reach 40+ practitioners (measured by webinar participants/downloads/views)
- Suite on online resources and guides (measured by downloads/views)
  - 20+ practitioners/key influencers attend events



## *Activity 3 – Deliver targeted outreach to under-represented young people*

We will deliver a series of on-campus and in-the-community degree apprenticeship information events.

In order to have a greater reach, we would also develop a **comprehensive social media campaign**, aimed at 15,000 target young people, to dispel myths around degree apprenticeships

### Measurable outcomes:

- 4x on-campus and community events attended by 140+ young people (at least 65% from under-represented backgrounds) and 20+ practitioners/key influencers
  - Social media campaign to reach 15,000+ target young people
- Increased number of under-represented young people entering degree apprenticeships (against baseline figure established in research)



## *Activity 4 – Support care leaver progression to degree apprenticeships through a ‘step up to apprenticeships’ programme*

In collaboration with Hampshire County Council we plan to develop a pilot project within the Virtual College framework that provided a ‘step up to degree apprenticeships’ approach drawing upon the experience of the Traineeship Plus programme run by Hampshire County Council’s Work Force Development team to support Hampshire Care Leavers and other ‘hard to reach’ young people by providing extended work experience opportunities within Hampshire County Council.

### **Measurable outcomes:**

- 15+ care leavers complete a ‘step up’ programme (70%+ progress onto degree apprenticeship)



# Achievements

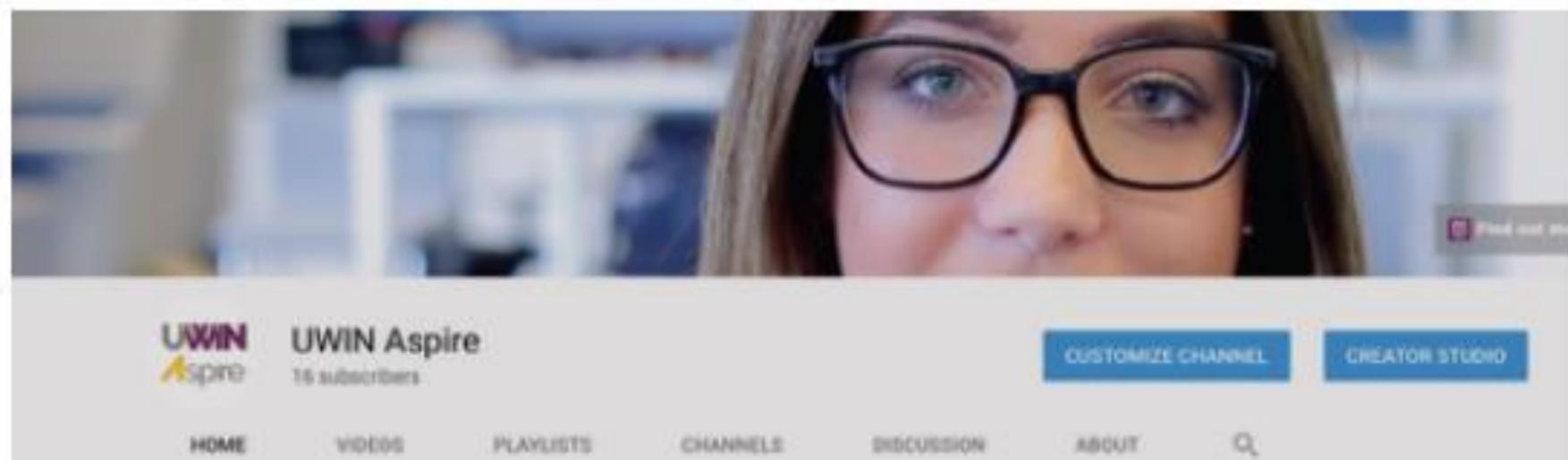
November 2017 - March 2018:

- Online Survey (94 participants aged 16-19 years old)
- 123 professionals, 52 parents and 483 young people engaged in access and outreach activities
- Assemblies, careers stands, workshops and a CPD webinar
- Suite of resources including YouTube clips, Schools and College Packs and Student Guides



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As a part of the HEFCE Bid to support promoting University Apprenticeships, The University of Winchester committed to promoting media to reach at least 15k impressions. To this end, it created a variety of media along with two new digital platforms.



## YOUTUBE ENGAGEMENT

Total Impressions & views

80,647 impressions

8,648 views

## INSTAGRAM ENGAGEMENT

Impressions, views, clicks & Likes

56,471 impressions

1,942 clicks

5,885 views

534 likes

In just one week we reached a total of over 137,000 impressions smashing the 15,000 target. This is a great beginning for UWIN Aspire on Instagram and YouTube.



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# Collaborative Achievements



## Virtual College (CEIAG and mentoring)

- Advisers have undertaken 135 aspiration raising guidance interventions with children in care and care leavers.

## Step up to Apprenticeships

- 15 traineeship learners starting a Level 2+ apprenticeship
- Developed and delivered a new learning module focused on raising aspirations to improve young people's progression routes, providing *'line of sight'* beyond Level 2/3.
- By end of April sessions will also be delivered in two Education Centres, bringing the number of young people receiving the training to 84, exceeding the target of 80 young people.

## CPD and Raising Awareness

- 78 team members engaged in the *'Step Up to Apprenticeships'* CPD sessions (target of 40)
- Foster carer session planned countywide conference in June.



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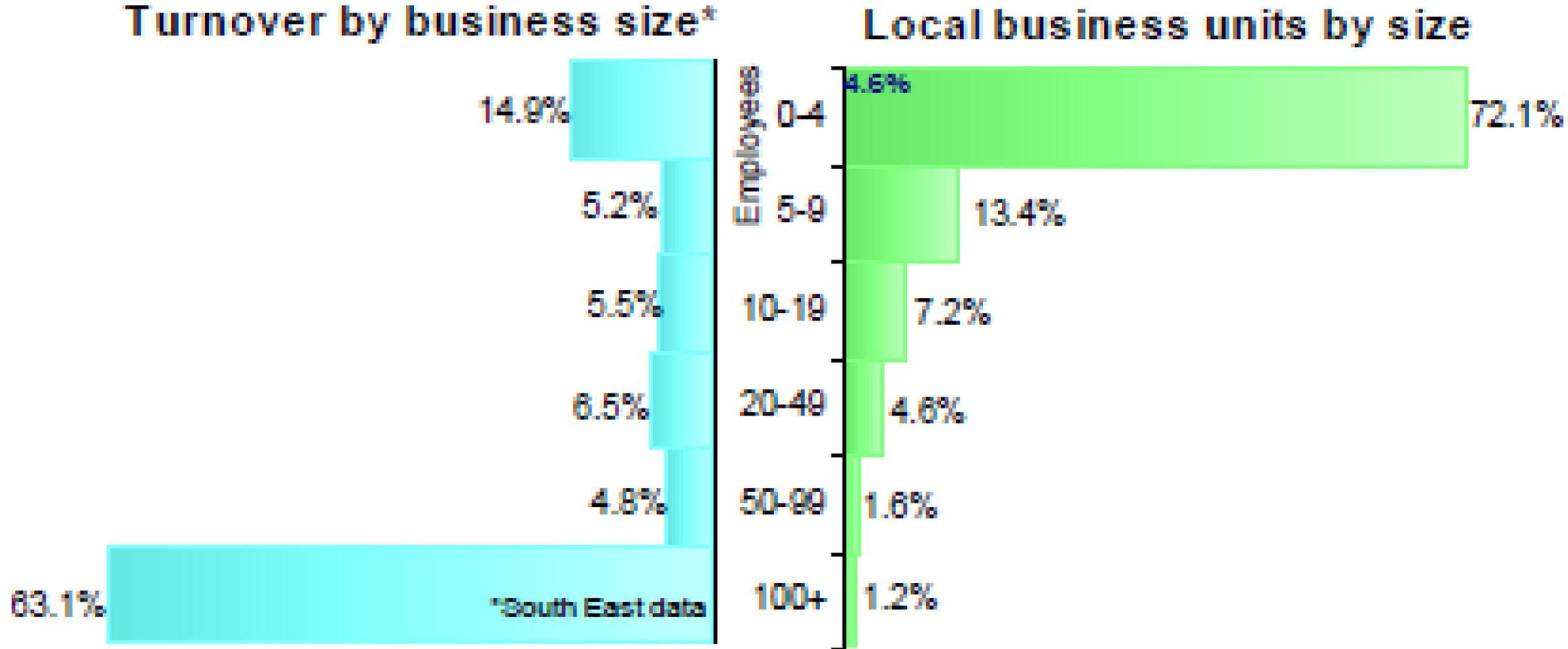
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## Strand 2: To increase opportunities for women

M3LEP has identified that as is the case for England overall, the Enterprise M3 economy consists mainly of small and micro businesses, operating in a diverse array of sectors. Only 1.2% of businesses employ 100 or more people in the Enterprise M3 area; but this is not radically different from the England average (1.4%).



# Local businesses by size and turnover



# Inclusive Growth

*“growth that ensures opportunities for all sections of the population, with a special emphasis on the poor, particularly women and young people, who are most likely to be marginalised.”*

International Development Research Centre



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*“...investing in women is not only the right thing to do. It is the smart thing to do. I am deeply convinced that, in women, the world has at its disposal, the most significant and yet largely untapped potential for development and peace..”*

Ban Ki Moon, UN Secretary General (2008)



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# National Perspective

- 51% of UK population are women
- Only 17% of the 4.8 million UK enterprises are owned or majority-led by women

Women entrepreneurs are the largest underrepresented group in terms of their participation in enterprise

Business case for closing productivity gaps by expanding women's economic opportunities



Developing the skills to enact and lever new forms of enterprising social and economic activity is facilitated by self-organising ecosystems for virtual collaboration and *fluid* exchanges, whether those are services or products, that are changing the competitive landscape on a global scale. Critically, these collaborative communities rely on interconnected digital technologies and online infrastructures.



## Strand 2 Increase Opportunities for Women

- Collaborative engagement of HE & industry experts in promoting 'digital enterprise'
- Four 'Achieving Connected Growth' hubs
- Serving 100 women businesses clients

### Measurable outcomes:

- Impact assessment of the contribution made by women's business growth to the region's economic and social wellbeing



## Strand 2 Programme

- Digital business & finance competencies
- Accessing resource & talent for growth
- Making the most of the digital economy
- Business model innovation & agile marketing

### Measurable outcomes:

- 100 women businesses complete a 'digital growth' business innovation & acceleration programme

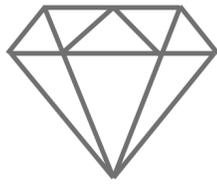


# Achievements

November 2017 - March 2018:

- Programme Designed for women 'growth' business owners
- Over 100 applicants - 83 engaged in Women in Digital Enterprise programme
- Support from a wide range of partners across the region
- Suite of resources including film clips, on-line resources and on-line Tutorials





# MEET OUR DIGITAL CHAMPIONS



**HELEN WALBEY**

Federation of Small Business  
Diversity Policy



**JUNE ANGELIDES**

CEO and Founder, Mums in  
Technology



**PRU MARRIOTT**

Faculty Dean & Director of the  
Winchester Business School



**KATHY SLACK**

Executive Director, M3 Local  
Enterprise Partnership



**LINDA CHEUNG**

SetSquare & Business Board Member, M3  
Local Enterprise Partnership



**JULIE BAKER**

BBA Diversity & Inclusion Council,  
Government Women in Enterprise APPG &  
Head of enterprise, business banking at  
NatWest



**ANDREA SOMMER**

Founder & CEO of Hiver



**SUZANNE BROCK**

Founder & CEO of Nutriment



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# UoW Provision

- 2015-16: 6 people started undertaking a degree apprenticeship
- 2016-17: 33 people undertaking a degree apprenticeship
- 2017-18: 80 people undertaking a degree apprenticeship

... of the 80 higher level apprenticeship starts in 2017-18:

13% over 25 years old

8% over 25 years old and female

- 2015-16 working with 3 employers
- 2016-17 working with 6 employers
- 2017-18 working with 15 employers



# New Degree Apprenticeships

The University of Winchester is a core partner with the Institute of Policing – developing a Policing DA standard and programme

Other opportunities at undergraduate level:

Education, Social Care, Sports Development and Digital Marketer

At postgraduate level:

Senior Leader Masters (CMI); MBA



# Additional support required



# Lessons Learned

- Accessibility of data and working with research partner
- Social mobility
- Delivery model, timing and accessibility of the strand 2 programme
- Recruiting – free training
- Working with Partners (Employers, FE, LEP...)
- Champions
- Delivering in the community
- Collaborative working across the institution



# Growth potential

Success will depend on:

- Flexibility in cohort in-takes
- Diversity in delivery of programmes
- Central University support to stimulate, nurture and administer demand



# What next?

- Legacy and Sustainability
- Centre for Apprenticeships Research Knowledge Exchange
- Commitments
  - Internal strategies
  - 2019/20 Access and Participation Plan



Thank you for listening ....



ANY  
QUESTIONS  
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