



the  
school  
outreach  
company

# REACH

magazine

FEBRUARY 2023. #2



It's National  
Apprenticeship  
Week [#NAW2023](#)

## IN THIS EDITION

Insight:  
The great skills  
mismatch continues

PLUS

TSOC launches  
National Apprenticeship  
Webinar Programme

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## A word from us

With February and National Apprenticeship Week now under way, we are entering the busiest but arguably most exciting time of the 'outreach year'.

Much of the work and engagement with schools and colleges up and down the country is now culminating in a series of face-to-face interactions, webinars, applications and ultimately assessments for the thousands of school leavers that our teams of engagement specialists have been working with over the last few months and in numerous cases years. With so many exciting events and developments within this space, we hope this edition of 'Reach' acts as a useful synopsis and overview of what is happening within the 'outreach' space.

The story from within our organisation continues to be one of change, innovation, but most importantly growth. We are now actively engaging with c. 95% of all secondary schools and colleges throughout the UK and are also pleased to report that we are actively engaged with over 1,000 primary schools around the country. The number of clients that we are representing has grown again since our last publication and as an organisation we are continually taking on more school engagement specialists to meet the demands of our sector.

As ever - a huge thank you to our clients, the schools, colleges and their respective career teams but also the students that remain the focus of everything that we do.

# What is National Apprenticeship Week?

Government-run National Apprenticeship Week is a week where schools, colleges, employers, career advisors and students celebrate apprenticeships. It is an opportunity for employers and organisations to showcase their apprenticeship programmes directly to those seeking them.

It is also the chance to celebrate the achievements of apprentices around the country and the positive impact they make to communities, businesses, and the wider economy.

## Why should employers get involved?

There is a current mismatch between employers and young people in skills, experience and perception of good work opportunities. (See insights, pg 7&8) Employers struggle with recruiting young people and yet hiring an apprentice is a productive and effective way to grow talent and develop a motivated, skilled and qualified workforce. Apprentices are more likely to be motivated, keen to learn and loyal to the company as it is investing time and money in them.

National Apprenticeship Week is the perfect time to get your opportunities directly to those seeking work.



# How do employers get involved?

This can start as big or small as you have time and resource.

Some ideas:

- Spread news of any apprenticeships programmes already taking place in your workplace. Perhaps a learning lunch, publishing case studies or using your internal comms to celebrate the week.
- Running a 'job swap' or a 'back to the floor' day.
- If you're thinking about running an apprenticeship then you could use NAW to launch it!
- School and college outreach. Use this week to host your open day or send your best brand ambassadors into your local schools to showcase your apprenticeships or your organisation!

The School Outreach Company is the perfect partner for you when you're considering school outreach. We can create a completely bespoke plan to your exact requirements.

**It's National  
Apprenticeship  
Week #NAW2023**

**SKILLS  
FOR LIFE**

**Apprenticeships**  
National Apprenticeship Week  
6<sup>th</sup> to 12<sup>th</sup> February 2023



# What our Clients say about us



Virgin Media O2 are a leading media and telecommunication company. With a UK wide network of offices and operations, the business is a large investor in emerging talent and offering a broad range of careers for both school and university leavers. Virgin Media O2 see school outreach as a key factor in promoting and engaging with this audience to both promote employment opportunities as well as develop skills and employability training.

Throughout this academic year and on behalf of Virgin Media, The School Outreach Company are working with over 1,000 secondary schools and colleges as well as over 300 primary schools where workbooks containing STEM based activities, games and exercises are being distributed.

**"School outreach and the related positive impact is so important to Virgin Media O2. The collaborative approach that The School Outreach Company have adopted has made working with them a hugely positive experience and we are seeing the benefits of their close working relationships with schools up and down the country. We are also hugely excited to launch our primary school campaign promoting STEM learning. This is a new addition to our outreach strategy and are looking forward to seeing this roll out..."**

**Future Careers Recruitment Manager.**

## Gatsby Benchmarks Authorised!

The School Outreach company build content that is designed to support the Gatsby Benchmarks and are excited to announce that we have been authorised to carry the Gatsby Benchmarks logo on all our communications and school engagement.

THE GATSBY BENCHMARKS  
GOOD CAREER GUIDANCE

## The 5% Club celebrates 10 years

In 2023 we celebrate our 10th Anniversary and wish to thank all our 800 plus employer members within our movement.

Our members are committed to providing “earn and learn” schemes, driven to deliver the skills so desperately needed across the UK, and open up opportunities to the largest talent pool, removing barriers so often presented by an individual’s characteristics or social background.

We also wish to thank our partners who make our work possible including The Schools Outreach Company.

[www.5percentclub.org.uk](http://www.5percentclub.org.uk)



**INVESTORS  
IN PEOPLE**

## THE IMPACT OF AN EFFECTIVE SCHOOL OUTREACH CAMPAIGN

In this session we will be hearing from Investors In People CEO, Paul Devoy as well as heads of early talent from FTSE 100 organisations and current apprentices to understand the impact of an effective school outreach campaign.

### UPCOMING WEBINAR

**COMING SOON!**

Keep up to date:



# The School Outreach Company launches National Apprenticeship Webinars

## PROGRAMME SCHEDULE

SUPPORTED BY



THE GATSBY BENCHMARKS  
GOOD CAREER GUIDANCE

The School Outreach Company are delighted to announce the roll out of a series of webinars designed to inform students, parents and carers, career leads and teachers about apprenticeships. The first of which we can now share.

We will be partnering with some of the UK's top employers to showcase the opportunities they have on offer. The free events will be supported by UCAS and the Gatsby Charitable Foundation.

We would like to thank Virgin Media O2 for being the headline sponsor.

TELECOMS



THURS  
23 MAR

FINANCIAL SERVICES



THURS  
27 APR

MANUFACTURING



THURS  
23 MAY



WE REVISIT THE CURRENT VIEWS ON WORK FROM YOUNG PEOPLE'S PERSPECTIVE..



ONLY 14.2% OF YOUNG PEOPLE WERE 'CONFIDENT' OR 'EXTREMELY CONFIDENT' THEY COULD FIND QUALITY WORK WHERE THEY LIVED.



OVER HALF (56.6%) OF THOSE LOOKING FOR WORK THOUGHT THEIR BIGGEST BARRIER TO EMPLOYMENT WAS A LACK OF WORK EXPERIENCE.



LESS THAN HALF (44.6%) OF YOUNG PEOPLE AGED 19+ THINK THEY COULD WRITE A CV.

34%



ONLY 34.4% OF THOSE IN EDUCATION THOUGHT THEY UNDERSTOOD THE SKILLS EMPLOYERS WERE LOOKING FOR.

LESS THAN A THIRD (28.7%) OF YOUNG PEOPLE AGED 19+ THINK EMPLOYERS ARE SUPPORTIVE OF HIRING YOUNG PEOPLE.



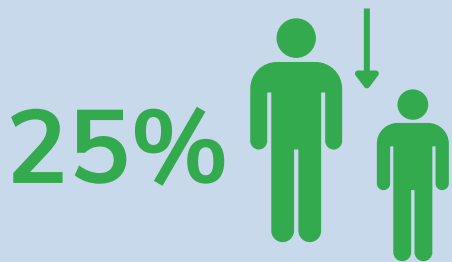
LOW PAY AND BEING FREQUENTLY MET WITH ENTRY LEVEL ROLES WITH PERSON AND QUALIFICATION REQUIREMENTS THAT WERE ATTAINABLE FOR THEM ARE THE BIGGEST FACTORS THAT STOP YOUNG PEOPLE APPLYING FOR OPPORTUNITIES.



...AND THE ORGANISATIONS HIRING THEM

UNDER HALF

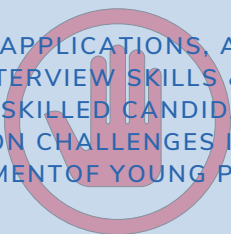
LESS THAN HALF (36%) OF EMPLOYERS THOUGHT THE BIGGEST BARRIER TO EMPLOYMENT FOR YOUNG PEOPLE WAS A LACK OF WORK EXPERIENCE ALONGSIDE A LACK OF SKILLS(42%) AND CONFIDENCE(34%).



25% OF EMPLOYERS HAVE LIMITED EXPERIENCE IN HIRING DISADVANTAGED YOUNG PEOPLE.



UNSUITABLE APPLICATIONS, A PERCEIVED LACK OF INTERVIEW SKILLS & SMALLER POOLS OF SKILLED CANDIDATES ARE COMMON CHALLENGES IN THE RERUITMENTOF YOUNG PEOPLE.





Experience

We have a network of 350 school liaison officers with experience spanning decades



Reach

We have mapped over 4,500 schools and colleges throughout the UK



Bespoke Service

With our knowledge and access to schools, we can build a plan to your exact requirements

# About us
















We are the UK's leading provider of school outreach services.

The School Outreach Company is the result of several leading organisations joining forces and was built with the simple aim of transforming the way school outreach is delivered.

With a broad portfolio of services coupled with experience spanning back decades, we are now the market leaders both in terms of our reach but also in the variety and array of services we provide.

We align hiring organisations, schools and students for mutual benefit, making immediate and positive effects for local communities and the people within them.

# A selection of our clients

 Nestlé 1,081 schools	 BARRATT DEVELOPMENTS PLC 1,722 schools	 Fidelity INTERNATIONAL 809 schools	 Bellway 725 schools	 Hanson HEWLETT CLAYTON Group 669 schools
 Virgin O2 1,300 schools	 REDROW 212 schools	 KPMG 442 schools	 TARA GROUP 103 schools	 HBF 1,033 schools
 RAMBOLL 36 schools	 HARE 67 schools	 Dunelm 88 schools	 south eastern 82 schools	 WildHearts 528 schools