

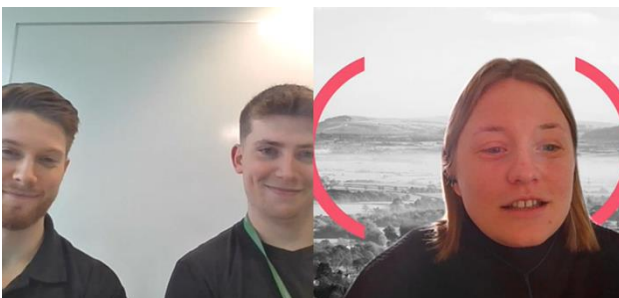
Case study: Open Doors 2022



National Apprenticeship Week 2022 saw the relaunch of our successful Virtual Open Doors initiative! Open Doors 2022 builds on the success of Open Doors 2021, and aims to raise the profile of vocational pathways and what they can offer. Vocational pathways can often be misunderstood by students, so it was important to give an oversight of apprenticeships and bust any myths.

Initially, we approached our Cornerstone Employers and wider employer network with a brief, asking if they have any enthusiastic current/recent apprentices willing to take part in the initiative (from any level). We then approached all schools in our Careers Hub, targeting Years 10, 11 and sixth form (but pupils as young as Year 7 took part). We then matched schools and employers together their preferred dates and times.

The context for the event was a 20/30 minute virtual talk followed by Q&A section, where students got a chance to ask questions. The talks were designed to be unspecific to the employer sector; to provide an overview of the apprenticeship pathway since secondary school to now, the recruitment process for their apprenticeship and the world of work. They also outlined the advantages/disadvantages of apprenticeships compared to other pathways. Schools were asked to prepare students in advance of the talk on what apprenticeships are, plan some questions, and provide a brief about the employer.



"Before the assembly I genuinely didn't know anything about an apprenticeship! Now I am aware of the steps I'd need to take to do an apprenticeship"
- Student

"I'm going to do research on an apprenticeship to find out if I can be an apprentice with the job I want to do when I'm older"
- Student

Across the week, 10 employers supported, providing 20 apprentices from: Unilever, Thakeham Homes, Honeywell, Fidelity International, Atkins Engineering, British Airways, ITV, NHS, Thales and Gatwick Airport. 12 schools took part, providing 14 individual events and up to 5000 students attending in total! Schools included: The Weald, Oxted, The Priory, Reigate School, St Bede's, The Beacon, Glyn, Royal Alexandra and Albert, De Stafford, St Wilfrid's, Bohunt Horsham, The Gatwick School and Hazelwick School.

To measure impact, we created a survey for a sample of students to complete. Of 96 students surveyed, 79% of students enjoyed the event, and 65% of students "agreed" or "strongly agreed" that Open Doors helped them think about what they might like to do once they finish school or college. 64% also "agreed" or "strongly agreed" that they would like to know more about apprenticeships as a result of this event. This demonstrates the power of raising the profile of vocational pathways, by hearing from current apprentices.

It was a really positive week all round, and we thank everyone who took part to make it happen!

