

# Unlocking Apprenticeship Potential: A Guide for North East Schools and Colleges

Schools and colleges can struggle to navigate the apprenticeship landscape and understand the services available for their students. Research found that only 4% of Y12s, from a sample of 7500 learners in the region, recorded apprenticeships as an intended destination in the North East Combined Authority area.\*

So, we've created this simple overview of the regionally funded organisations that provide careers programme support. It includes the engaging activities they offer to help promote apprenticeships as a visible and viable progression pathway.

## The ASK Programme



Fully funded by the Department for Education, the Apprenticeship Support and Knowledge for Schools and Colleges (ASK) programme provides schools and colleges with free resources to transform how students, teachers, and parents think about apprenticeships.

**Audience(s):** Years 10, 11, Post-16, SEND and Alternate Provision

**Delivery:** Face to face / Virtual

**Activities on offer:**

- Apprenticeship awareness presentations – full year assemblies, class workshops, careers fairs, parent sessions
- 1:1 apprenticeship advice sessions
- Guidance on finding vacancies and registering for updates
- Assistance with applications and using the Find an Apprenticeship website
- Mock interviews and apprenticeship assessment centre experiences with employers
- Teacher CPD support

**Contact:** Visit the [ASK programme website](#) or get in touch with the ASK team to book your session:  
[donna.mills@bl-training.co.uk](mailto:donna.mills@bl-training.co.uk) or [caron.smith@bl-training.co.uk](mailto:caron.smith@bl-training.co.uk)

## DWP



Department  
for Work &  
Pensions

The DWP offer employability sessions to young people and support them in the move from education into the World of Work.

**Audience(s):** Years 7, 8, 9 10,11, Post-16, SEND and Alternate Provision

**Delivery:** Face to face / Virtual

**Activities on offer:**

- Apprenticeship awareness presentations – full year assemblies, class workshops, careers fairs, parent sessions
- 1:1 apprenticeship advice sessions
- Access to online apprenticeship training and/or resources
- Guidance on finding vacancies and registering for updates
- Assistance with applications and using the Find an Apprenticeship website and UCAS Apprenticeship Hub
- Mock interviews and apprenticeship assessment centre experiences with employers

**Contact:**

Get in touch with the adviser in your area to book your session.

Northumberland - [claire.angus@dwp.gov.uk](mailto:claire.angus@dwp.gov.uk)

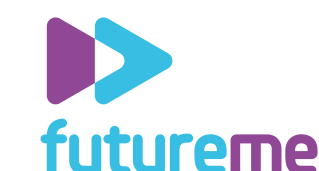
North Tyneside - [melissa.laverick@dwp.gov.uk](mailto:melissa.laverick@dwp.gov.uk)

South Tyneside and Sunderland - [richard.adams2@dwp.gov.uk](mailto:richard.adams2@dwp.gov.uk)

Newcastle and Gateshead - [stephen.tough1@dwp.gov.uk](mailto:stephen.tough1@dwp.gov.uk)

Durham - [beth.sinclair@dwp.gov.uk](mailto:beth.sinclair@dwp.gov.uk)

## FutureMe



The FutureMe Programme supports learners to understand and make informed decisions about higher education.

**Audience(s):** Year 11 and Post-16

**Delivery:** Face to face / Virtual

**Activities on offer:**

- In-person assembly sessions and interactive workshops
- Live webinars
- Pre-recorded sessions
- HE campus visits

**Contact:** Email [info@futureme.ac.uk](mailto:info@futureme.ac.uk) to find out more.

## National Careers Service (NCS)



The National Careers Service offers independent and impartial careers advice and guidance which includes a detailed understanding of the apprenticeship offer.

**Audience(s):** Years 8, 9 10,11, Post-16 and SEND

**Delivery:** Face to face / Virtual

**Activities on offer:**

- Delivery of impartial CEIAG on a 1:1 telephone session / webchat / face to face meeting
- Participation in webinars or group sessions
- Support with off-site visits
- Signposting towards specialist resources and support
- Individual guidance appointments, either online or at a local venue

**Please note:** The offer to 13–19-year-olds is via telephone and webchat. The offer to 18 NEET and 19+ is telephone, webchat, face to face 1:1, groups and virtual groups.

**Contact:** Visit the [NCS website](#) or call 0800 100 900.

## North East Apprenticeship Ambassador Network (NEEAN)



NEEAN is a network of North East apprentice employers and both current and past apprentices who share their stories to inspire others.

**Audience(s):** Years 7, 8, 9 10,11, Post-16, SEND and Alternate Provision

**Delivery:** Face to face / Virtual

**Activities on offer:**

- Apprenticeship awareness presentations – full year assemblies, class workshops, careers fairs, parent sessions
- 1:1 meetings
- Support with off-site visits
- Work experience

**Contact:** Visit the [NEEAN website](#) or email [Hello@NEEAN.org.uk](mailto:Hello@NEEAN.org.uk).

## North East Combined Authority



Through the North East Ambition programme, the Combined Authority supports North East schools and colleges to enhance their careers programmes and achieve all 8 Gatsby Benchmarks.

**Audience(s):** Years 7, 8, 9 10,11, Post-16, SEND and Alternate Provision

**Delivery:** Face to face / Virtual

**Activities on offer:**

- 1:1 meetings with Careers Leaders to support with the planning and delivery of high quality career plans which include technical education pathways
- Access to presentations to help you promote technical education pathways, including apprenticeships to your colleagues, Senior Leadership colleagues and governors
- Access to CPD opportunities and resources to help improve your knowledge and understanding of apprenticeships to share with colleagues, students and parents/carers
- Connect you to employers and providers to increase visibility of apprenticeships across your school or college

**Contact:** Visit the [North East Ambition website](#) or the [Early Connect webpage](#) or email [goodcareers@northeast-ca.gov.uk](mailto:goodcareers@northeast-ca.gov.uk).