

# Parents' Pack

## Apprenticeship Information

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# Have all the good jobs been snapped up already?

Carolyn Savage, Head of Apprentice Engagement

As a parent there are many ways you can support your son or daughter to apply for an apprenticeship. Encourage your child to search and apply for a wide variety of vacancies and not just confine the search to one specific level or job type.

## Have all the good jobs been snapped up already?

Although a lot of employers may have possibly already advertised and filled their apprenticeship vacancies, there will still be thousands of other fantastic vacancies available to apply for. If your child is interested in applying for an apprenticeship, my advice is to follow these simple steps.

### 1. Register on Find an apprenticeship

The Government vacancy website Find an Apprenticeship holds thousands of current vacancies, visit: <https://www.gov.uk/apply-apprenticeship>

### 2. Start applying

Start applying for vacancies that take your interest. Always apply for more than one and remember to tailor your application to each position that you are applying for.

### 3. Ask for help

Our team at the National Apprenticeship Service helpdesk will be happy to answer any questions you have, whether you're a parent, student, teacher - anyone.

**Email:** [nationalhelpdesk@findapprenticeship.service.gov.uk](mailto:nationalhelpdesk@findapprenticeship.service.gov.uk)

**Telephone:** 0800 015 0400



**Carolyn Savage**  
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## Contents

Typical interview questions	3
Training providers: the inside scoop with WhiteHat	5
Creative apprenticeships	7
Apprentice perspective: employers value experience	8
TONI & GUY: progression routes	9
Exciting new apprenticeship standards	10
National Careers Service Helpline for Results Day	11
Which teacher is an Apprenticeship Champion?	11
Important conversations about mental health	12

# Typical interview questions

Example questions to help to prepare for your apprenticeship interview.

The phrase 'practice makes perfect' comes to mind when you think about initially preparing for an interview. We have selected some commonly asked questions and included some guidance on how you can support your child to think about their answers and start to prepare ahead of their apprenticeship interview.

## Questions about yourself

**What are your strengths and weaknesses?**

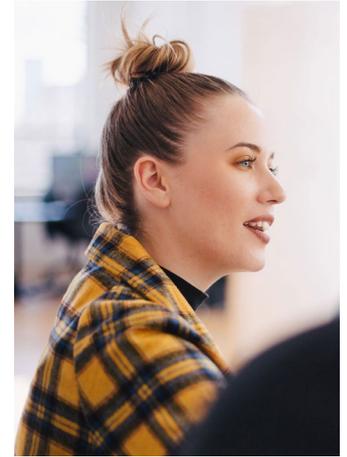
**How would you best describe yourself?**

**What skills have you developed from any work experience or previous employment?**

Young people can sometimes find it hard to come up with examples of what they are good at. They might also be embarrassed to talk confidently about their strengths and worry that they sound like they're showing off.

Help them to identify their strengths and then practice explaining how they are relevant to the job role.

Are they great team players or leaders? Are they extremely organised? Do they have good digital skills? Are they good at caring for others? What have their teachers & friends said positively about them?



## Questions about the employer

**What research have you carried out about our company?**

**Why do you want to work here?**

**What do you know about our products or services?**

Employers will expect their candidates to have carried out some research about the company that they are applying to.

They don't have to know everything about the company, but showing that they are interested and have made an effort to find out about the main products and services of the business is important. You can start by looking on the company's website and reading their latest news on social media.

If you really want to stand out, showing that you have gone over and above to learn more will be admired by the employer. For example, if they are a retailer - visit a store and perhaps visit a competitor. What do you notice? If they have won an award recently, what was it for and who else in their sector or industry has won it previously? If they create consumable products - run a taste test and compare the different flavours. Which do you prefer and why?

## Questions about the job

**What do you think the main tasks and responsibilities will be?**

**Are there any aspects of the job description that you're not sure about?**

**Which parts of the job do you think will be most enjoyable / challenging for you?**

When reading a job description, it is useful to go through it and to pick out the different tasks listed and any skills listed that you think are a good match. Then, re-read it and identify anything you don't understand. Your child may want to research certain words, tasks or the specialist equipment that may be used in that work environment.

It is really useful to look online for any apprentice case studies that the company has published, which should provide some more direct insight into what the role is like. Some of these are also filmed so you can see the work environment too.

# Typical interview questions

Example questions to help to prepare for your apprenticeship interview.

## Questions about teamwork

**What makes a good team member?**

**Can you tell me about a team experience that you found rewarding?**

Questions about teamwork are included to help the employer to understand how you might fit into the team. Help your child to think about the different aspects to being a team member. Being a good listener is just as important as being an active contributor in tasks and discussions. They should include relevant examples and experiences here too.



## Questions about ambition

**Where do you see yourself in 5 years' time?**

**What motivates you?**

Remember, the employer is not looking for applicants to have their whole career mapped out perfectly, they are trying to understand how motivated and ambitious you are.

Think about the opportunities that are likely to be available on completion of the apprenticeship. Employers will be impressed by driven and realistic aspirations, as well as loyalty to the company.

Look at the careers page of the company website and see which job roles are offered. For example, you might like the opportunity to take on your own apprentice so that you can gain supervisory and line management experience. Or you might like to take on more responsibility by moving up to the next level and perfecting your skills further.

## Questions about your interests

**Questions about your interests**

**Which are your favourite subjects?**

**What do you like to do in your spare time?**

**What was the last film you watched?**

These questions are designed to try and give the employer insight into you as an individual. They aren't just being friendly and chatty - they are also looking for any relevant links back to the job role. Wherever possible, see if you can reflect something about the role in your answer.



# WhiteHat: Support available from the Training Provider

## Developing your personal and professional skills

There is a lot of support available for your child if they begin an apprenticeship. One of the support systems will be their training provider, who can help your child to succeed academically with their studies, as well as personally and professionally through social events and networks.

We spoke to WhiteHat, an Ofsted approved training provider based in London, to see how they are creating a great place for apprentices to learn, thrive and enjoy the apprenticeship experience.



### Social events

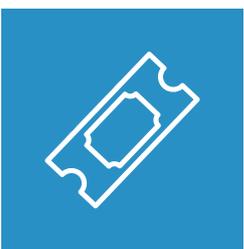
WhiteHat runs social events such as 'Pizza and Games' nights

for their apprentices, enabling a fun and relaxed environment outside of working and studying. Bringing apprentices together allows them to meet others experiencing the same journey and is powering a social experience that gives apprentices the opportunity to build relationships in the same way that full-time university students do.



### Exclusive Workshops

WhiteHat offers professional development events for their apprentices through their Future Leaders Foundation, which include workshops with top employers and brands, such as Google Garage sessions on how to develop their personal brand. They not only provide fun opportunities for apprentices to network, but also help them to develop their employability skills and become well-rounded professionals.



### Giving back to the community

WhiteHat apprentices can help to inform other young people about apprenticeships through the Apprentice Hacktivist Programme. Apprentice Hacktivists take part in public speaking training and use their skills in schools, colleges and community organisations all over London to inspire other young people. This is a great way for their apprentices to become role models for other young people and to develop their own confidence and communication skills, enabling them to develop as future leaders.

# WhiteHat: Support available from the Training Provider

Developing your personal and professional skills



## Mentoring Schemes

WhiteHat apprentices can also choose to have a mentor in addition to the coach that they are paired with throughout their studies. This means apprentices are supported in their professional development and given the best support to ease the transition from full-time education to an apprenticeship and the world of work. Not only do the mentors offer a friendly face, but also top tips on how to balance completing an apprenticeship and working.



## Becoming part of a network

Above all, WhiteHat are working to create a social network and community for apprentices. Making friends can be a worry for young people considering an apprenticeship, but the social, networking and developmental initiatives ensure an enriching apprenticeship experience.



### Who are WhiteHat?

Sophie Adelman & Euan Blair are Cofounders of WhiteHat, a tech startup building an outstanding alternative to university.

### What do they do?

WhiteHat matches school leavers to career-focused apprenticeships at some of the UK's most exciting companies, from Google and Facebook, to BP and Warner Bros. WhiteHat's mission is to accelerate incredible careers and develop a diverse group of future leaders through their innovative apprenticeship programmes.

### Find out more about WhiteHat

Check out the WhiteHat website here: <https://whitehat.org.uk/>

# Creative apprenticeships: kickstarting original careers

## Apprenticeship job roles in the creative sector

Does your child have lots of interest in the creative sector? Take a look at some of our favourite apprenticeship standards that may be a perfect way for your child to channel their creative talent and energy.

### Costume and Performance

**Level:** 2 & 3 (Intermediate and Advanced)

A great introduction to a theatre or live event setting, the role provides a basis for a career in the costume and wardrobe aspects of theatre production. Apprentices may assist with costume/wardrobe and help to research the type of clothes and accessories worn for a production.

### Blacksmith

**Level:** 3 (Advanced)

Create metal objects using traditional tools and techniques. Apprentices employed by heritage or artistry blacksmiths will assist in the creation of one-off or small batch items. Industrial blacksmiths work with large, powerful tools and produce multiple items. A great opportunity to learn techniques of forging and welding, as well as riveting.

### Digital Marketer

**Level:** 3 (Advanced)

A job role that involves using online and social media platforms to design, build and implement campaigns and drive customer sales. Typically working as part of a team, your child will be given responsibility for elements of the marketing plan or campaign.

### Next steps...

#### Other apprenticeships in the creative sector include:

- Broadcast production assistant
- Creative venue technician
- Fashion studio assistant
- Junior journalist
- Live event technician or rigger
- Museums and galleries technician
- Publishing assistant
- Watchmaker
- ...and many more!

#### What next?

Employers often want creative employees who think outside-the-box, to help them solve work related issues. If your child can't find their perfect apprenticeship, think about how they could use their creativity skills in other roles.

To search for exciting live apprenticeship vacancies in your area, please visit Find an Apprenticeship: <https://www.gov.uk/apply-apprenticeship>



# Apprentice perspective:

## Employers really do value experience

Meet Anisa Miah, Young Apprentice Ambassador who currently works at Turner Broadcasting System, owners of Cartoon Network and Boomerang in the UK



It's been over a year since I was last classed as an apprentice. Since then, I've had two full time roles in well-known companies that didn't ever ask about my degree experience, but instead asked about my work experience that I undertook during my 3 years as an apprentice.

Most people thought an apprenticeship was just a plan, a phase of a gap year and then I would go back to my original plan of university. However, I knew deep down I was going to make the most of my apprenticeship. I wanted to use it to get my foot in the door to wherever I wanted, but I let those people think what they want as I had nothing to prove to them.

See, that's the thing that puts a lot of people off apprenticeships; there's still a stigma surrounding it and the possibility of it being a waste of time, but I honestly don't think any time spent in an apprenticeship is a waste.

There's no age limit on doing an apprenticeship and there's no age limit on doing a degree – I had apprentice colleagues who were over 30. So even if you spent a year doing an apprenticeship that didn't go to plan, there's nothing stopping you from doing another apprenticeship. You could go to university afterwards or even just find your own route because age and time shouldn't matter.

**“After my one-year Business Administration apprenticeship, I managed to get onto a Business Management Degree Apprenticeship at the BBC in 2015 – something that I don't believe I would've got onto without my prior apprenticeship qualification.”**

People told me not to do another apprenticeship as I would just end up in a hole and unable to get a “real” job, but once they heard it was at the BBC with a degree, they soon changed their tunes.

However, that's not the reason I took the job. I took it for the experience at a well known and loved corporation that I grew up with as a child and so I spent two years there, working full time whilst doing a degree with the apprenticeship qualification. Whilst working there, I also managed to get experience in a role within Audience Research/Insights, something I would later deem to be my future career path.

In 2017, I got a job as a Research Analyst at a leading global provider of PR and services and I was there for 9 months. The best part about that job is that they judged me not based on my academic qualifications, because at that point I had not yet completed my degree, but on my work experience which I had spent 3 long years building at both of my apprenticeships. To be hired on that merit alone is a feeling which won't ever be forgotten.

That feeling happened again in May 2018 when I received news of successfully getting a new job as a Data and Consumer Insights Analyst at Turner Broadcasting System, who own channels such as Cartoon Network and Boomerang in the UK.

The best part about this job is that again, I was judged on my personality and work experience rather than academic qualifications and I know this because not once during my application or my interviews was I asked about my degree or education history.

# Life after an apprenticeship: Career prospects with TONI&GUY

Did you know that TONI&GUY have 554 salons worldwide?

TONI&GUY, renowned for being at the forefront of the hairdressing industry, gave us some insight into the brilliant career progression routes after completing an apprenticeship with them.



## What progression routes are available for an apprentice at TONI&GUY?

Successful apprentices can go on to be stylists or technicians all the way through to being a salon manager/franchisee. Education roles include staff trainers', artistic directors and international artistic directors. Career opportunities also include working in product development for Label.M, TONI&GUY's product range. As well as this, there are business management roles, salon design and media-based roles. With such a wide range of opportunities, there is something for everyone!

After the apprenticeship training is completed, there is various ongoing continuous education for staff to further develop their skills and knowledge, through attending collection workshops, showcases such as Your stage, Breakthrough and Fashion Fix, alongside updating new techniques and terminology.

As one of the market leaders in the sector we launch new hair collections each year with opportunities for staff to gain invaluable experience working behind the scenes of London Fashion Week, of which we are the official sponsors.

“Gain valuable experience behind the scenes of London Fashion Week”

## What international opportunities are available?

There are many opportunities to travel abroad still working for the company, but in some of our overseas salons. With 554 salons worldwide across more than 40 countries, and 19 global academies, there are incredible career opportunities with TONI&GUY in locations such as Paris, Hong Kong and Sydney. There are also opportunities to progress into the International Artistic Team, who travel the world, visiting 70 countries a year.

## What advice would you give someone considering an apprenticeship with TONI&GUY?

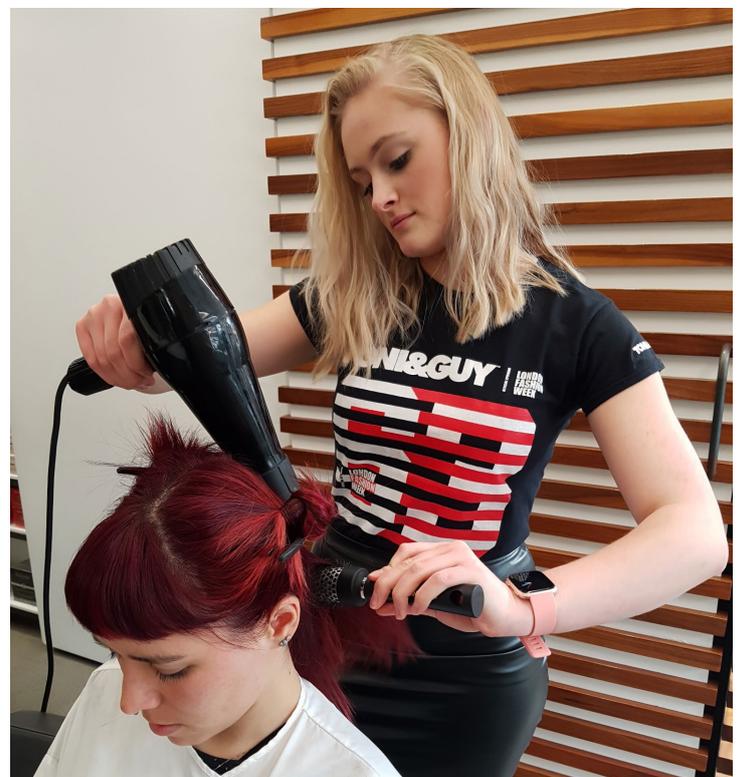
“To be successful within TONI&GUY as a hairdresser, you need to be individual and passionate about everything that you do. Grab every opportunity that you can to learn!”

– **Lucy Osborn, Stylist, TONI&GUY Croydon**

“To be successful at TONI&GUY, you need to have dedication, motivation and you need to be hard working. Go out there and get it, and make sure you don't give up!”

– **Charley Henery, Artistic Director**

To find out more about apprenticeship opportunities at TONI&GUY view their Vacancy Snapshot profile here: <https://amazingapprenticeships.com/vacancies/employer/toniguy>



# Exciting new apprenticeship standards

New apprenticeships are being developed and released all the time through The Institute for Apprenticeships and Technical Education. The list below shows some of the brilliant new apprenticeship standards available.

Find out more here: [www.instituteforapprenticeships.org/apprenticeship-standards](http://www.instituteforapprenticeships.org/apprenticeship-standards)

Construction	Facilities Services Operative 	Providing facilities services support to customers and facilities management departments.	2 (intermediate)
Creative	Post Production Technical Operator 	Providing support, assistance and delivery within the technical support operation of a post-production company.	4 (higher)
Creative	Cultural Heritage Conservator 	Preserving objects that could be housed in archives, art galleries, libraries, museums, private collections, as well as historic & ancient sites.	4 (higher)
Digital	Digital Support Technician 	Maximising the effective use of digital office technologies, productivity software and digital communications in organisations.	Level 3 (advanced)
Education & Childcare	Early Years Educator 	Highly trained professionals who play a key role in ensuring that young children learn and develop well and are kept healthy and safe.	3 (advanced)
Engineering & Manufacturing	Vehicle Damage Assessor 	Inspecting and assessing all elements of a motor vehicle that has sustained damage and requires repair.	4 (higher)
Health & Science	Clinical Coder 	Reading medical notes/records and analysing the contents which then translate into codes that accurately represent the patient's stay.	3 (advanced)
Health & Science	Therapeutic Radiographer 	Providing excellent care to patients diagnosed with cancer by delivering high quality and accurate radiotherapy.	6 (Degree)

## Exam Results Helpline 2019

Expert advice for students during the exam results period



The **National Careers Service** offers expert careers advice to students and their families year round, but is especially busy on results day.

The team of career advice experts provide free, impartial help and guidance to students once they leave school and they will be available again this year to contact over the results period. The **helpline** number is: **0800 100 900**

Get in touch for helpful advice on full time university, apprenticeships, traineeships and other options that might best suit your child.

## Which teacher is an Apprenticeship Champion?

### Nominate a teacher for Apprenticeship Champion of the Year 2019!

The National Apprenticeship Awards 2019 are now open for entries and nominations!

We're calling all parents to help make nominations for Apprenticeship Champion of the Year, as applications can now be submitted!

The Apprenticeship Champion category recognises individuals who go above and beyond to champion apprenticeships. So much hard work goes into promoting apprenticeships and helping young people to make informed choices. We would love you to think about whether anyone helping your child think about their future could be a great candidate for this award.

Perhaps they have used their role as Apprenticeship Champion or Careers Leader to influence a positive school attitude towards apprenticeship awareness. Or they may be championing apprenticeships with underrepresented groups and their families.

If you know a brilliant teacher who you think deserves national recognition for the great work they do to champion apprenticeships, nominate them today! If they have inspired your child to aspire for a successful career, don't let their hard work go unnoticed.



All applicants must be nominated via: [www.appawards.co.uk](http://www.appawards.co.uk) in time for them to complete their individual application by **Friday 24th May at 5pm**.

Find out lots of helpful tips on how to nominate someone for the Apprenticeship Champion category here: <https://appawards.co.uk/categories>

# Important conversations about mental health

During Mental Health Awareness Week (13-19 May) we share some useful resources you can use to start important conversations about mental health.

It can be difficult to start a conversation with your child about mental health, so Mental Health Awareness Week can be a great opportunity to talk about how they're feeling.

If your child finds it hard talking about what's going on with them, Young Minds have come up with some conversation starters that may help. By taking 20 minutes to do an activity you'll both enjoy, you'll create a relaxed space to start that conversation.

## Questions I wish my parents had asked me

**YOUNGMINDS**

**#Take  
20**

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For more resources visit [youngminds.org.uk](http://youngminds.org.uk)

Who are the people you feel safe with?

Is there anything you want to talk about?

When was the last time you were very happy?

What makes you feel calm?

If you could change anything in your life what would it be?

What difficulties are you facing now?

What can I do to help?

I can tell that you really like \*insert video game/app/tv show/fossil collection\*, what about it do you love so much?

Where is a place you feel safe?

Do you have any worries about starting a new school?

What are you most looking forward to this week?

It's okay to keep stuff private, but did you want to tell me more about \*insert subject\*?

How are you coping since your dad died?

What are you worried about when you lie in bed and can't sleep?

What are you most dreading this week?

How do you feel about things changing?

Is there a lot of picking on people at your school?

Is there anyone who is upsetting you?

How do you feel about growing up? What's exciting, what's scary?

### What else can I do?

For more activity ideas, conversation starters, handy tips, advice and resources to make talking easier, visit the Young Minds website: [www.youngminds.org.uk](http://www.youngminds.org.uk)