

South London Careers Hub x howtogetanapprenticeship



# THE PARENT/CARER ***INSIGHT KIT.***

A guide for parents and carers of future trailblazers.

WELCOME TO THE  
**PARENT *INSIGHT KIT***

APPRENTICESHIP EDITION

You want the best for ur child. We do too.  
That's why we're inviting you to explore a pathway often overlooked-but increasingly powerful.

Apprenticeships aren't what they used to be. They've evolved. From prestigious career routes in tech, media, law, finance, and healthcare-to debt-free training with real-world experience-apprenticeships are now one of the smartest ways for ur young person to get ahead.

In this guide, we'll share:

- ✓ What you need to know about this route
- ✓ How you can support ur young person
- ✓ What apprenticeships are available
- ✓ What it takes to go down the apprenticeship route

56% of students stated that their parents had the most influence over their career decisions.

Your child has already expressed interest in exploring an apprenticeship. And they're about to get support on their next step-if you choose to digest this ebook.

*Holly - The Apprenticeship Girl*

Let's get cracking!



I've partnered up with The South London Careers Hub to deliver this resource.

The hub is there to help schools hit Gatsby Benchmarks and make sure students have all the options in front of them to make informed career choices.

**Find out more about the hub here**



*“We’ve partnered with Holly Hobbs to help students, teachers and parents/carers improve their knowledge of Apprenticeship pathways and the application processes and also to improve their perception of Apprenticeships and their value in today’s careers landscape.”*

*“This resource formed part of a wider project where Holly went into schools and presented to students and educated careers leaders on apprenticeships.”*

*“We also hosted a CPD session with careers leaders all across the borough with Holly, educating them on how to support students going down this route.”*



\*Paid Partnership

# Let's clear things up:

## ***What are apprenticeships?***

Our young person can gain a free qualification, whilst working a full time job gaining work experience across all different sectors.

### **No1 No debt + salary**

Employers pay for training via the apprenticeship levy (now growth and skills levy) pot, so apprentices don't pay.

### **No2 Available in lots of levels**

There are 669 apprenticeship standards currently available for learners to enrol on. Not just in construction...

### **No3 Real time to develop**

As an ex apprentice I got real responsibility and was pushed out of my comfort zone. Apprentices also get 20% mandatory off-the-job time for learning so growth is real.

### **No4 It's not too good to be true**

Many people think it must be a scam and that the qualifications aren't really equivalent to things like a real degree - I'm here to tell you, they are!

# Let's clear things up: *The levels.*

2

Equivalent to **GCSEs**

*'Foundation Apprenticeship' -  
now as short as 8 months*

3

Equivalent to **two A Levels**

4

Equivalent to a **Foundation Degree**

5

Equivalent to a **Foundation Degree**

6

Is a **Degree**

7

Is a **Masters**

## APPRENTICESHIP

VS

## UNIVERSITY

### Potential Earnings

#### Year One

£18,000 - £25,000

#### Year Two

£20,000 - £30,000

#### Year Three

£25,000 - £35,000

#### Year Four

£25,000 - £40,000

### Total over Four Years

c£100,000

Plus Pension + Benefits

4 Years Experience

### Current Costs (England)

#### Year One

£9,000 + Cost of Living (Halls)

#### Year Two

£9,000 + Cost of Living (House)

#### Year Three

£9,000 + Cost of Living (House)

#### Masters

£9,000 + Cost of Living (House)

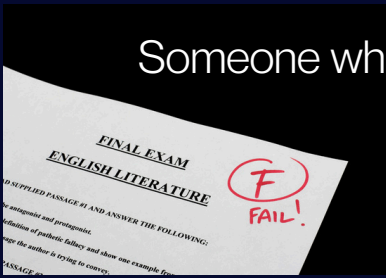
### Total over Four Years

c(£50,000) Debt

Potential Degree (+ Masters)

No Industry Experience

Someone who didn't get the grades/ into university.



Someone who doesn't want a social life.



People with limited intelligence.

## Who people *think* do apprenticeships...



People who are happy to be paid little.

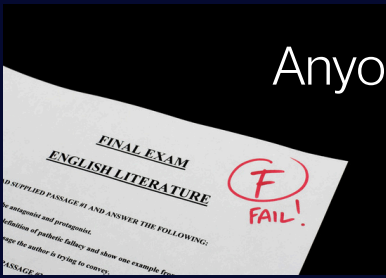


People only interested in manual labour.

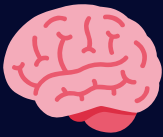
Someone who isn't ambitious.



Anyone, no matter their grades.



Someone who wants a nice social life.



People that have resilience and try hard.

## Who does an apprenticeship...



People who want to choose their first option.



People who want to be paid well.

*There are some apprentice salaries starting on £30k!*

Someone who is very ambitious.





Gordon Ramsay



Jamie Oliver



George Clarke



Karen Brady

# Celebs who were **apprentices**...



David Beckham



STELLA McCARTNEY



Alexander McQueen

# THE **SUPPORT.**

How you can support ur young person

## **CAREER CHOICES**

(Available on IOS & Android)



### **Help them find out which career they're suited to**

- Get them to **download** the **urfuture app** and create a free profile
- Take their career match assessment and reveal their match
- Then find jobs on the platform that are best suited to them
- Use [this](#) website to find what apprenticeship courses are out there

## **APPLICATIONS**

### **Support with how to apply**

- Support with giving application tips and feedback
- Practise interview techniques and questions
- Support in identifying elements of their personality to bring forward
- Support in finding extra experiences (virtual included) to add to CV

## **MINDSET**

### **Support with mindset and tracking**

- Apprenticeships aren't the 'easy route', students need to be invested in applications, just like they may be with university
- Help them to not take rejection personally
- Suggest them to create an application tracker

Click on each to watch

# WHAT A TYPICAL DAY LOOKS LIKE.

Day In The Lives of Apprentices

**Nursery Nurse**

**Pharmacy Technician**

**Operations Manager**

**Site supervisor**

**Occupational Therapy**

**Audit Apprentice**

**Construction apprentice**

**Molecular Pharmacology**

**Supply Chain Leader**

**Research Governance**

**Tax Apprentice**

**Mechatronics**

**Lab Scientist**

**Finance**

**Smart Metering**

**Marketing**



# THE APPLICATION *PROCESS.*

## 1. Initial application

- Candidates submit a CV or a written application
- This then gets screened, often using key words

## 2. Tests

- Typically for the larger corporate employers
- And can be role dependent
- Could be psychometric, numerical gamified testing

## 3. Video interview

- Or screening call if it's with a smaller organisation
- Candidates are recorded answering a couple of Qs
- Sometimes have one attempt to record on the software

## 4. Assessment centre

- Some companies do briefing calls before if large
- Can be in person or virtual
- Differ in duration
- Can consist of interviews, group tasks, research tasks
- Q&A often at the end with existing apprentices

# APPLICATION **TIPS.**

*The high-level overview*

## **1. Initial application**

- Include key words from the job description inside the CV
- Make it bespoke and read questions thoroughly
- Don't copy and paste from AI

## **2. Tests**

- Use practise tests online
- Do ur best - often no wrong or right answer

## **3. Video interview**

- Come prepped having practiced interview Qs
- Present yourself smartly
- Research the company and integrate into ur answers

## **4. Assessment centre**

- Showcase ur personality and story
- Showcase ur attitude and passion - employers want to see ur a culture fit and have potential, not whether u have paid work experience or not
- Show you've done ur research on the company
- Reach out to current apprentices on LinkedIn prior - asking for tips

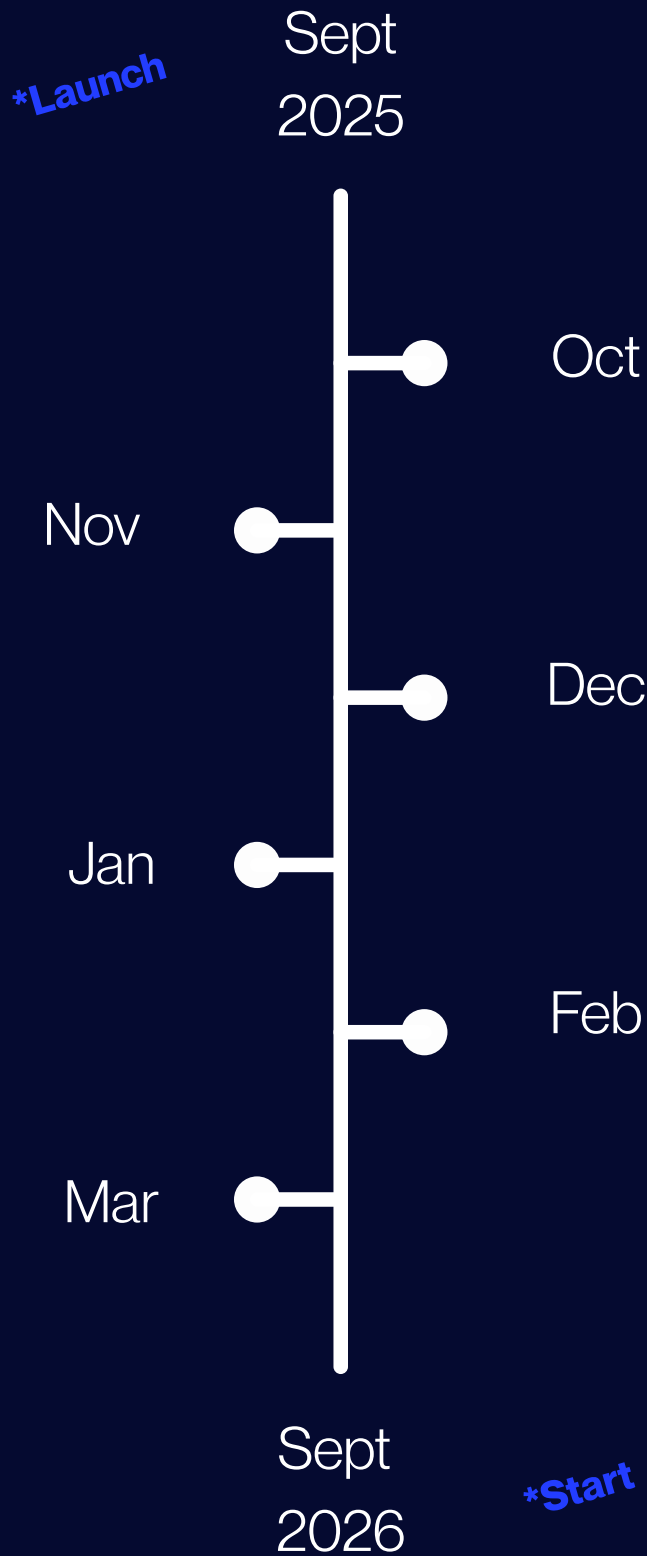
# APPLICATION **TIPS - indepth.**

For more indepth application tips - click on the ebooks below



# The timeline.

*With the large corporate companies, Apprenticeships will start to launch a year before they're due to start, and some companies may be recruiting right until May/June/Jul time the following year.*



# ur next steps.

Set ur young person up for success over the summer ↓

- Create a urfuture profile
- Get clear on next steps
- Create ur CV
- Start interview Q prep
- Research diff apprenticeships
- Create an application tracker
- Get feedback on CV
- Practise interview Qs
- Add to CV - courses etc
- Watch TikTok DITL videos
- Build a LinkedIn profile
- Message apprentices on Lkn
- Go to careers events
- Attend webinars/insight days
- Share this with other parents



# THANK *YOU*

**FOR READING.**

Any questions, DM us on Instagram @howtogetanapprenticeship.  
Keep us updated with your application journey!

