

INFLUENCERS

# THE APPRENTICESHIP SUPPORT AND KNOWLEDGE FOR SCHOOLS AND COLLEGES (ASK) PROGRAMME

## 2021/22

**The ASK programme is funded by the Department for Education and offers free support to educational establishments in England to increase awareness of apprenticeships, traineeships and T Levels.**



# WELCOME

Peter Mucklow, Director

*Apprenticeships, Education and Skills Funding Agency, Department for Education*



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***“We are proud that for 2021/22 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 or other skilled work.”***

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

We understand that the education sector continues to face significant challenges and we have therefore worked hard to ensure that our ASK offer for 2021/22 can continue to be delivered in a flexible, blended way to meet your needs.

In 2021/22, 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 2021/22 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 or other skilled work.

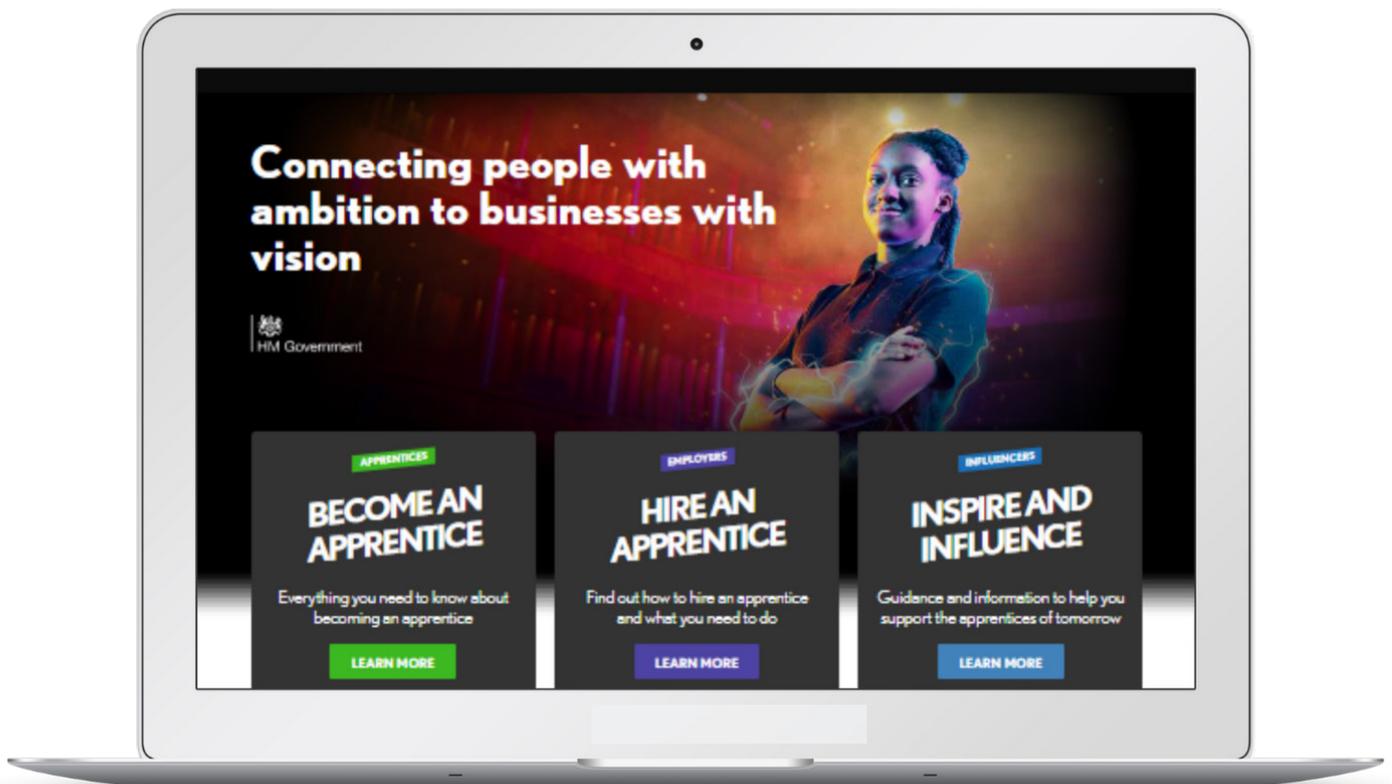
We encourage you to book a planning meeting with our delivery partners to take full advantage of this offer and create a careers support package for your school or college that is truly inspirational.

A handwritten signature in black ink that reads "Peter Mucklow". The signature is written in a cursive style and is positioned above a horizontal line.

**Peter Mucklow,**  
Director, Apprenticeships  
Educations and Skills Funding Agency,  
Department for Education

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# How the ASK programme works

The ASK programme is fully funded by the Department for Education and offers all educational establishments in England access to support to increase awareness of apprenticeships, traineeships and T Levels amongst students, parents, carers, teachers and career advisers.

## HOW TO ACCESS ASK SUPPORT

### 1. Browse the support available

Visit our website or browse this brochure to discover the range of free support available.

### 2. Submit an online request

Complete a [short online form](#) which will be sent to the ASK team to process.

### 3. Attend a planning meeting with an ASK delivery partner

Once you have submitted your request, an ASK delivery partner will get in touch to arrange a time for a planning meeting. The delivery partner will discuss your needs and explain the types of support available. The meeting can be carried out virtually or in person.

### 4. Book your support activities

Working with your delivery partner, book a mixture of support activities that meet the needs of your school, students, teachers and parents. All activities are designed to raise awareness of apprenticeships, traineeships and T Levels.

### 5. Access the resource hub

Visit our resource hub where you can browse and download a range of resources such as posters, activity packs and guides.

# Types of support

The ASK programme offers a range of free support for schools and colleges which we've outlined below.

## Activities and workshops

The activities and workshops delivered through ASK are inspiring sessions that are delivered by local experts (ASK delivery partners), on behalf of the Department for Education.

All activities and workshops are designed to inform and inspire your students, staff and parents about apprenticeships, traineeships and T Levels. You can read more about them later in this brochure.

Most activities have been designed flexibly so that they can be delivered as a face to face or virtual session, depending on what works best for your school/college.

Some activities can only be delivered in-person and we encourage schools and colleges to book activities as an in-person session wherever possible to increase engagement and overall impact.

## Online resources

Our online resources can be accessed through our resource hub on our government website, [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk).

All resources are free to download and use within your school or college.

The resources have been designed to complement and support your careers programme and the activities that you engage with through face-to-face and online support.

All activities and resources have been cross-referenced to the Gatsby Benchmarks to support schools and colleges when recording their activities on Compass.

# A summary of ASK support

Activities and resources have been designed to promote apprenticeships, traineeships and T Levels to students, parents, carers, teachers, career advisers, governors and more. The table below provides a summary of the different types of support available for different audiences.



## FACE-TO-FACE AND VIRTUAL ACTIVITIES

Your delivery partner will discuss the most suitable activities to meet your school or college's needs.

### Students

- Apprenticeship, traineeship and T Level awareness assemblies
- Apprenticeships/traineeship registration workshops
- Application/CV workshops
- Mock assessment centre workshops
- Mock interview sessions
- Careers fairs

### Teachers and career advisers

- The new ASK offer and how to access it
- Planning support in 2021/22
- Apprenticeship, traineeships and T Level awareness presentations

### Parents and carers

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

## ONLINE RESOURCES

Unlimited free access to our a range of online resources, available 24/7.

### Students

- Posters
- Classroom activity packs
- Videos
- Subject guides

### Teachers and career advisers

- Subject guides
- Webinars
- Posters
- Senior leadership guides
- Handbooks

### Parents and carers

- Monthly parent packs
- Translated materials

For more information visit:  
[www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)

## Awareness assemblies

*A great way to introduce apprenticeships, traineeships and T Levels to your students.*

<b>Delivery options:</b> <input checked="" type="checkbox"/> Face to face <input checked="" type="checkbox"/> Virtual	<b>Gatsby reference:</b> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 5 <input checked="" type="checkbox"/> 7 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8
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Awareness assemblies are a great place to introduce apprenticeships, traineeships and T Levels to your students. They involve expert speakers visiting your school or college (in person or virtually) to present to groups of students and explain the range of career options.

**“An excellent session, exactly what the students needed. An inspirational perspective on apprenticeships.”**

We also have access to the Apprentice Ambassador Network, where apprentices can attend assemblies to share their inspirational stories with students.

**“Superb information from a dynamic and independent speaker.”**

## Registration workshops

*Registration workshops are interactive sessions designed to introduce students to the online government services ‘Find an apprenticeship’ and ‘Find a traineeship’ - helping them navigate the search and application functions.*

<b>Delivery options:</b> <input checked="" type="checkbox"/> Face to face <input checked="" type="checkbox"/> Virtual	<b>Gatsby reference:</b> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 5 <input checked="" type="checkbox"/> 7 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8
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These sessions are best delivered in-person, but can also be delivered virtually.

During the session, students will be shown how to:

- **register** on ‘Find an apprenticeship’ and ‘Find a traineeship’ which are government online vacancy services
- **search** for apprenticeship and traineeship vacancies
- create **new job alerts**

Teachers and career advisers can also access resources and posters that provide hints and tips on the apprenticeship application process; <https://www.apprenticeships.gov.uk/influencers/application-support>

To book an awareness assembly or registration workshop, visit <https://www.apprenticeships.gov.uk/influencers/submit-an-ask-request>



# CV and application workshops

*These workshops are new for the 2021/22 ASK programme and aim to prepare students for the apprenticeship application process.*

<b>Delivery op-</b>	<b>Gatsby reference:</b>
<input checked="" type="checkbox"/> Face to face	<input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 5 <input checked="" type="checkbox"/> 7
<input checked="" type="checkbox"/> Virtual	<input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8

The CV and application workshops encourage students to engage in fun and interactive activities which will help them prepare for future apprenticeship applications.

These sessions are best delivered in-person, but they can also be delivered as a live virtual session.

For each session, the ASK team will join you and your students and will help you navigate through the application and CV writing process in more detail.

Sessions will cover:

- recognising strengths and how to showcase them to employers
- how to write successful apprenticeship job applications
- interview skills, including telephone and video interviews
- how to search for jobs in the current labour market
- preparing for digital and online recruitment



# Mock assessment centre workshops

*Interactive group exercises which introduce students to assessment centres as a recruitment method and provides students with hints and tips*

<b>Delivery options:</b>	<b>Gatsby reference:</b>
<input checked="" type="checkbox"/> Face to face	<input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/> 7
<input type="checkbox"/> Virtual	<input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input checked="" type="checkbox"/> 8

Our ASK delivery partners will join you and your students to deliver group exercises which explore new recruitment methods that they might be expected to participate in during the recruitment process with larger employers.

Workshops can be tailored to the students' level of ability, confidence and area of interest and are always popular with students.



Our interactive student apprenticeship guide for years 11- 13 is a great tool for preparing students for the apprenticeship application and recruitment process.

Download the guide here:

<https://www.apprenticeships.gov.uk/influencers/student-activity-packs>



# Mock interview sessions

*ASK partners will work with you to put together engaging workshops that provide students with the opportunity to experience what a real interview might be like.*

<b>Delivery options:</b> <input checked="" type="checkbox"/> Face to face <input checked="" type="checkbox"/> Virtual	<b>Gatsby reference:</b> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 5 <input checked="" type="checkbox"/> 7 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input checked="" type="checkbox"/> 8
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Sessions typically include local business people who will help to conduct the interview and provide valuable feedback to each student.

Students are asked to prepare ahead of the mock interview, this includes preparing a CV, researching what may be expected of them, and practising responding to potential interview questions.

Sessions are adapted to the size and experience of the group being supported as well as the availability of local employers.

To book any of our workshops or to hear from one of our apprentice ambassadors, submit a request via; <https://www.apprenticeships.gov.uk/influencers/submit-an-ask-request>.

# Apprentice Ambassadors

*Apprentice Ambassadors provide students with opportunities to speak to and hear from current and former apprentices as they share their inspirational stories.*

<b>Delivery options:</b> <input checked="" type="checkbox"/> Face to face <input checked="" type="checkbox"/> Virtual	<b>Gatsby reference:</b> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/> 7 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input checked="" type="checkbox"/> 6 <input checked="" type="checkbox"/> 8
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## Live presentations

Through the Young Apprentice Ambassador Network (YAAN), the ASK programme has access to hundreds of bright apprentices who are trained in public speaking to share their apprenticeship experience and inspire the apprentices of tomorrow.

Schools and colleges can request the support of an apprentice ambassador to inform students and their parents/carers about apprenticeships by submitting an online form; <https://www.apprenticeships.gov.uk/influencers/submit-an-ask-request>.

Where possible, the ASK team will aim to find you a suitable ambassador to meet your students either in person or via a live virtual event.

## Pre-recorded presentations

Your school or college can also access pre-recorded presentations which are delivered by apprentice ambassadors, providing you with more flexibility. The presentation is written and created by the apprentice and is specifically designed to help share their personal insight and experience of their apprenticeship journey; <https://www.apprenticeships.gov.uk/influencers/apprentice-ambassador-stories>.

# Support for parents and carers

*Support for parents and carers can be flexible to meet the needs of your school or college and is designed to showcase apprenticeships, traineeships and T levels as career opportunities.*

Delivery options:	Gatsby reference:
<input checked="" type="checkbox"/> Face to face	<input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/> 7
<input checked="" type="checkbox"/> Virtual	<input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input checked="" type="checkbox"/> 8

## Presentations

We can join you in person, or virtually at various parent and carer events. For example, we can attend your school or college's options evenings, transition planning events or any other parent or carer workshops to provide them with information on apprenticeships and the alternative pathway programmes, such as traineeships and T Levels.

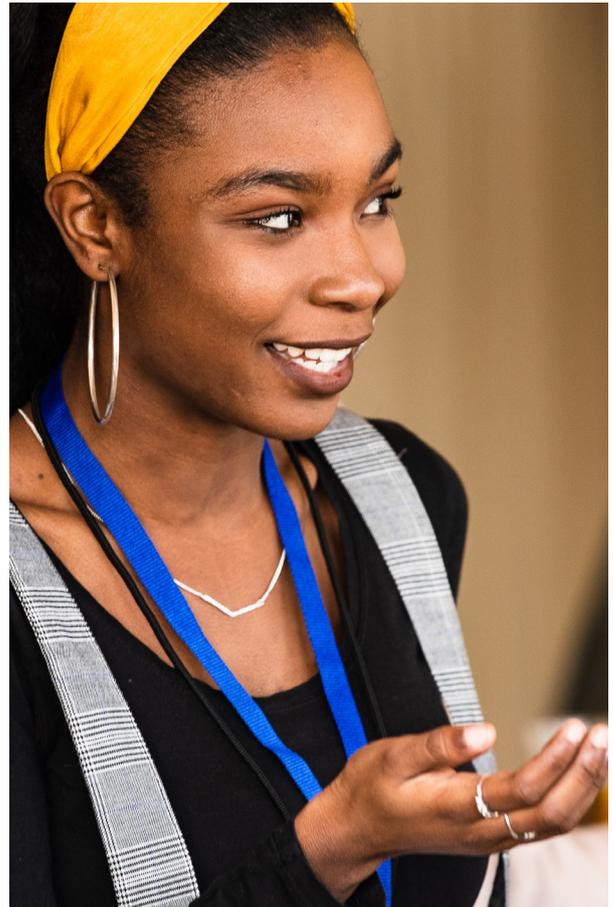
We also offer sessions delivered to parents and carers to support them in helping their child navigate the apprenticeship recruitment process.

## Monthly parents and carers packs

Our monthly resource packs provide the latest information and news on apprenticeships, traineeships and T Levels alongside useful activities for parents and carers to complete with their child. The packs can be shared via parentmail or your own school or college website.

## Translated materials

Our parents guide to apprenticeships is available in 7 languages for you to share with parents and carers via parentmail or your school or colleges website; <https://www.apprenticeships.gov.uk/influencers/resources-for-parents>.



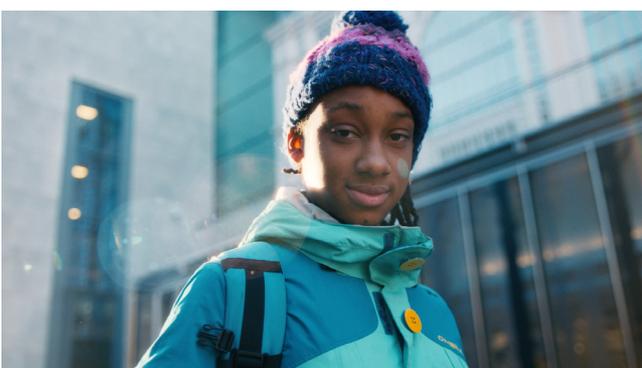
# Careers fairs

Access additional support at your next careers fair through the ASK programme.

<b>Delivery options:</b>	<b>Gatsby reference:</b>
<input checked="" type="checkbox"/> Face to face <input checked="" type="checkbox"/> Virtual	<input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/> 7 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input checked="" type="checkbox"/> 8

If you're hosting a careers fair in 2021/22 then you can access additional support through the ASK team. We can join you either in-person or virtually to inform students and their parents or carers about apprenticeships and the benefits. We can also work with local employers and our apprentice ambassadors to also attend and share their experiences and opportunities.

Most schools and colleges ask that we deliver a short presentation about apprenticeships at the start or during their careers fair, but your ASK delivery partner will work with you to work out what works best for your school or college.



# Teacher training and development

Our teacher training support has been designed in consultation with teachers across England.

<b>Delivery options:</b>	<b>Gatsby reference:</b>
<input checked="" type="checkbox"/> Face to face <input checked="" type="checkbox"/> Virtual	<input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/> 7 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input checked="" type="checkbox"/> 8

## Teacher presentations

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

- information about the ASK programme
- planning and support in 2021/22
- apprenticeship, traineeships and T Level awareness presentations

## Teacher guides

We have a range of resources designed to support teachers in informing students about apprenticeships, traineeships and T Levels.

Resources include:

- subject guides which demonstrate the types of apprenticeship opportunities their subjects can lead to
- teacher guides to accompany student activity packs



# Support for careers leaders

*The ASK programme can support careers leaders in developing meaningful careers provision for their school or college.*

The government's careers strategy sets out an expectation that every school will identify a careers leader. As a consequence, careers leaders are now supported centrally through the Careers and Enterprise company 'careers hub'.

*"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, 2018*

The ASK programme can help careers leaders plan meaningful careers provision for their schools or college that includes information about apprenticeships, traineeships and T Levels. The entire ASK programme has been mapped against the Gatsby Benchmarks and support can be provided to you at no cost.



**Mapped  
against  
Gatsby  
Benchmarks**

**Fully funded  
by the  
Department  
for Education**

**Tailored to  
the needs of  
your school  
or college**

# Free classroom resources

You can access a range of great resources to use with your students and colleagues to inspire them to find out more about apprenticeship opportunities.

## Delivery options:

- Face to face
- Virtual

## Gatsby reference:

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

## Resource examples



### A guide to apprenticeships

Information about apprenticeships, what they are and how to find the right opportunity.



### Preparing for the first day of work

Starting a new job can sometimes feel overwhelming. These hints and tips help students prepare for their first day.



### Traineeship activity pack

Designed as a learning aid for young people to inform them about traineeships.



### Degree apprenticeships: an open day guide

Advice on the key things to consider when attending open days if a student is considering a degree apprenticeship.



### A guide to apprenticeship interviews

Information, tips and interactive activities designed to help students prepare for apprenticeship interviews.



### Apprenticeships in STEM subjects

An overview of apprenticeship opportunities in science, technology, engineering and medicine.

TO BROWSE ALL OF OUR RESOURCES VISIT [WWW.APPRENTICESHIPS.GOV.UK/INFLUENCERS/RESOURCE-HUB](http://WWW.APPRENTICESHIPS.GOV.UK/INFLUENCERS/RESOURCE-HUB)



# Ask partners

The ASK programme is delivered through different partner organisations.



Education & Skills  
Funding Agency

Education and Skills Funding Agency

The [ASK programme](#) is funded by the Education and Skills Funding Agency which is part of the Department for Education.



Amazing Apprenticeships

[Amazing Apprenticeships](#) are an approved partner of the ASK programme who create engaging resources to build awareness of apprenticeships, traineeships and T Levels. Contact: [hello@amazingapprenticeships.com](mailto:hello@amazingapprenticeships.com)

## Delivery partners



BL Training Ltd (North)

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

Contact: Guy Saxton

Email: [guy.saxton@bl-training.co.uk](mailto:guy.saxton@bl-training.co.uk)

Tel: 01912 619 636

[www.bl-training.org.uk](http://www.bl-training.org.uk)



Workpays (Midlands)

*Workpays provide a range of skills and employability services.*

Contact: Tina Patel

Email: [tina.patel@workpays.co.uk](mailto:tina.patel@workpays.co.uk)

Tel: 07964396786

[www.workpays.co.uk](http://www.workpays.co.uk)



CXK (South)

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

Contact: Hazel Allan

Email: [HazelAllan@cxk.org](mailto:HazelAllan@cxk.org)

Tel: 07498 374845

[www.cxk.org](http://www.cxk.org)



Education  
Development  
Trust (London)

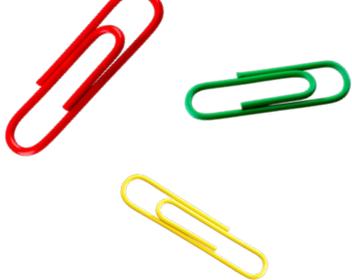
*EDT works with others to improve education.*

Contact: Bradley  
Davies

Email: [bdavies@educationdevelopmenttrust.com](mailto:bdavies@educationdevelopmenttrust.com)

Tel: 07876837972

Got an activity idea?  
Share your ideas via [ask.programme@education.gov.uk](mailto:ask.programme@education.gov.uk)



## Contact us

To speak to our team about a bespoke package of support, you can:



### SUBMIT AN ONLINE FORM

Fill in our simple online form with details about your school or college and the support you require and a member of the team will get in touch to arrange a planning meeting and discuss your requirements.

[www.apprenticeships.gov.uk/influencers/submit-an-ask-request](http://www.apprenticeships.gov.uk/influencers/submit-an-ask-request)

Browse our latest resources via our resource hub at [apprenticeships.gov.uk/influencers/resource-hub](http://apprenticeships.gov.uk/influencers/resource-hub)



### EMAIL US

If you're having problems with the form, or would like to talk to a member of the team before submitting a request, then email us at [ask.programme@education.gov.uk](mailto:ask.programme@education.gov.uk)

To keep up to date with our activities and news, you can follow us via our social media channels:



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[@AmazingAppsUK](https://www.instagram.com/AmazingAppsUK)

**For more information visit:**  
**[www.apprenticeships.gov.uk/  
influencers/request-ask-support](https://www.apprenticeships.gov.uk/influencers/request-ask-support)**

