



ACCESS: NEW HORIZONS  
**APPRENTICESHIPS.**  
**OPENING UP GREATER CHOICE.**



PETE MILSOM  
UCAS

UCAS

Opening up greater  
choice:

UCAS Apprenticeships



**“To empower people to discover the next step on their learning journey by providing accessible, insightful and inspirational information, advice and guidance across all higher education pathways, including apprenticeships.”**

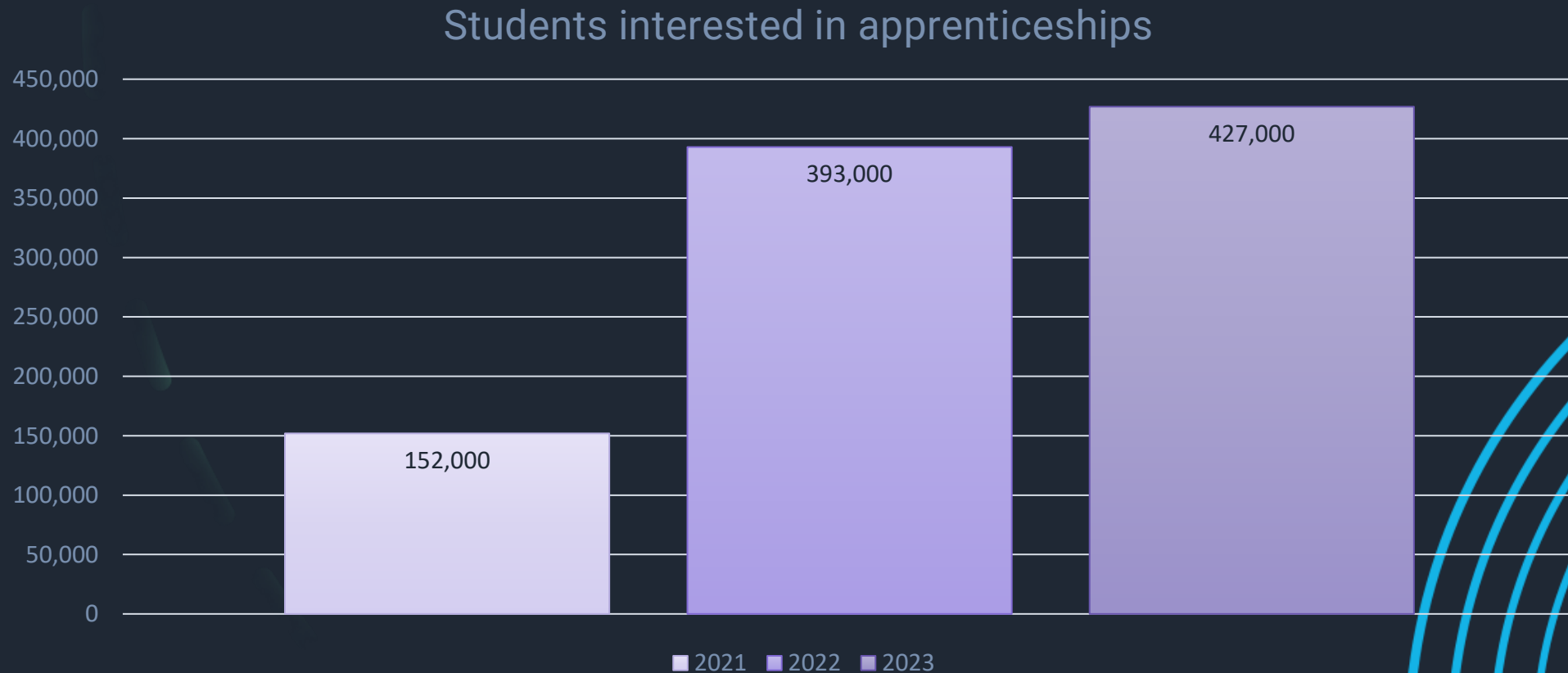
*UCAS, Discover Your Future*

UCAS

# UCAS Apprenticeships

The story so far

# Interest in apprenticeships is growing every year UCAS



\*Data source; UCAS Potential Applicant Database (PAD) at Equal Consideration Deadline (ECD)

# UCAS is a trusted source of information and advice for millions of people

4500  
Network of UCAS advisers in schools & colleges

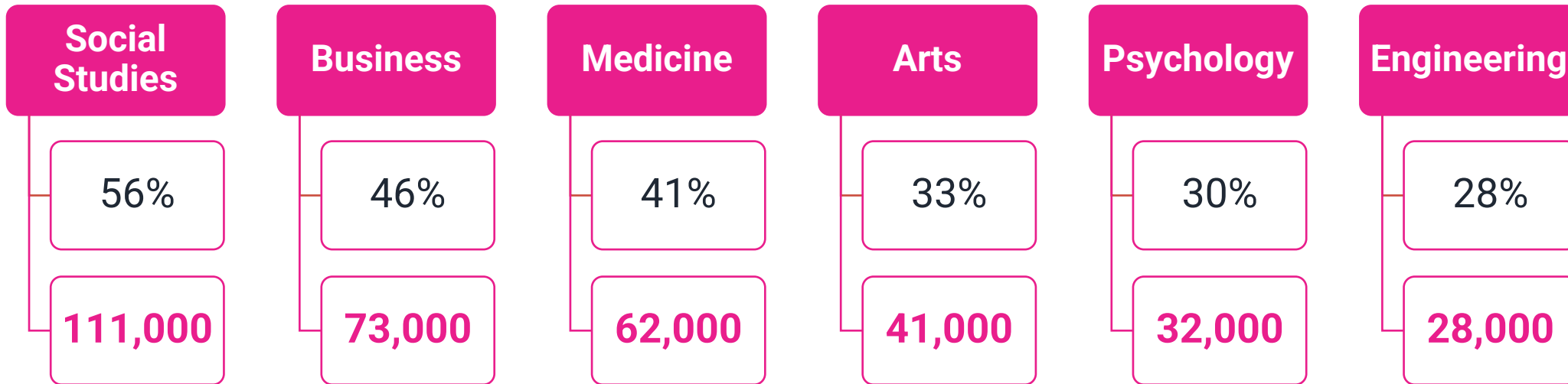
250,000  
Attendees at UCAS Discovery Events each year

1.5m  
New registrants on the UCAS Hub

30m  
Visitors to [ucas.com](https://ucas.com)




# Our pre-applicant database tells us what apprenticeships students are interested in




# Students aren't getting the information they need


UCAS




1 in 5 close a door to a potential career choice at GCSE option stage




1 in 3 do not get any information about apprenticeships at school




87% believe that a degree will lead to a good job later in life



57% believe that an apprenticeship can lead to a good job



76% associate the word 'prestigious' with going to university



4% associate the word 'prestigious' with an apprenticeship





# But their journey is difficult...



Awareness of apprenticeships is low creating stigma and misconceptions



Research is difficult with no single source of truth and leads to confusion



Searching in a disparate landscape is challenging causing uncertainty



Application methods vary depending on the employer and applicants are stressed



Interviews are not supported and a new experience so cause anxiety



# What are we doing now?

The existing offer

# THE ULTIMATE GUIDES

We've created a series of guides that are loaded with information to help you understand what's next – decisions, next steps and figuring it out. These are our road maps to navigating student life.

[All](#)[Applications](#)[Subjects](#)[University](#)[Apprenticeships](#)[Finance](#)[Location](#)[Support](#)[Gap Year & Work](#)

UNIVERSITY

**IS UNIVERSITY  
WORTH IT?**

APPRENTICESHIPS

**FINDING AN  
APPRENTICESHIP**





# Search

Industry Guides



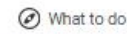
Hub



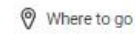
For you



Favourites



What to do



Where to go



Search



Search for items

&lt; Search All | 18 results | Page 1 of 1

Sort by: Relevance ▾



Grid



List



All filters



Information and communication technology



Law and legal studies



Public health, social care and childcare services



Business and office administration



Teaching and lecturing



Transportation



Media, publishing and information



Art, performance and design



# Search

Employers

Hub

For you

Favourites

What to do

Where to go

Search

Search for items

< Search All | 72 results | Page 1 of 4

Sort by: Relevance

Grid

List

All filters



BAE Systems



Bloomberg



GSK



Barclays Bank Plc



Arc Group London Ltd



Wiser Academy



Ask Italian



DHL

# UCAS is already established in this market and has seen record growth in its platform



Our apprenticeship search tool received **6.87m page views**



These page views led to **2.1m job searches**



These searches have resulted in **232,000 applications**

# Search for apprenticeships, graduate jobs and internships



## Browse jobs by specialism

[View all](#)

<a href="#">Administration</a> 411	<a href="#">Human Resources</a> 185
<a href="#">Business / Management</a> 466	<a href="#">IT</a> 668
<a href="#">Catering</a> 881	<a href="#">Journalism</a> 60
<a href="#">Consultancy</a> 214	<a href="#">Legal</a> 33
<a href="#">Education &amp; Training</a> 698	<a href="#">Marketing</a> 494
<a href="#">Engineering</a> 1329	<a href="#">Operations</a> 362
<a href="#">Finance</a> 207	<a href="#">Other</a> 655
<a href="#">Health &amp; Social Care</a> 255	<a href="#">Sales / Customer Service</a> 402

## Job of the week



**Test & Triage Analyst Apprentice**  
 Slough, Berkshire •  
 £21,500 (rising rapidly to £24,500 th...)

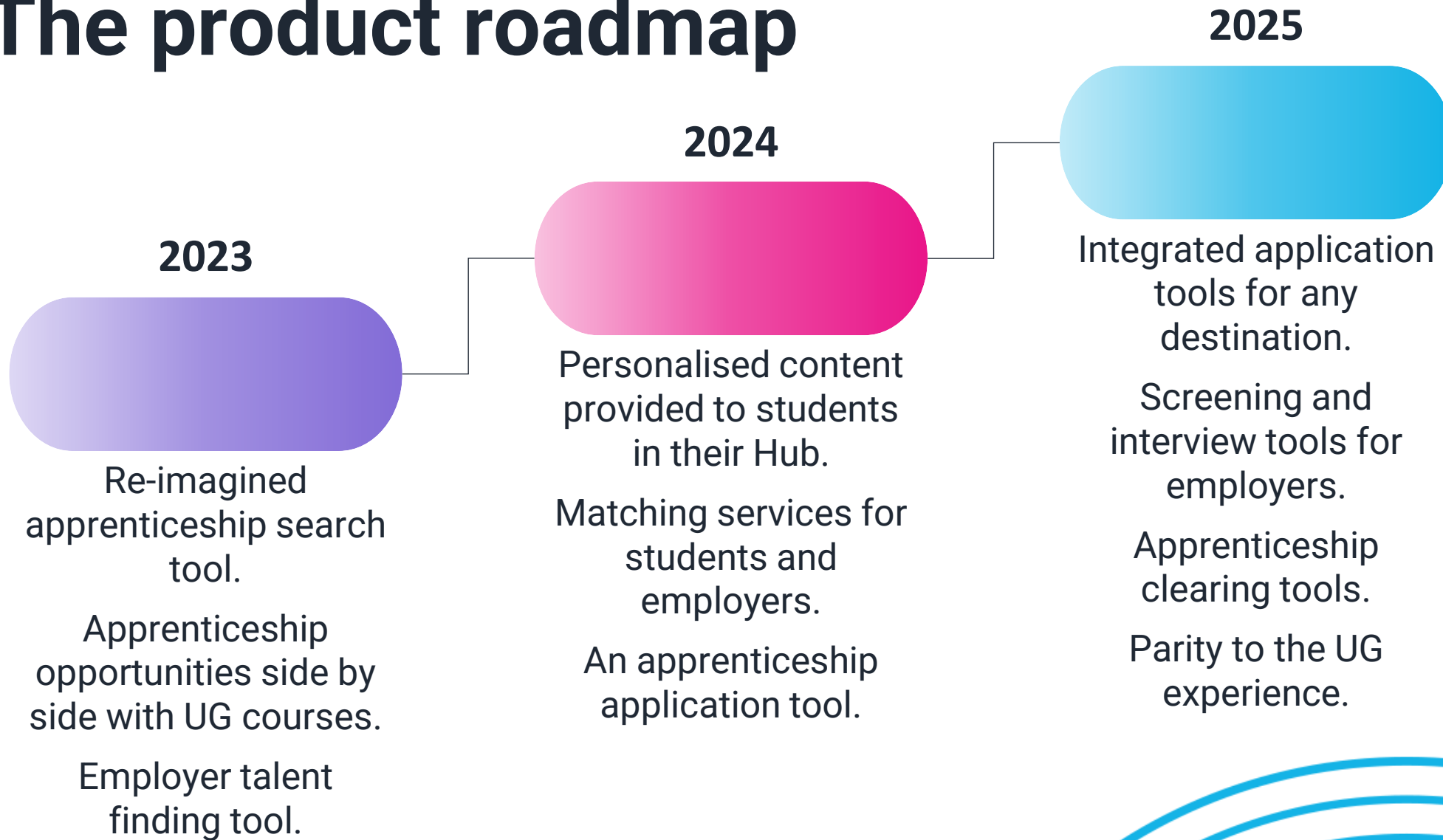
# What does the future look like?

The future of UCAS apprenticeships



# The product roadmap

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