



# Apprenticeships and the future

IN PARTNERSHIP WITH

Institute of  
Student  
Employers

**ise.**



#BNews25  
@\_GroupGTI



# Today's agenda

## **Welcome**

Dan Doherty, Head of B2B & Creative Solutions, GTI

## **Economic overview**

Declan Curry, Economics journalist and broadcaster

## **Policy, skills and funding**

Nicki Hay MBE, Director of Apprenticeship Strategy & Policy, BPP

## **ISE update**

Stephen Isherwood, Joint CEO, ISE

## **Cibyl School Leaver Survey 2025: Key trends to be aware of**

David Palmer, Business Director, Cibyl

## **Chairing an expert panel discussion**

Shona Ford, Solution Design Lead, GTI



# GTI support : school leavers and graduates

## PLATFORM | SERVICES

POST HIRE

ONBOARDING

TALENT  
INTELLIGENCE

SKILLS

DATA AND AI

BRAND &  
ATTRACTION

SOURCING

SELECTION &  
ASSESSMENT

- Candidate Experience
- Innovation and AI
- Cost per Hire
- Early Careers ROI





**1,500** Level 2 Retail apprentices by 2027  
**450** in 2025

A blue banner with the text "Stronger Starts" in large white font. Below the text is a cluster of red raspberries. On the left, a circular inset shows a smiling man in a blue shirt in a retail setting. On the right, a circular inset shows a smiling woman with braids in a blue shirt in a retail setting. The text "Retail Apprenticeship" is written in white, curved along the left side of the banner.

# Stronger Starts

Raspberries

Retail Apprenticeship

## Deeply supportive experience, at scale

121 **Reasonable Adjustment**  
management

**Candidate coaching** at each stage

**Auto-processing, emails & reminders** for speedy response

Parent, carer, teacher & support  
worker **engagement**

Dedicated **Keep Warm and Skills Platform** to host content, Q&As, and engage with offer holders

**"helped me feel less  
anxious."**

**"coaching calls were very  
helpful."**

**"I received full support for  
the upcoming assessment  
centre."**

**78%**

auto-processed to the first  
selection stage, **increasing  
response speed** for all  
candidates

**74%**

**pass rate** at final  
discovery centre stage

**100%**

agreed they felt **fully  
supported** with  
communication,  
information, and **care  
from Tesco**


# Finding the motivated stars in a sea of AI applications



**While demonstrating your use of and support for GenAI**







# Gradsims

**Get started →**



Why do you think you are  
a good match for this role?



Describe 2 examples  
of when you have  
demonstrated our values

## Step into your next opportunity

### Learn, Improve, Succeed

[Read all advice →](#)



#### WELLBEING & MENTAL HEALTH Building confidence & overcoming imposter syndrome

Article featured by  
Pinnacle Law Partners

Processing job

Article featured by  
Pinnacle Law Partners

### Get Feedback

[Read all advice →](#)



#### ADVICE 5 Things to do right after a job interview rejection

Article featured by  
Pinnacle Law Partners

Respond

Article featured by  
Pinnacle Law Partners

### Short courses

[Short courses →](#)



#### COURSES Understanding Applicant Tracking Systems

Course by  
targetjobs

Article featured by  
Pinnacle Law Partners

## Smash through interviews & assessments

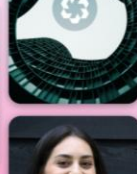
[Test & Assessments →](#)



THANKS FOR APPLYING

## This is just the beginning!

We're here to support your journey  
with powerful tools and expert advice.



## Unlock your future with AI ✨



Build your skills profile with  
Skillsconnect

[Get started →](#)



Review your CV and get helpful  
suggestions

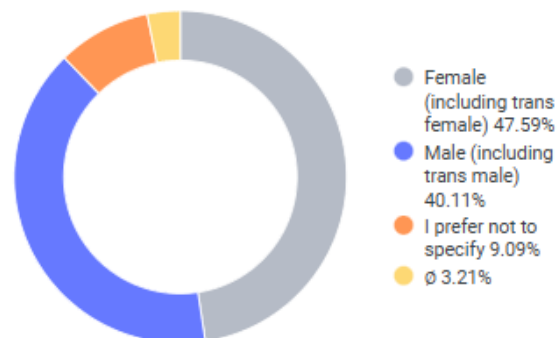
[Review your CV →](#)

## Applicant Demographics

### Applications by Ethnicity

Ethnicity	Applications	%
White: British	46	25%
I prefer not to specify	34	18%
Asian/Asian British: ...	16	9%
Asian/Asian British: ...	16	9%
Black/African/Caribb...	16	9%
White: Irish	14	7%
Mixed: White and Bla...	12	6%
Mixed: White and Bla...	8	4%
Ø	6	3%
Totals	187	100%

### Applications by Gender (top 5)



### Applications by Sexual Orientation

Sexual Orientation	Applications	%
I prefer not to specify	98	52%
Heterosexual	33	18%
Gay man	27	14%
Gay woman/lesbian	13	7%
Bisexual	10	5%
Ø	6	3%
Totals	187	100%

targetjobs

# Future Apprentice of the Year Awards 2026



**Future Apprentice of the Year?**

Looking for an alternative to university?

Rolls-Royce apprenticeships offer hands-on experience while you study for an industry-recognised qualification.

**Who are we and what do we offer?**

At Rolls-Royce, we design pioneering power solutions for aerospace, energy, and defence. With over 40,000 employees worldwide, we create innovative and sustainable technology. Join us and make an impact from day one. We provide the skills, tools, and experiences to launch your career. We have apprenticeships across engineering, digital and business services.

**Apply Now for The Future Apprentice of the Year Award! It only takes 10 minutes to apply**

- Win a place on a Rolls-Royce apprenticeship (subject to eligibility)
- Exclusive prizes: Apple Watch, Rolls-Royce gifts, and a 'day in the life' experience
- Finalists attend an 'Experience Rolls-Royce Day' and are considered for an apprenticeship

Application deadline  
**16th March 2025**

**Could you win the Future Apprentice of the Year Award?**

PARTNER

ROLLS ROYCE

**Are you the Future Apprentice of the Year?**

targetjobs

targetjobs Future Apprentice of the Year Award 2025

#targetjobs

FIRST FUTURE APPRENTICE OF THE YEAR





Declan Curry, Economics journalist and broadcaster

# Economic overview



Nicki Hay MBE, Director of Apprenticeship  
Strategy & Policy, BPP

# Policy, skills and funding

# Hot topics and new announcements

Building Careers  
Through Education



**Announcements**

**GSL - Future Flexibilities?**

**Skills England Board  
Members appointments**





Stephen Isherwood, Joint CEO, ISE

# ISE update

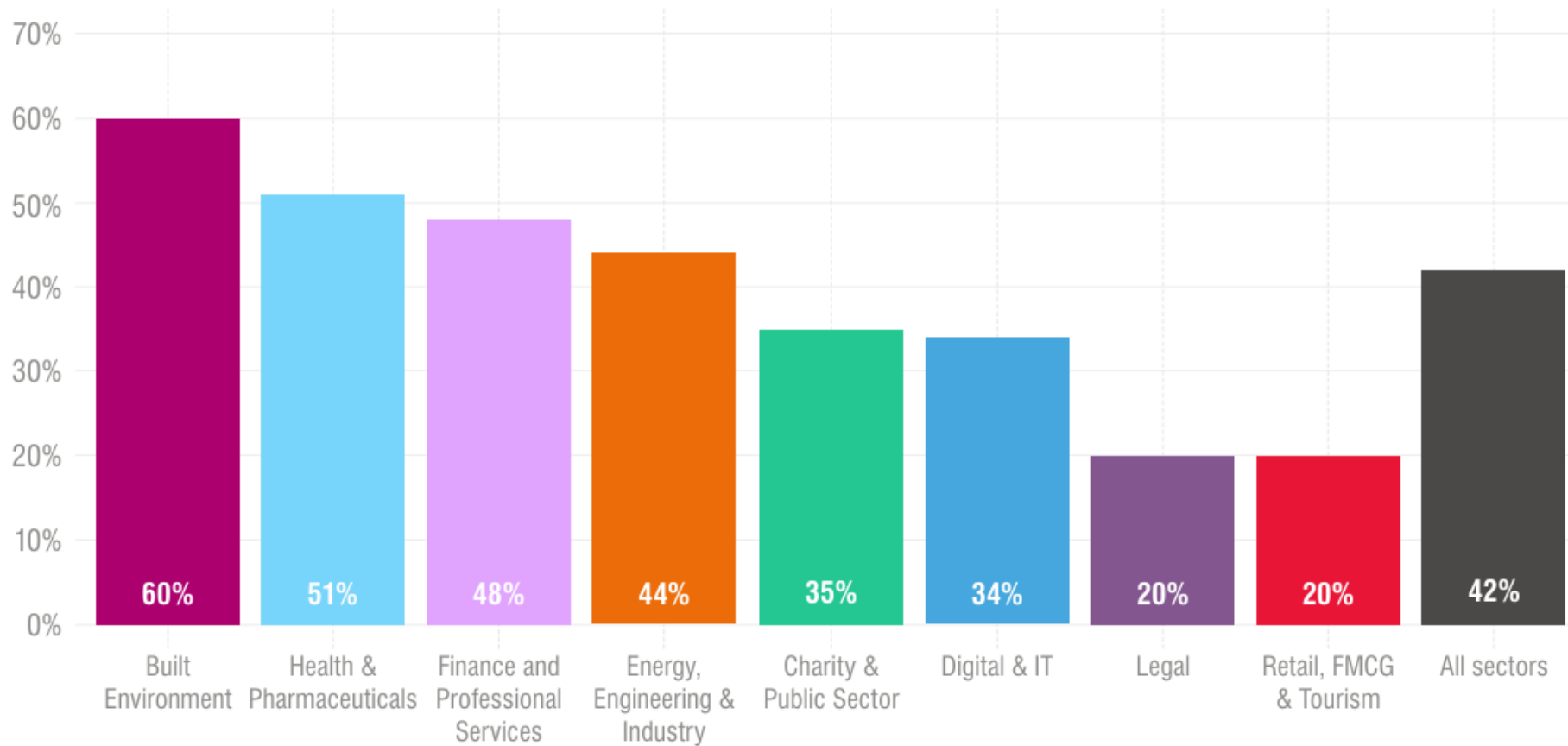
# Breakfast News June 2025





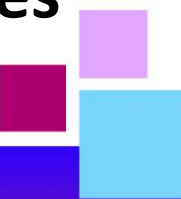
# Apprenticeships

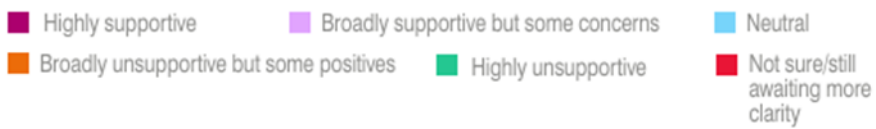
Average proportion of the apprenticeship levy currently spent  
(89 respondents)



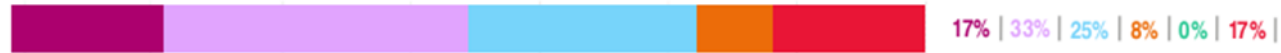
ISE members are  
**spending 42%** of  
their apprenticeship  
levy

ISE member  
apprenticeships are  
on average **84%**  
**school and college**  
**leavers** and  
**16% graduates**





#### Retail, FMCG & Tourism



#### Built Environment



#### Health & Pharmaceuticals



#### Energy, Engineering & Industry



#### Digital & IT



#### Charity & Public Sector



#### Finance and Professional Services



#### Legal



#### All sectors



Figure 3.3  
**Employers' view on the upcoming changes to the UK apprenticeship regime**  
 (129 respondents)

# Employers' views on the upcoming changes to the UK apprenticeship regime

**Legal sector:**

48% highly unsupportive

**Finance sector:**

50: not sure / awaiting more information

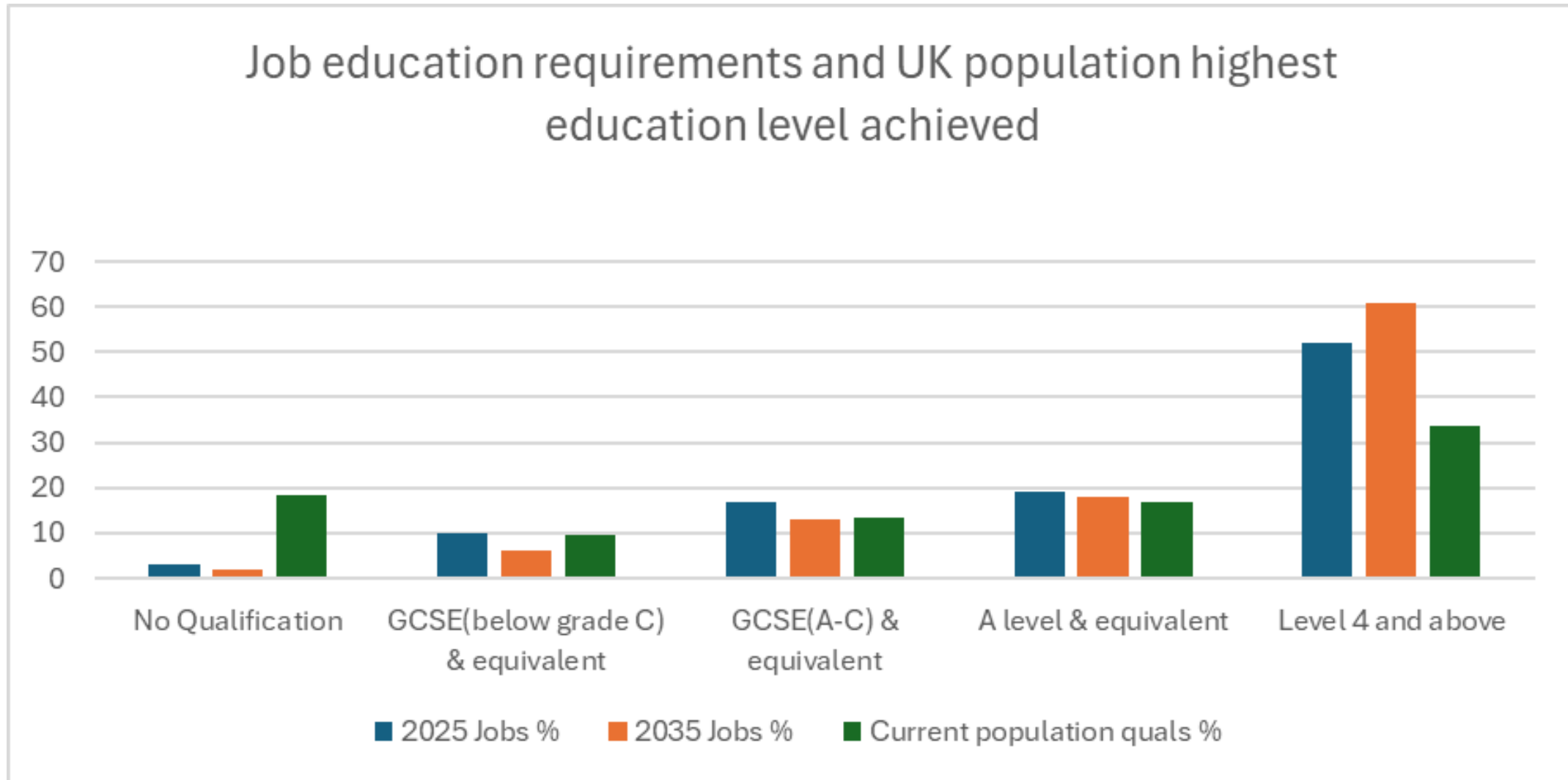
**Health & Pharma:**

50% broadly supportive with some concerns

# The UK population is mostly underqualified for the jobs they have

Jobs plotted against qualification levels of the population (England & Wales)

Source: ONS data



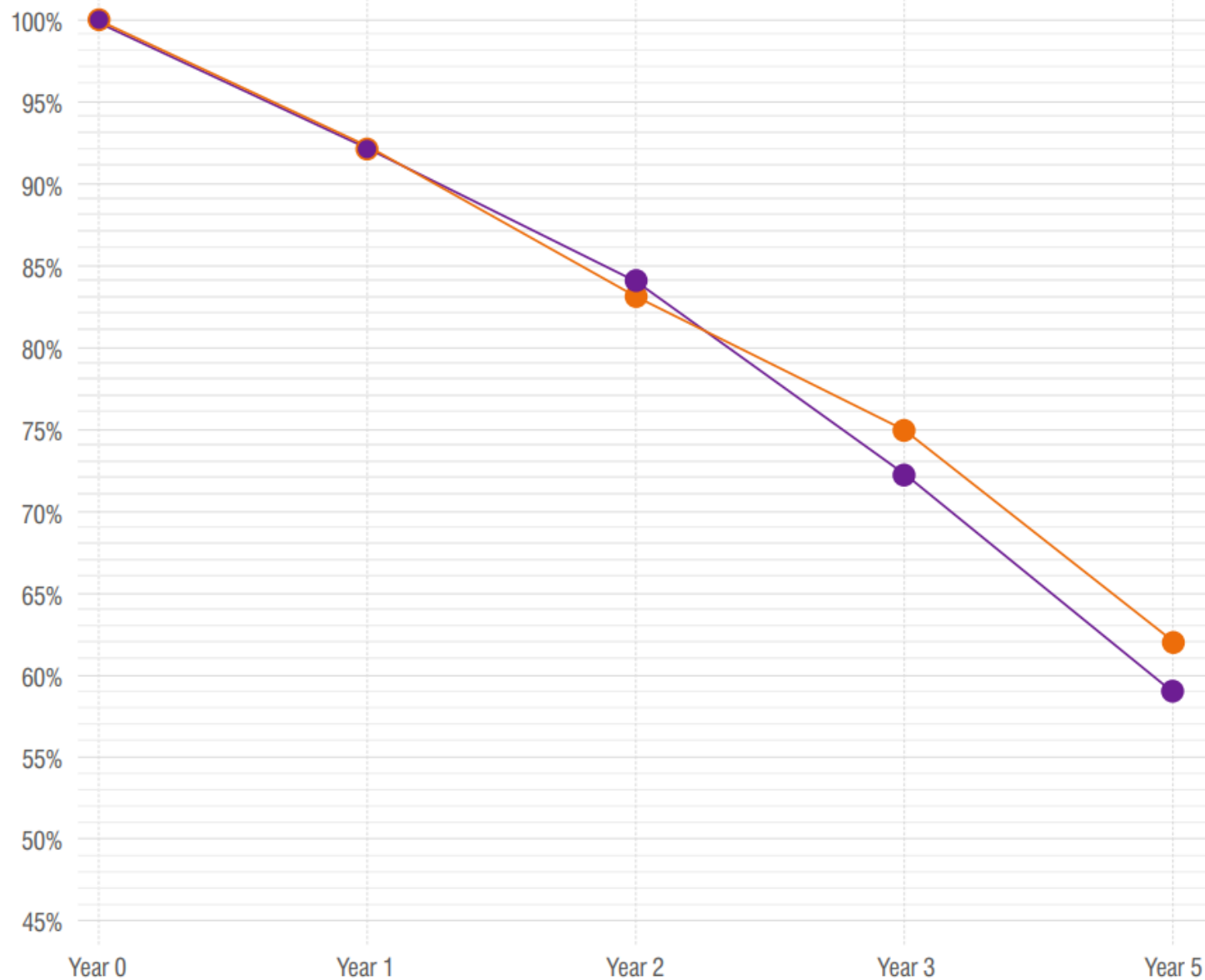
# Key areas for skill development

## Graduates

- Self-awareness (54%)
- Resilience (46%)
- Self-motivation (28%)
- Dealing with conflict (29%)
- Career management (28%)
- Managing up (23%)
- Work-appropriate written communication (23%)
- Work-appropriate verbal communication (22%)

## School and college leavers

- Resilience (48%)
- Work-appropriate written communication (46%)
- Self-awareness (43%)
- Work-appropriate verbal communication (42%)
- Commercial awareness (38%)
- Self-motivation (36%)
- Career management (31%)
- Time management (30%)



**School/college  
leaver and  
graduate  
retention rates  
up but gap  
narrows from 10  
percentage  
points to 3**

	Year 0	Year 1	Year 2	Year 3	Year 5
<b>Graduates</b>	100%	92%	84%	72%	59%
<b>School and college leavers</b>	100%	92%	83%	75%	62%





David Palmer, Business Director, Cibyl

# Cibyl School Leaver Survey 2025: Key trends to be aware of

## The Cibyl School Leaver Study 2025

**11,515**  
respondents

**2,000+**  
schools

Online questionnaire

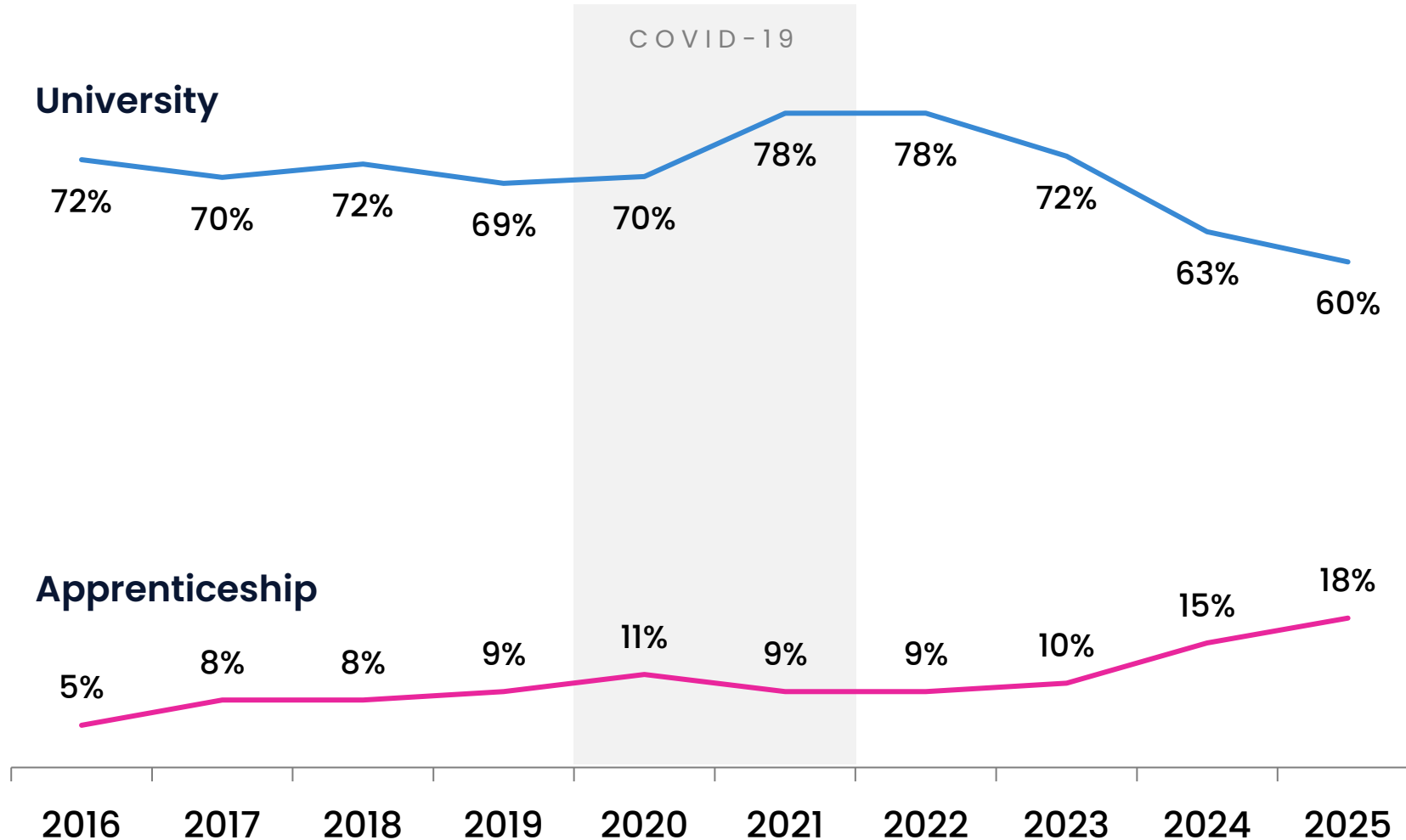
UK school students aged 13 to 18

Conducted Dec 2024–Mar 2025

### Respondents from:

1. Partnerships with schools' careers services
2. Cibylings panel
3. Third party promotion and panels

## University vs apprenticeships



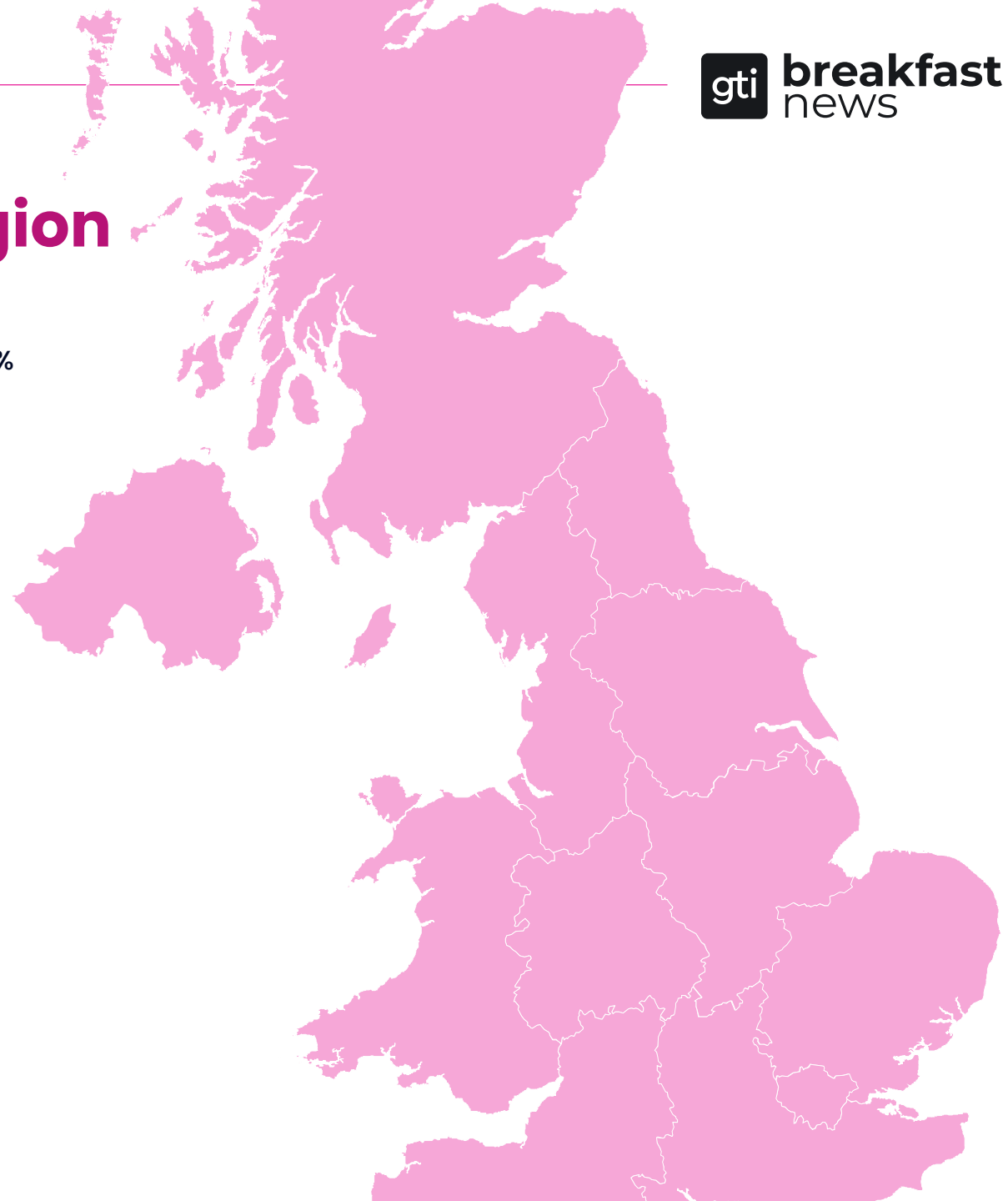
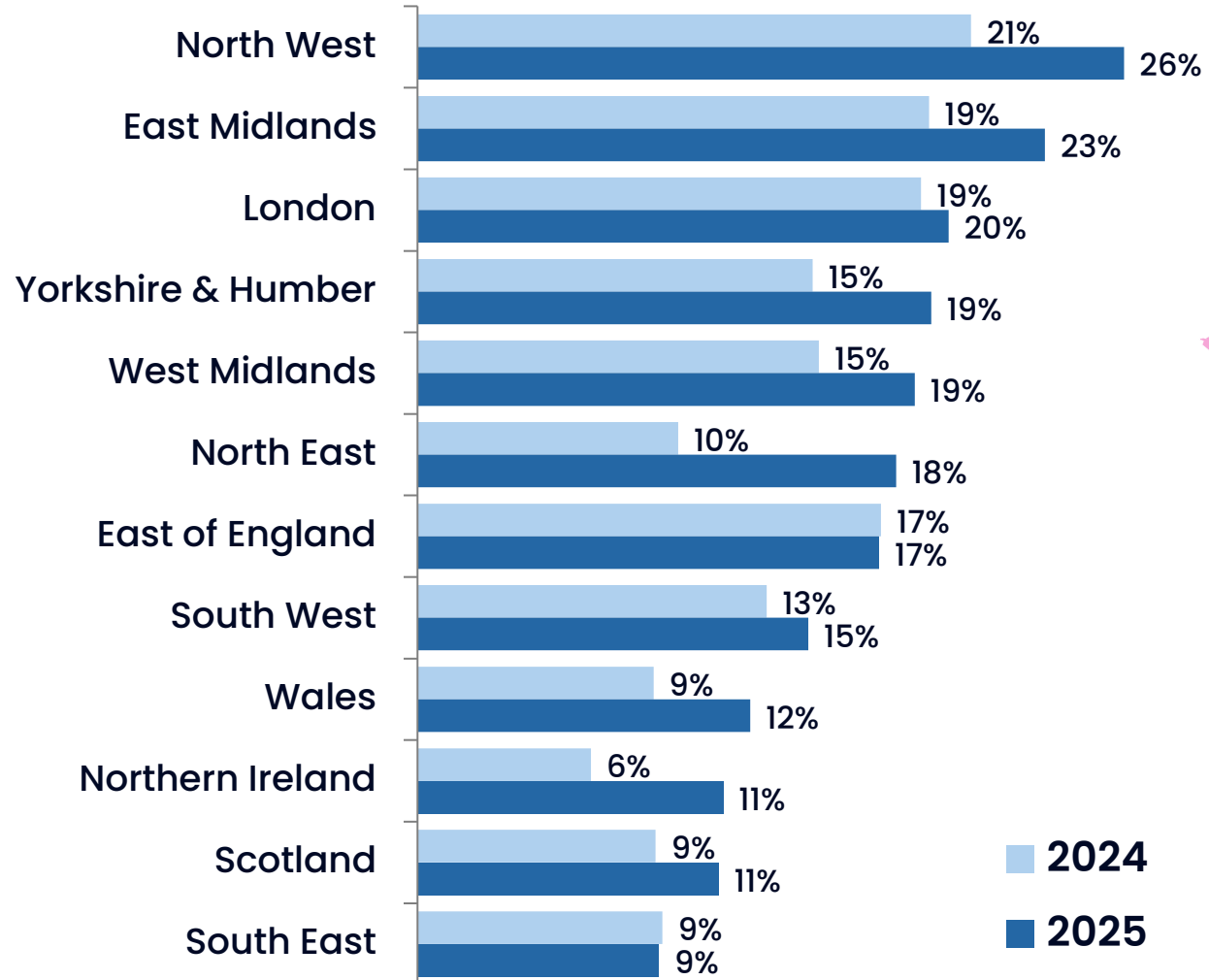
### 18%

of students are interested in **apprenticeships**, an all-time high

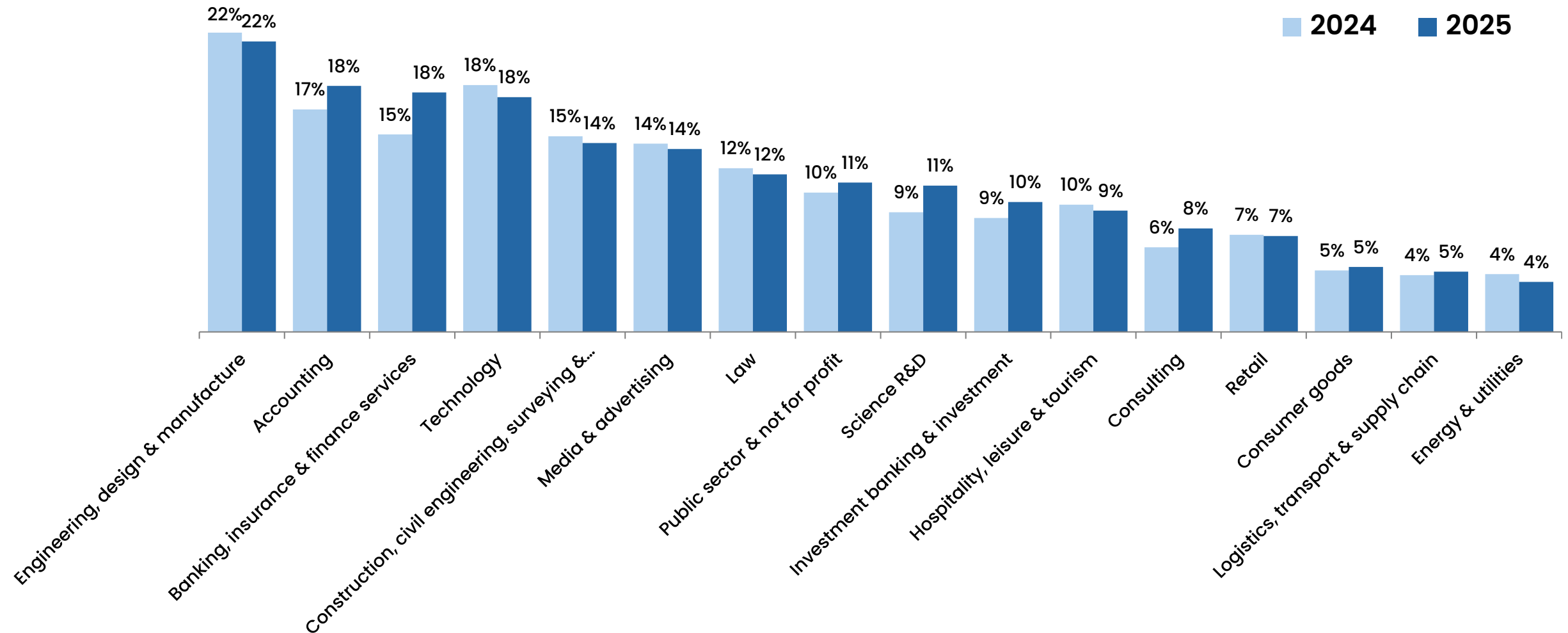
### 47%

of year 12 and 13 aspiring apprentices are interested in **degree apprenticeships**

## Apprenticeship interest by region



## Apprenticeship-bound students' sector preferences





# Apprenticeship motivations: from students themselves

## 1. Preference for practical, hands-on learning over academic study

Many students expressed that they struggle in traditional academic or classroom environments and learn better through doing.

*"I learn better in practice than in theory so it is the better option for me."*

*"I prefer learning by doing."*

*"I don't work well in a classroom environment."*

## 2. Desire for real-world work experience to improve employability

Students value the opportunity to gain industry-specific experience while learning, seeing it as a way to boost their job prospects.

*"Apprenticeships allow me to gain an advantage of having more years of experience in my sector than my peers."*

*"It gives work experience as well as learning about the job resulting in a lot more knowledge about the job."*

## 3. Financial concerns and avoiding university debt

Many students cited the high cost of university and the appeal of earning a wage while learning as key factors.

*"Earn while I learn."*

*"University is very expensive and in most cases leads to debt which takes a long time to pay off."*

*"I get my degree and training and experience all for free."*



## Uncertainty: the prevailing theme

**26%**

of students are unsure of what they want to do after leaving school

**Apprenticeships  
and levels**

**22%**

of year 12 & 13 students don't use their careers service because they're unsure about their career prospects

**Assessment  
and selection**

**Post-school  
plans**

**14%**

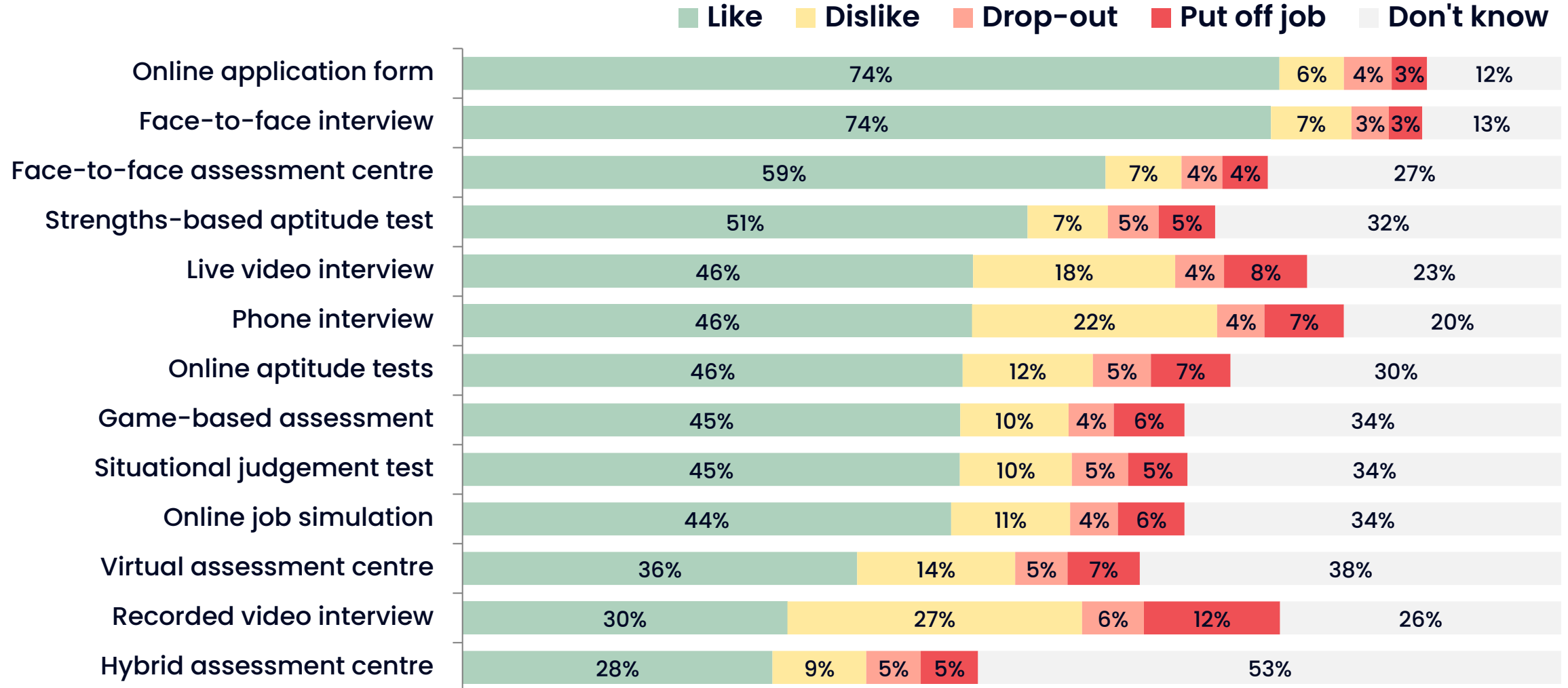
of aspiring apprentices don't understand or don't know which apprenticeship level to pursue

**Careers service  
support**

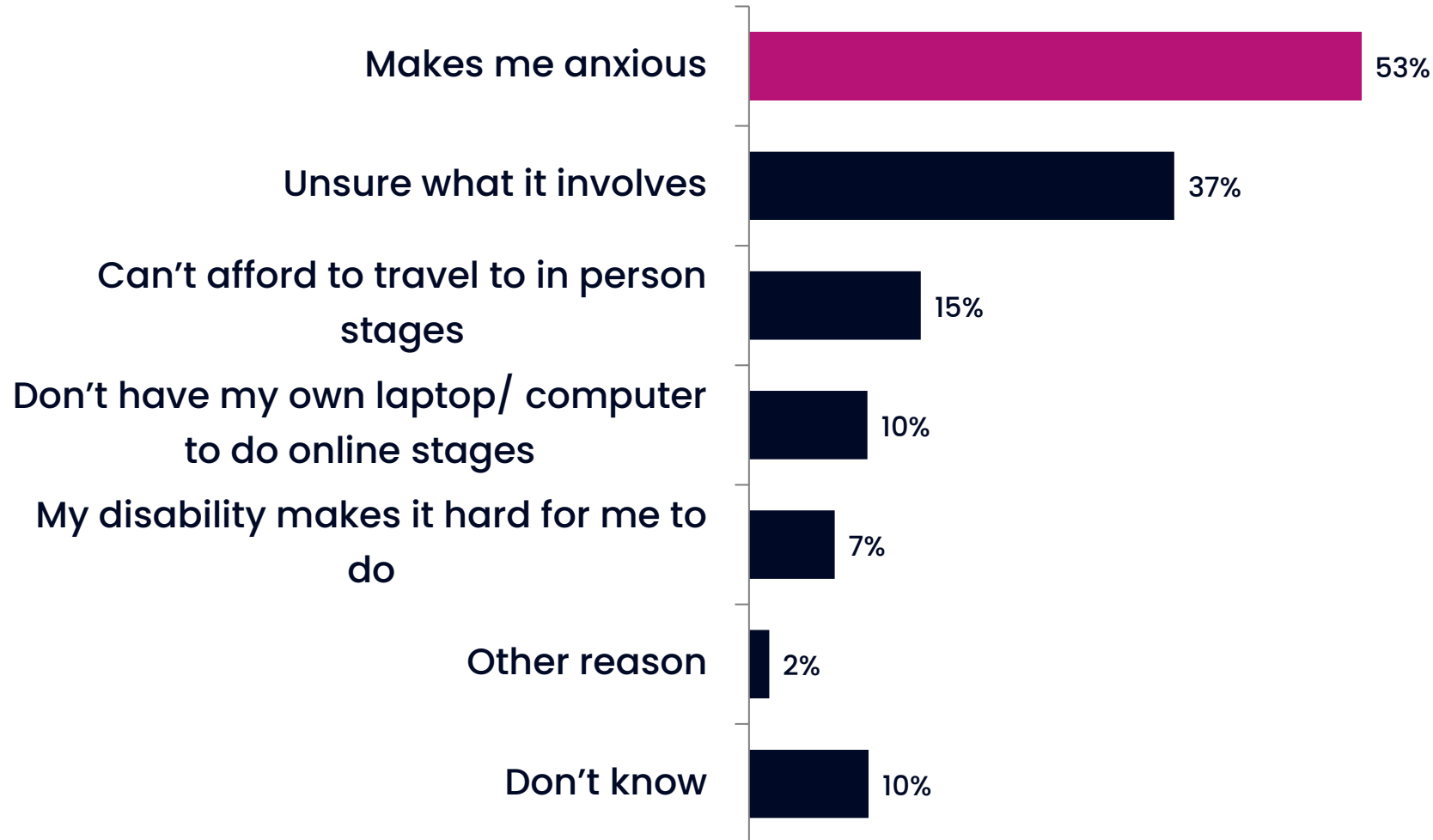
**37%**

dropped out of assessment processes because they're unsure what it involves

## Assessment preferences



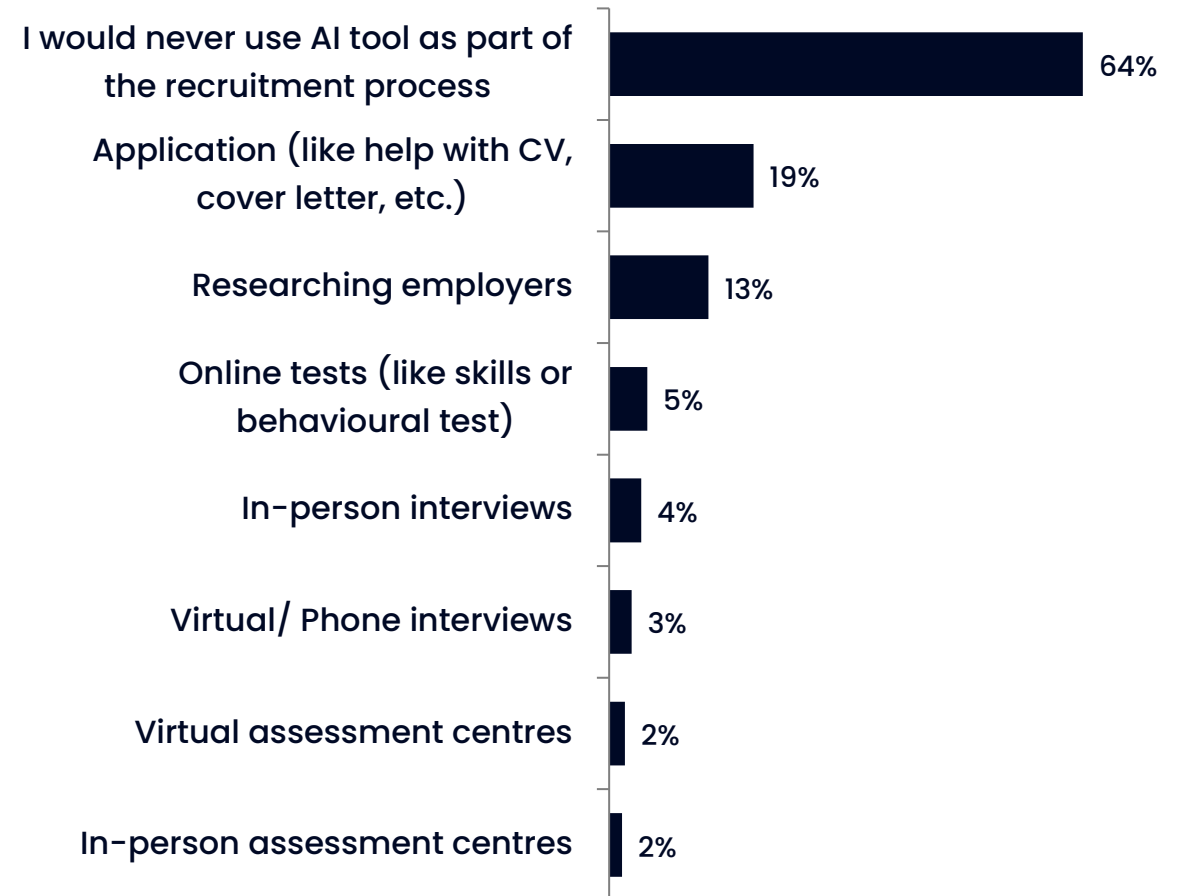
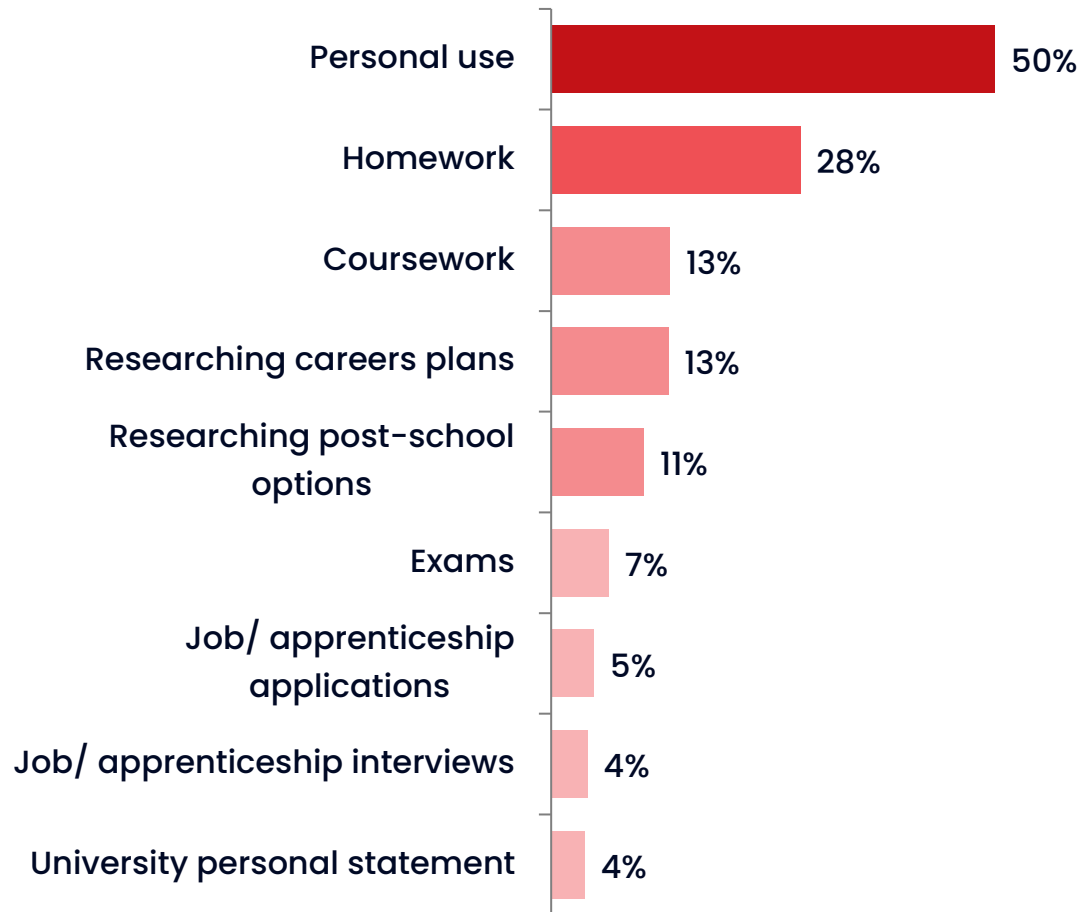
## Handling drop-outs and anxiety



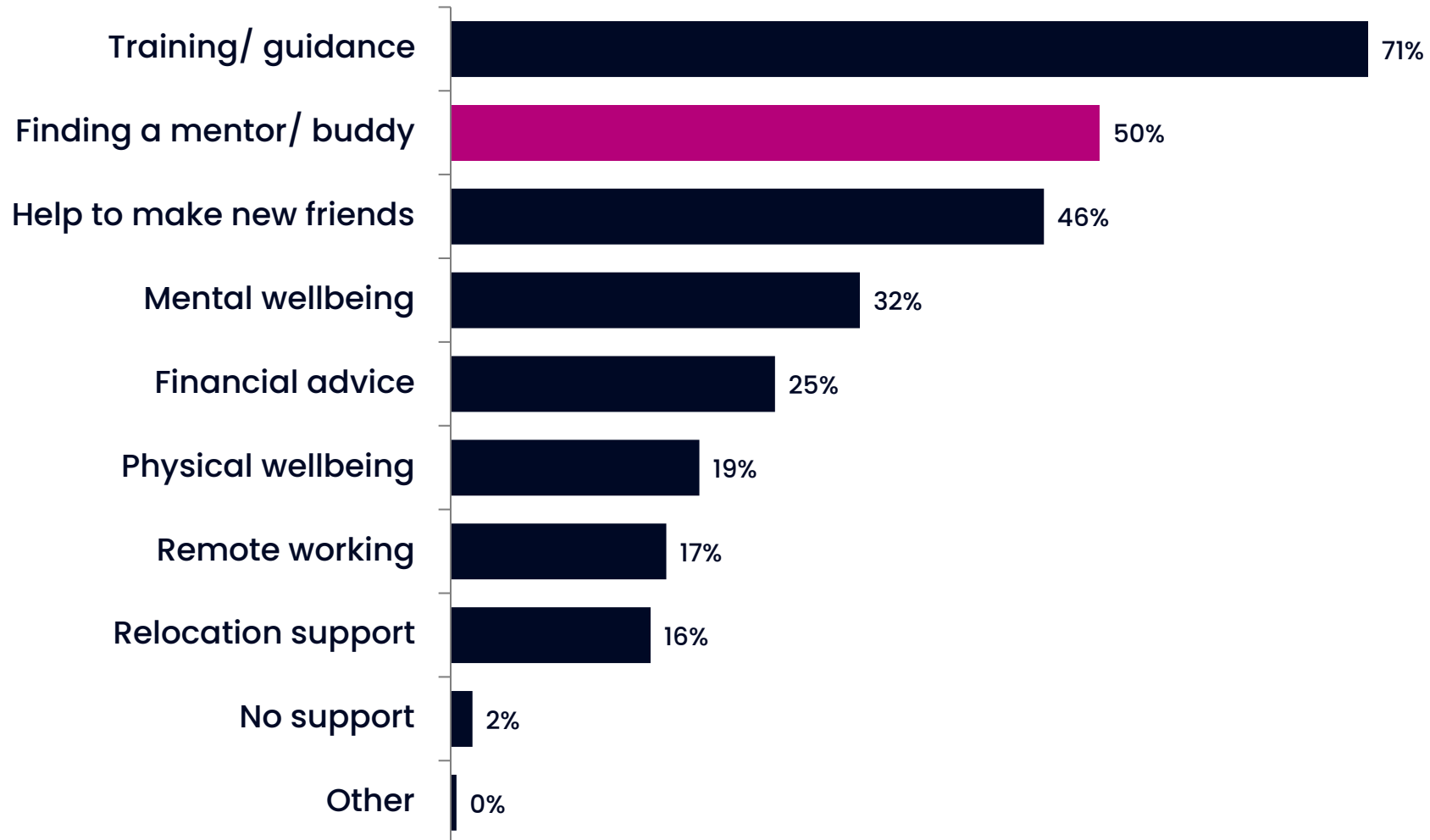
“ I just can't be asked doing something that takes quite a bit of time because it always ends up with me getting declined for the apprenticeship even before getting to know me, and they don't need to know the exact day as to when I started and finished each of my subjects in GCSE, because even I don't know”

“ I find it much easier and more beneficial to communicate face-to-face, and so virtual components tend to put me off or make me more nervous.”

## The use of AI



## Onboarding and building social support networks

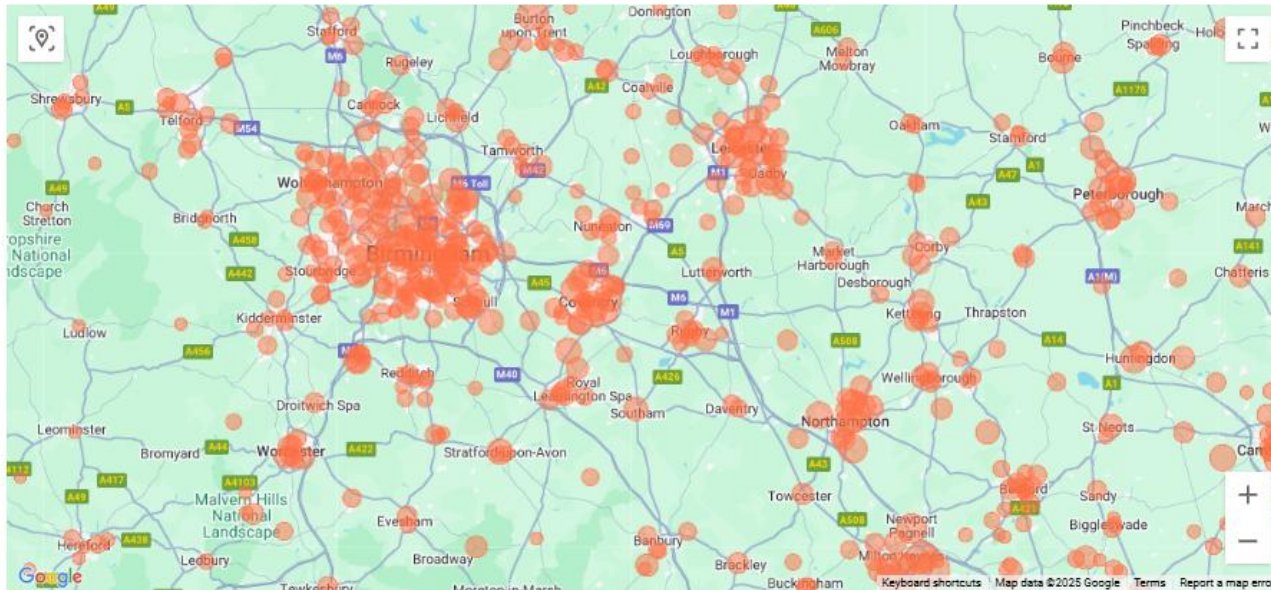




# New for 2025: Cibyl Schools Talent Targeting

cibyl

Schools Mapping - England



Number of Pupils 505 • 3,467

	School name	County	Town	Postcode	Admissions Policy	Number of Pupils	% FSM	% girls
1.	Lycée Francais Charles de Gaulle	null	London	SW7 2DG	Non-selective	3,467	null	50.22%
2.	Walton High	Buckinghamshire	Milton Keynes	MK7 7WH	Non-selective	3,077	21.9%	51.25%
3.	Robert Clack School	Essex	Dagenham	RM8 1JU	Non-selective	2,900	28.7%	47.83%
4.	Brampton Manor Academy	null	London	E6 3SQ	Non-selective	2,880	33.9%	51.28%
5.	Loxford School	Essex	Ilford	IG1 2UT	Non-selective	2,779	23.5%	47.07%

## Hundreds

of schools available to filter,  
select, and export

## DfE data

Processed and presented  
for you: easy to explore,  
easy to handle, faster  
decision-making

**cibyl**

# Cibyl Schools Targeting Tool

DATA DASHBOARD 2025



[Privacy Policy](#)



Shona Ford, Solution Design Lead, GTI

# Expert panel discussion

# Expert panel



**Lucy Hunte**

National Programme  
Manager –  
Apprenticeships,  
NHS England



**Lynda Jackson**

Apprenticeship and  
Graduate Talent  
Acquisition Manager,  
Tesco



**Samantha Sullivan**

Early Careers  
Programme Manager,  
Tesco



**Emily Rock**

CEO, Association of  
Apprentices



# Breakfast News

September 4<sup>th</sup>

Topic TBA



