

# Enterprise Advisers

#WhatWorks

**Activity: Apprenticeship Awareness**  
**School: Joseph Rowntree School, York**

## Inspiring:

As part of her Enterprise Adviser role, Amanda Davidson led a highly engaging and inspiring apprenticeship awareness session for c.20 Y12 learners at Joseph Rowntree School in York. The session formed part of a day of employability activities for students considering a non-University path after Y 13.

Sharing her insight and experience as Human Resources Manager with Simpson (York) Ltd, Amanda stressed the importance of understanding what type of learner you are. She spoke passionately about the value of work experience and need to be proactive – encouraging those present to approach employers directly, make themselves stand out and secure that job!

*Did you know...* many construction industry apprentices go on to become company directors.



Amanda also recruited colleagues from Simpson, who generously shared personal stories of their pathways to employment. They included: Josh (Apprentice Joiner) who focussed on practical skills and the value of “earning whilst learning”; Adam (Quantity Surveyor) who highlighted the need to research employers and sell yourself and Abigail (Marketing) who spoke very honestly about her struggle to get experience following her Degree course.

Learner also heard from Sarah (Trainee Solicitor, Langleys) and Katie (Trainee Teacher) who talked about the University pathway. Justin & Florence (McDonalds) highlighted the company’s apprenticeship programme and opportunities in hospitality. Whilst Sam (NYBEP Ltd) spoke about changing from University to employment and the apprenticeship pathway.

A relaxed and informal atmosphere meant learners had ample opportunity to ask questions and network with each of the speakers.

## Speaker Feedback:

Feedback from speakers was positive, noting that “the young people largely seemed engaged. The teaching staff were supportive and the session was well managed.”

“Its good to inspire young people and provide them with information about options re. Uni and apprenticeships. Increasing diversity and access to the legal profession is very important and I’m glad I can answer questions and assist” Sarah (Langleys)



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## Learner Impact:

“Listening to Sam changed my mind because I understood the apprenticeship route more clearly.”

“After this session I have learnt that apprenticeship is (a) more likely route I’m going to take but will need to improve my knowledge on the different apprenticeships they do.”

“I have learnt the different types of apprenticeship that I didn’t know about and how to apply for one, as well as how to be top of the CV pile.”

## The School Perspective and Role of the Enterprise Adviser

Joseph Rowntree School is working to give students who are looking at alternative routes to university a chance to find out about different opportunities so that they make an informed decision about their future.

Their focus is on “working together with local companies to give students a wide variety of information and guidance before entering the workplace.”



Ensuring their learners know more about the different options available and are able to make informed choices about their future.

Whilst the Enterprise Adviser role at Joseph Rowntree School is relatively new, both school and EA are committed to making it work for the benefit of learners.

The school recognises the EA’s role in increasing the number of employer encounters and access to practical information about the full range of pathways post16.

Meanwhile, Amanda is looking at the ways future employer engagement could be improved. Practical suggestions for discussion include having learners give a brief explanation of what they are currently planning for their future and what subject or sector they aspire to study/work in. Challenging them to think critically about different pathways, make reasoned argument for each and present their thoughts. By doing so, it is hoped that learners will be better prepared when faced with a competitive interview situation.

## Gatsby Benchmarks:

- 1 A stable careers programme
- 5 Encounters with employers and employees
- 7 Encounters with Further and Higher Education