

Championing diversity  
in apprenticeships



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APPRENTICESHIP  
**DIVERSITY**  
CHAMPIONS  
— NETWORK —

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# Foreword

## Helen Grant: Chair



As the Apprenticeship Diversity Champions Network (ADCN) reaches its second birthday, I could not be prouder of the work, achievements and commitment of the network.

From humble beginnings, we are now over seventy strong and represented by committed organisations that span size and sector in order to provide a representative cross-section of British business today. We maintain our rigorous approach to membership: potential members must demonstrate their commitment by pledging to make measurable improvements to diversity, and existing members must be willing to submit data on their progress and to talk about and share what works. By doing this we ensure that we maintain our core ethos of being: **action-driven** and **employer-focussed**.

I am delighted to be able to present some of the work our members are doing to ensure a fairer, more diverse apprenticeship landscape. Despite moving on from this role, I am pleased with our progress. I am confident that the Network will develop from strength to strength through the continued dedication from our members.

**Helen Grant MP**

# Our members

Canal and Rivers Trust	XPO Logistics	Cumbria County Council
Clarion Housing Group	Creative Support	DiVA films
Aggregate Industries	Washwood Heath Academy	Enterprise Business Support (ERAC)
Cheshire Constabulary	Royal Air Force	GlaxoSmithKline
HIT Training	Vets 4 Pets	Hampshire Hospitals NHS Foundation Trust
Lookers	BT	Health Education England
Somerset and Avon Police	Christeyns	Ilyas Patel Accountancy Services
University of Manchester	Colas Rail	ISG
Bauer Media	Bombardier	Kier Group
TXM Plant	Shropshire Council	KPMG
EqualEngineers	Nottingham City Homes	Lloyds Banking Group
National Trust	My Kinda Future	Minority Business Engagement HUB
Coventry and Warwickshire NHS Trust	University of Birmingham	NG Bailey
Solent NHS Trust	Walsall Council	Northumberland Tyne & Wear NHS Foundation Trust
Superdrug	Siemens	Offer Moments
Persimmon Homes	Asda	Rolls Royce
Resource Productions	BAE Systems	Staffordshire University
Thames Valley Police	Balfour Beatty Group	Sunmark
Transport for London	Barclays	Telematics Business Solutions Ltd
Leadership Through Sport	BBC	The Atomic Weapons Establishment
Lancashire NHS	Birmingham Women and Children's NHS Trust	United Utilities
ITV	Brighton & Hove City Council	Worldskills UK
Channel 4	Bristol City Council	Yorkshire Water
Buckinghamshire Fire & Rescue Service	Compass Group UK & Ireland Ltd	

# What our members say

**“Staffordshire University is among 30 universities to sign a new Civic University Agreement which includes a commitment to supporting the development of higher level skills in industry and business. We do this both through the design and delivery of higher and degree apprenticeships but also as a significant employer in a region where progression to higher education is significantly below the national average. We believe it is vital that skills and knowledge are accessible to as many people as possible in our community.”**

**Gilmar Queiros**  
Staffordshire University

**“For me, Project Choice is about challenging perceptions of what people can do, and what they can achieve.”**

**Jude Davison,**  
Head of Education  
HHFT

**“At Rolls-Royce we are committed to inspiring and equipping a future generation of innovators & pioneers. Every child whatever their background, gender, ethnicity deserves the opportunity to explore the world of STEM and understand how it might be for them. Talent is equally distributed across our young people. Opportunity is not and we are committed to changing this.”**

**Paul Broadhead,**  
Head of Community Investment  
& Education Outreach  
Rolls Royce

**“I’m personally committed to leading our LGBT+ inclusion work which involves running a successful role models programme with young people that have been through our programmes and who are now working in industry. By sharing their own experiences, they are able to reach out to LGBT+ young people, showing them how far they can go in their careers by completing an apprenticeship.”**

**Dr Neil Bentley Gockmann OBE**  
Chief Executive, WorldSkills UK

# Black, Asian and Minority Ethnic (BAME)

We are delighted that this year's apprenticeship figures have shown an increase in BAME uptake, increasing to 11.24% representation in apprenticeships and closing the gap between the start point of the reformed apprenticeships programme, and the government target of a 20% increase by 2020.

Employer, and apprenticeship feedback suggests that there is a lot of work to be done in breaking down cultural barriers, and emphasising what a great opportunity apprenticeships are for all.

## ADCN members have been playing their part too:

### Siemens

Siemens have been looking at their recruitment practices, including testing an approach using gamification, replacing some of the more traditional aspects of the application stage with mobile games that test and measure capability. Of their 483 apprentices, **10% are BAME**, which puts them ahead of the national average in the engineering space.

### Lloyds Banking Group

In 2018 Lloyds Banking Group have had 1,490 starters: and **12% are BAME**. This is supporting the overall strategy for LBG to have 10% of roles held by Black, Asian and Minority Ethnic colleagues by 2020. An LBG Apprentice Ambassador was highly commended in the Asian Apprenticeship Awards for her outreach activity in schools.

### University of Birmingham

The University of Birmingham have increased BAME representation in their apprenticeships up from **16% to 22%**. Some of this has been achieved through increased outreach work, including to schools.

### Staffordshire University

Have successfully launched 20 Level 7 Apprenticeships, **25%** of which have been filled by BAME candidates. In addition, the university also launched a level 6 Digital and Technology Solutions Professional Degree Apprenticeship, which had a 17% uptake from BAME candidates.

### Buckinghamshire Fire & Rescue Service

Is reviewing its attraction and recruitment processes to engage more BAME applicants and remove perceived barriers. The organisation is now working closely with local community groups and leaders, promoting apprenticeship opportunities through meetings and interaction at community events and sporting activities.

### Bristol City Council

Bristol have launched a programme named "Stepping up" which is aimed at getting employees from BAME backgrounds into leadership positions and have been linking them programmes such as: MBA Apprenticeships. The results are clear: In 2018 **21%** of Bristol's starts were BAME.

# Learning Difficulties and Disabilities (LLDD)

**Learning Difficulties and Disabilities (including mental health) suffer from historically low declaration rates, and can often be 'hidden' diversities, meaning that employers must go the extra mile in ensuring that they are creating a supportive environment.**

**However, this year's apprenticeship figures have shown fantastic growth in LLDD uptake, increasing to 11.24% representation, up from 10.29% last year. This puts the nation on target to achieving a 20% increase by 2020.**

## ADCN members have been supporting LLDD starts this year too:

### Hampshire Hospitals Foundation Trust (HHFT)

Have developed a 1 year internship programme entitled 'Project Choice', an internship programme for young people with learning disabilities, difficulties and/or autism. This has been funded by Health Education England and they currently have **10 interns in placements**, all of whom have Education, Health and Care plans.

### Channel 4

On 2nd November, Channel 4 hosted a **Disability Confident** event in Chester in partnership with the DWP, to promote the programme to businesses in the North West.

Channel 4 also gave feedback to all candidates who opted to be part of the guaranteed interview programme, no matter what stage they were rejected. It is anticipated that this will encourage more disabled candidates to apply in future.

### National Trust

Their number of apprentices have increased ten-fold since 2016. This includes a **partially-sighted** apprentice starting on a level 2 customer service apprenticeship in April, and funding for specific **diversity-focussed** apprenticeships.

### Lancashire Care Trust

Established a support group for all apprentices within the trust, including bespoke support for apprentices with **learning difficulties and disabilities**. Linking with schools with high BAME attendance to offer mock interviews/ career engagement activities.

### Walsall Council

Walsall Council is extending their Positive Action Scheme to include SEND and Probation, and they now have an Autism Champion who has to his level 3 Advanced Apprenticeship and has successfully presented to a large group of staff within their Adult Social Care Directorate about his journey.

# Lesbian, Gay, Bisexual, Trans, and Questioning (LGBT+)

The ADCN has recently expanded to include LGBT+ as one of its core focuses.

Research shows that LGBT+ individuals are more likely to suffer from mental health problems and often feel unable to bring their 'entire selves' to work. However, there are laws in place that prevent employers from actively seeking to establish the LGBT+ status of individuals and so, like with LLDD, employers are reliant on declarations.

The best approach to ensure that LGBT+ apprentices are declaring is for employers to provide a safe and supportive environment where LGBT+ individuals feel able to be out and bring their entire selves to work.

**ADCN members pride themselves on supporting LGBT+ apprentices. Examples include:**

## **World Skills UK**

As a strong ally of LGBT+, WorldSkills UK has convened organisations from industry and education creating an ongoing collaborative approach to ensure apprenticeships and technical training are seen as an attractive proposition for young people who identify as LGBT+.

## **Kier**

Kier have an active LGBT+ network sponsored by their Regional Buildings Executive Director. Kier have also signed up for membership with Stonewall, and will be making strides towards applying for inclusion in the Workplace Equality Index. Kier also marched in Pride as part of Building Equality, a network of companies in the built environment championing LGBT+ support.

## **Solent NHS Trust**

Solent NHS Trust have become members of the Stonewall Diversity Champions network. They have also started an LGBT+ staff network and have had apprentice involvement in shaping what it looks like.

## **Lloyds Banking Group**

Named as a top ten employer by Stonewall and has recently published a list of LGBT+ role models and allies.

# Disadvantaged Areas and Poor Socio-Economic Backgrounds

The ADCN recognises that coming from a poor socio-economic background puts a learner at a significant disadvantage, regardless of whether they carry any protected characteristics.

People from poorer socio-economic backgrounds are less likely to progress into higher-wage fields, or further into leadership roles. They are therefore less likely to improve significantly on their standard of living.

Apprenticeships offer a superb opportunity to all learners, providing clear progression routes and opportunities. In the long-term individuals with an advanced apprenticeship Earn between £77,000 and £117,000 more over their lifetime

## The ADCN does its part to support people from disadvantaged backgrounds:

### Staffordshire University

20% of learners taking the L7 Academic Professional Higher Apprenticeship are from the most socially deprived areas. This rises to 67% for the Level 6 Chartered Manager Degree Apprenticeship.

Channel 4- 75% of Channel 4's newest stars come from lower Socio Economic backgrounds.

### National Trust

The National Trust has a rapidly growing apprenticeship programme and have developed positions for two apprentice farmers to be recruited in rural areas with low social mobility.

### Walsall Council

The Endless Possibilities apprenticeship programme is working to ensure they are 'truly inclusive'. They launched a Care Leaver Pre-Apprenticeship Programme, and now have **12 Care Leavers** on the Apprenticeship programme. They have since amended this programme to include longer work experience for Care Leavers as they feel attendance is a big issue and the progression from NEET to working full time as an Apprentice is really quite a challenge with this group.

### Kier

Kier are launching a Kier Apprenticeship Bursary during National Apprenticeship Week 2019. This means-tested bursary will be available to a number of apprentices within Kier to provide financial support to increase the likelihood of their success within their role, as well as retention.

### Lloyds Banking Group

From all 2018 external candidates **39.4%** were from the UK's most disadvantaged areas.

# Women in Science, Technology, Engineering and Manufacturing (STEM)

The ADCN is passionately committed improving female representation in historically male-dominated sectors.

Despite improved representation of women at more senior levels, women are still extremely under-represented in STEM subjects representing only around 11.3% starts in STEM subjects.

ADCN members support women into STEM roles through examples such as:

## Nottingham City Homes

Since August 2018, Nottingham City Homes have taken on new apprentices month on month, ensuring diversity in each cohort. Of a total 31 construction apprentices, 15 of are female. This includes **45% female** representation in construction apprentices, and **50% in caretaking**.

## GlaxoSmithKline

GSK are ahead of their pledge to 'maintain female/male diversity ratio above 25% in their STEM apprenticeships with their UK intake at **47% female**. Amongst other achievements, GSK have completed at least five role model profiles of their apprentices, including featuring on the "Blaze a Trail" campaign, to ensure they are promoting diversity. They will do so again in 2019.

## Lloyds Banking Group

In 2018 Lloyds Banking Group had have had 1,452 starters: 59% are female, and 9% are part time colleagues.

## Siemens

Siemens' Seewomen Campaign has held several roadshows and delivered teacher training with the Girls Schools Association and Girls Day Schools Trust.

## BT

BT are working with a specialist agency in Bristol to increase the **female pool for technical roles**.

## Rolls-Royce

Rolls-Royce are principal partners in a social media marketing campaign, This is Engineering, led by RAEng that is inspiring 13-18 year olds to follow what they love into Engineering. Season 1 & 2 videos comprising 12 protagonists (including Bethan the Flight Perfector, a female degree apprentice from Rolls-Royce) have received over 28 million views to date.

Rolls-Royce are also hosting events such as 'Catalyst Hack': an all-female and non-binary hackathon to develop a gaming app that will inspire the next generation of girls into STEM.

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