

INFLUENCERS

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

2022/23

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.

THE
ASK
PROGRAMME

APPRENTICESHIPS
TRAINEESHIPS
T LEVELS



WELCOME

Peter Mucklow, Director

Apprenticeships, Department for Education



“We are proud that for 2022/23, 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.”

Thank you for engaging with the Apprenticeship Support & Knowledge for schools and colleges programme (ASK), funded by 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 2022/23 can continue to be delivered in a flexible, blended way to meet your needs.

In 2022/23, 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 2022/23, 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.

The programme will also be expanding to ensure further support is available for FE colleges, including an increased offer of campus sessions, more support for Level 3 students and subject specific resources available for tutors to use with students.

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
Department for Education

Contents

04	How the ASK programme works
04	Types of support
05	A summary of ASK support
06	The FE College offer
08	Awareness assemblies
08	Registration workshops
09	CV and application workshops
09	Mock assessment centre workshops
10	Mock interview sessions
10	Apprentice Ambassadors
11	Support for parents and carers
12	Careers fairs
12	Teacher training and development
13	Support for careers leaders
14	Free classroom resources
15	Ask partners
16	Contact us



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 careers 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, the ASK delivery partner in your area 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 or college, 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.
- 6. Book onto the CPD workshops**
New for 2022/23 is a series of free, online workshops, designed for careers advisers and teachers to build your knowledge and awareness of apprenticeships and technical education. [Book here.](#)

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.

What support is available?

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

Students

- Awareness assemblies
- Apprenticeship and traineeship application workshops
- Mock assessment centre workshops
- Mock interview sessions
- Careers fairs
- 'Career starter' apprenticeship sessions

Teachers and careers advisers

A new, online learning & development programme is available. Face to face activities can still be arranged where required with your delivery partner, which include:

- Awareness presentations
- Teacher CPD/inset days
- Apprenticeship application information session

Parents and carers

A new, online learning & development programme is available. Face to face activities can still be arranged where required with your delivery partner, which include:

- Awareness presentations
- Attendance at parents' events
- Apprenticeship application information session

Teachers and careers advisers

Parents and carers

New learning and development webinars

New for 2022, we are offering an online learning & development programme for teachers, careers advisers, parents and carers. The programme will run as a series of monthly webinars, which can be joined live or watched on catch up. The programme aims to increase awareness and confidence around apprenticeships, traineeships and technical education and help those advising young people to understand the options available and how to support young people with decisions around their next steps.

www.amazingapprenticeships.com/workshops-webinars

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 careers advisers

- Subject guides
- Posters
- Senior leadership guides
- Handbooks

Parents and carers

- Parent & Carer Packs
- Translated materials

The FE College ASK offer 2022/23

The [ASK programme](#), now in its 8th year, is fully funded by the Department for Education. The programme has gone from strength to strength, engaging more than 2.4 million students in schools and colleges across England. Whilst this is fantastic, we know that we must continue to innovate the ASK offer to ensure that we are meeting the needs of all young people – and this includes FE Colleges.

We have been undertaking a review of the support that we offer to FE Colleges and conducted a survey with 78 FE Colleges in 2022. The feedback received highlighted several challenges that FE Colleges were experiencing in accessing the ASK programme, including being able to service the needs of multi-campus colleges, being able to offer support to students across a range of subjects and levels and also the importance of being able to collaborate on the ASK offer, so that duplication can be avoided, meaning the focus of the support can be on the most relevant and impactful activities.

Working with this feedback, we have shaped and developed a new and improved FE College offer for the 2022/23 academic year that will include multi-campus coverage.

A collaborative approach

We will work with you to understand and complement your existing provision, and to ensure that we are not duplicating, but enhancing your college careers programme. We will do this by holding a consultation (planning meeting) with you to understand the requirements of your college, including:

- The structure of your college, the number of campus locations, the type and level of courses offered (full time, part time and work based) and learner characteristics.
- The careers education programme offered to students and staff, including support and signposting already in place, careers fairs and local recruitment activities.
- The apprenticeships and pre-apprenticeships offered through your college.
- Your baseline data on student destinations and apprenticeship uptake.
- Local partnerships including the Local Enterprise Partnership and Careers Hub.

Once the consultation meeting has been completed and we are clear about how the ASK programme could add greatest value and impact for your students, we will be able to plan a bespoke schedule of activity and book the sessions in.

Career starter – jobs of the future

We know that a lot of young people can feel uncertain about the sectors and businesses that are growing and the opportunities that might be available.

New for 2022/23, the Department for Education has established a new area of the [Apprenticeships.gov.uk](https://www.apprenticeships.gov.uk) website that features a range of different apprenticeship roles that can act as a brilliant launchpad across a number of sectors. This will be added to each term, with more standards being featured throughout the year.

Stay up to date

To stay informed about the latest developments of the ASK programme, you can sign up to the monthly ASK newsletter for FE Colleges. To sign up to the FE College newsletter, please email: hello@amazingapprenticeships.com

What next?

Your first step is to [book in a planning meeting](#) with your local ASK delivery partner.

The FE College offer

Examples of the types of workshops and sessions that FE Colleges could access include:

- Apprenticeships explained (a group information and inspiration session)
- Using Find an Apprenticeship and Find a Traineeship
- Career Starter – jobs of the future
- How to find an apprenticeship
- How to apply for an apprenticeship
- Preparing for the apprenticeship recruitment process

All presentations and workshops can be tailored to include subject-specific information linked to different curriculum areas and levels of learners. Resources can support your college in preparing your students to apply for apprenticeships.

For more information visit: www.apprenticeships.gov.uk

Awareness assemblies

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

Delivery options:	Gatsby reference:
<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

Awareness assemblies are a great place to introduce apprenticeships and other post-16 and post-18 options 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.

The assemblies can be tailored to meet the needs of your students. They provide an overview of the opportunities, the different sectors and levels available, including an introduction to higher and degree apprenticeships.

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

We also have access to the Apprenticeship Ambassador Network, where apprentice and employer Ambassadors 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.

Delivery options:	Gatsby reference:
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<input checked="" type="checkbox"/> Virtual	<input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 6 <input type="checkbox"/> 8

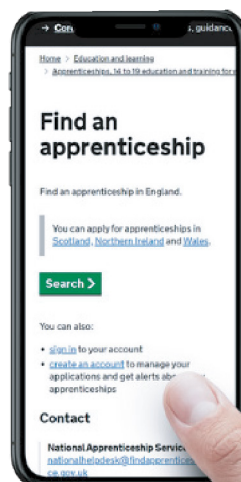
These sessions are best delivered in-person, but can also be delivered virtually.

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](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 aim to prepare students for the apprenticeship application process.

Delivery options:	Gatsby reference:
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<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



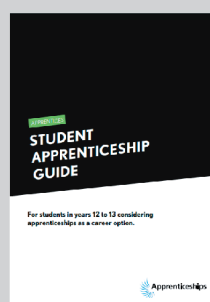
Mock assessment centre workshops

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

Delivery options:	Gatsby reference:
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<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. This guide is also suitable for those who have already left school or college.

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.

Delivery options:	Gatsby reference:
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Sessions can include local business people, where possible, 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>.



Apprenticeship Ambassadors

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

Delivery options:	Gatsby reference:
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<input checked="" type="checkbox"/> Virtual	<input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input checked="" type="checkbox"/> 6 <input checked="" type="checkbox"/> 8

Live presentations

Through the Apprenticeship Ambassador Network (AAN), the ASK programme has access to hundreds of apprentices and employers to share their apprenticeship experience and inspire the apprentices of tomorrow. Schools and colleges can request the support of an apprenticeship 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 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>.

Career starter sessions

An array of new resources will be made available in 2022/23 which will aim to showcase the different apprenticeship standards that are particularly suitable for young career starters to help to launch their career. Sessions will be offered to explore these different standards in more depth and give students an understanding of the career routes they can progress into and how to search and apply for career starter standards.

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:
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Online learning & development programme

New for 2022/23, expert delivery partners, Amazing Apprenticeships, have developed a series of online workshops which will aim to support parents and carers in their understanding of apprenticeships and other technical education routes, and increase their confidence in supporting their child with careers advice and guidance.

Exploring useful topics and partnering with expert speakers, share the learning & development programme with parents & carers here: <https://amazingapprenticeships.com/workshops-webinars/>

Presentations

Where appropriate, 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.

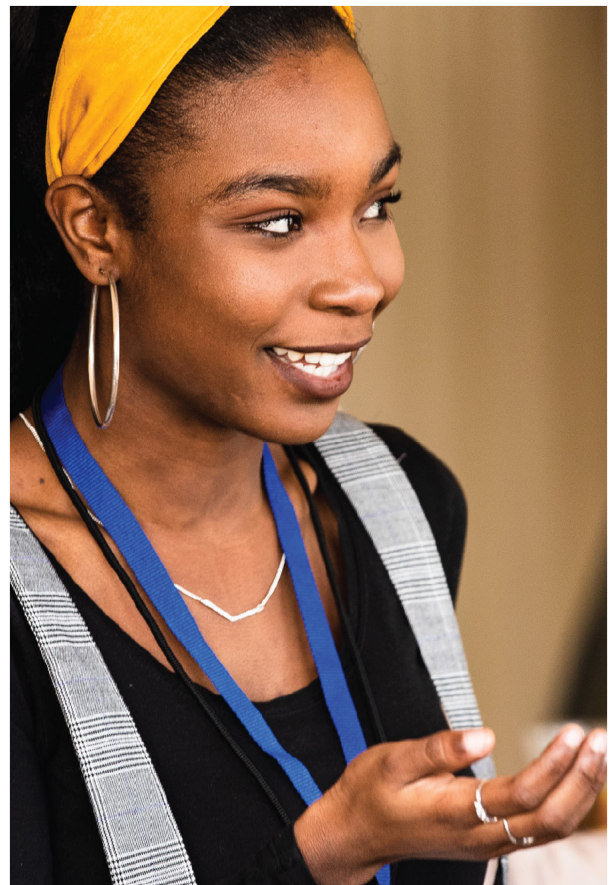
We also offer sessions delivered to parents and carers to support them in helping their child navigate the apprenticeship recruitment process.

Parents and carers packs

Our 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 college's website; <https://www.apprenticeships.gov.uk/influencers/resources-for-parents>.



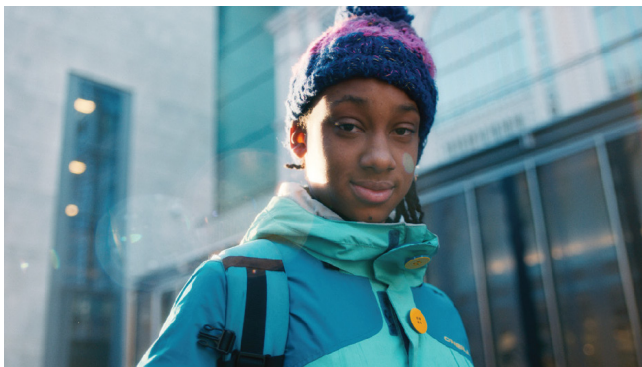
Careers fairs

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

Delivery options:	Gatsby reference:
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If you're hosting a careers fair in 2022/23 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 apprenticeship 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.

Delivery options:	Gatsby reference:
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Online learning & development programme

Amazing Apprenticeships have also developed a series of online workshops for teachers and careers advisers, helping them in their understanding of apprenticeships and other technical education routes, and increase their confidence in supporting students with careers advice and guidance.

By offering flexible, virtual sessions that can be accessed live or on catch up, the programme aims to support schools and colleges by making this information more accessible to a wider audience of teachers and careers advisers at a time that suits them.

Exploring useful topics and partnering with expert speakers, find out about the learning & development programme for teachers and careers advisers here: <https://amazingapprenticeships.com/workshops-webinars/>

Teacher presentations & resources

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

- information about the ASK programme
- apprenticeship, traineeships and T Level awareness presentations

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

- 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.

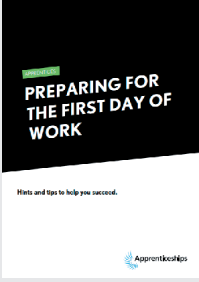
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Resource examples



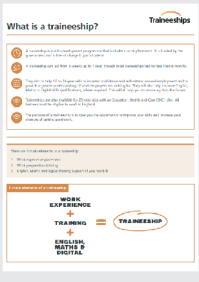
A guide to apprenticeships

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 maths.



Higher & Degree vacancy listing

Updated in November and February, the Higher and Degree listing provides a list of higher and degree apprenticeship vacancies from across the country from a range of employers.

To browse all of our resources, visit:
www.apprenticeships.gov.uk/influencers/resource-hub

ASK partners

The ASK programme is delivered through different partner organisations.



Department for Education

The Department for Education

The [ASK](#) programme is funded by 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

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

Tel: 01912 619 636

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

Tel: 07964396786

www.workpays.co.uk



CXK (South)

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

Contact: Hazel Allan

Email: HazelAllan@cxk.org

Tel: 07498 374845

www.cxk.org



Education Development Trust (London)

EDT works with others to improve education.

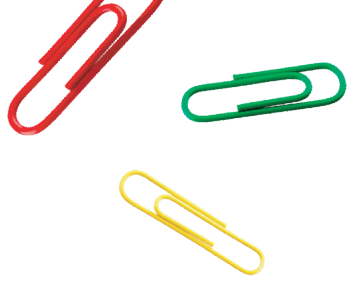
Contact: Bradley Davis

Email: bdavis@educationdevelopmenttrust.com

Tel: 07876837972

www.educationdevelopmenttrust.com/

Got an activity idea?
Share your ideas via 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

Browse our latest resources via our resource hub at 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

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



@Apprenticeships
@AmazingAppsUK
@educationgovuk



@AmazingAppsUK
@educationgovuk

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

