# GELEBRATING APPRENTICESHIPS





## OPENING UP GREATER CHOICE

Lindsay Conroy | UCAS





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

and an **independent charity** with an objective to 'advance, and assist in the advancement of, education'.

1.3 million

Potential applicant database



25.4m

Unique visitors to ucas.com each year



155k+

Students at Discovery Exhibitions



30k+

Parents, teachers & advisers



#### **Seven million**

**Apprenticeship** searches in 2022







### THE JOURNEY TO A MILLION

**2030** 1,000,000

2028

960,000

2027

920,000

+130k UK 18 year olds

2026

880,000

+11k UK 19+

**2025** 800,000

+92k International

**CELEBRATING APPRENTICESHIPS** 





#### THE 'MILLION' ARE CURRENTLY IN YEAR 7...

### What does this growth mean for...



















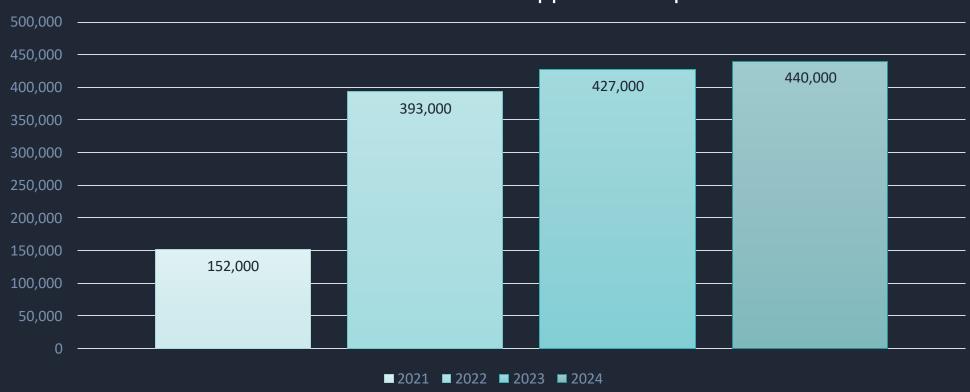
#### #CELEBRATINGAPPRENTICESHIPS

## WHY APPRENTICESHIPS?



#### INTEREST IN APPRENTICESHIPS CONTINUES TO GROW

#### Students interested in apprenticeships\*



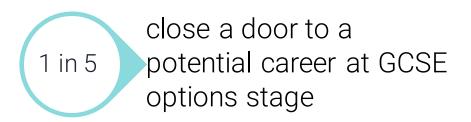
\*Data source; UCAS Potential Applicant Database (PAD) at Equal Consideration Deadline (ECD)

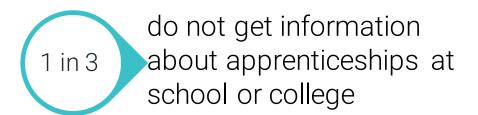


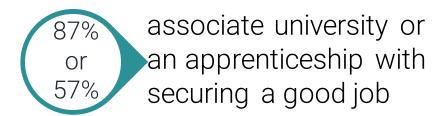




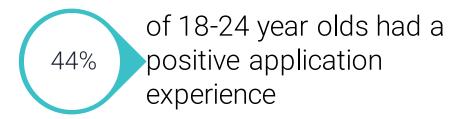
#### BUT STUDENTS AREN'T GETTING THE INFO THEY NEED...

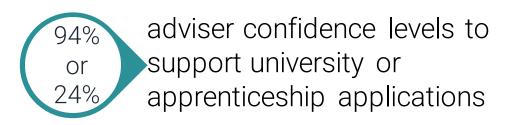














#### AND THEIR JOURNEY IS CHALLENGING



Awareness of apprenticeships when it comes to pursuing some career goals is low



Research is difficult and often conducted without support from teachers



The landscape to search for opportunities is disparate & hard to navigate



Application methods are inconsistent & support is varied for individuals



Recruitment processes are often multistaged and can be highly pressured



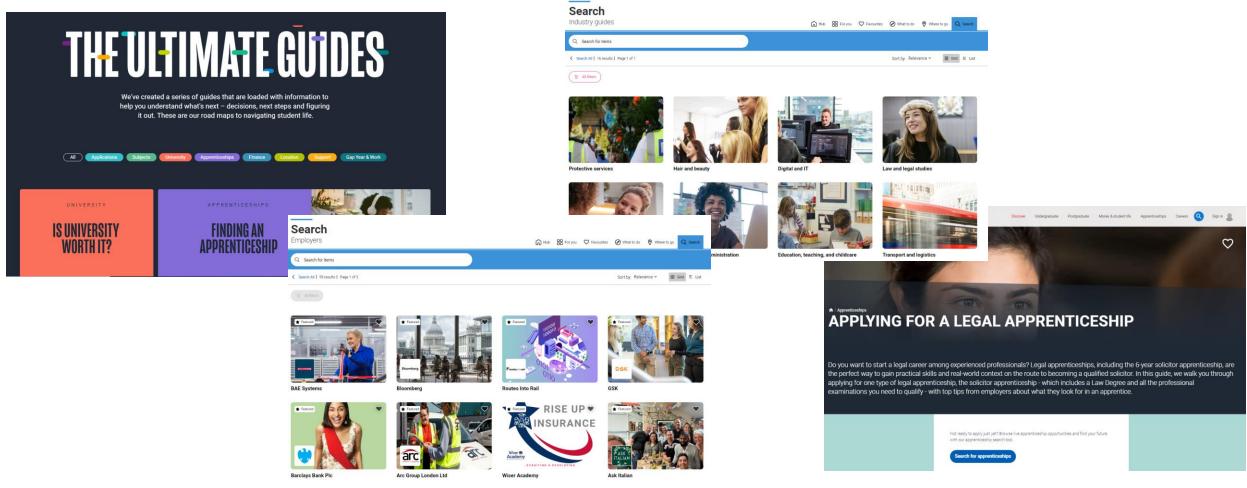


## WHAT HAVE WE DONE ABOUT IT?





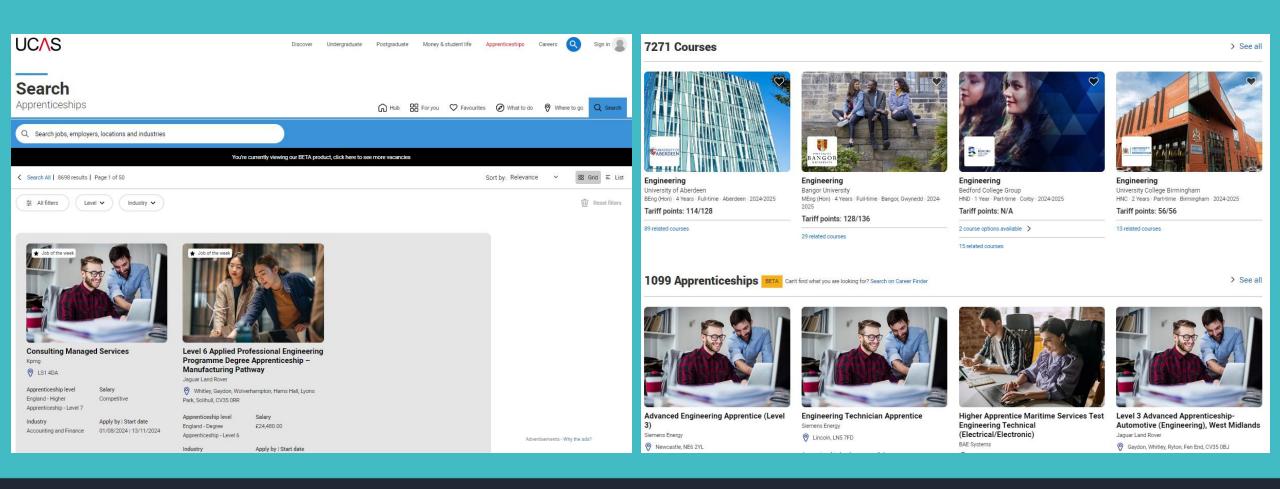
## INFORMATION, ADVICE & GUIDANCE ON UCAS.COM







#### **BRAND NEW JOBS BOARD & SIDE BY SIDE SEARCH**







### TOOLS FOR EMPLOYERS TO IMPROVE THEIR REACH

- Talent matching
- Email campaigns
- Paid media
- Display advertising
- Events

# TAP INTO UCAS' HUGE DATASET TO CREATE A TALENT POOL OF INDIVIDUALS WITH THE EXACT CHARACTERISTICS YOU'RE SEARCHING FOR



UCAS provides one consolidated place for young people to discover higher education and apprenticeship options

Apprenticeships are displayed alongside university courses on **UCAS.com** 



Every year **1.5 million** students and young people **depend on UCAS to explore their options** 

Around half are interested in apprenticeships







#### AND A PARTNERSHIP WITH THE DfE...



#### **Early Connect**

A pilot being delivered in partnership between the Department for Education and UCAS to support more young people into apprenticeships and to make it easier for employers to find apprentices.

- Schools & College support
- Employer support
- Regional networks
- Young person support
- Digital alignment





# WHAT DOES THE FUTURE LOOK LIKE?





#### WHAT'S COMING NEXT...









PATHWAYS THROUGH APPRENTICESHIPS

APPRENTICESHIP APPLICATIONS

GREATER SUPPORT FOR TEACHERS & ADVISERS

UCAS TARIFF POINTS LEVEL 3 APPRENTICESHIPS

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