

Hertfordshire
Local Enterprise
Partnership



THE CAREERS &
ENTERPRISE
COMPANY

Amazing
Apprenticeships



HERTFORDSHIRE PARENT AND CARER SURVEY



APPRENTICESHIP AWARENESS

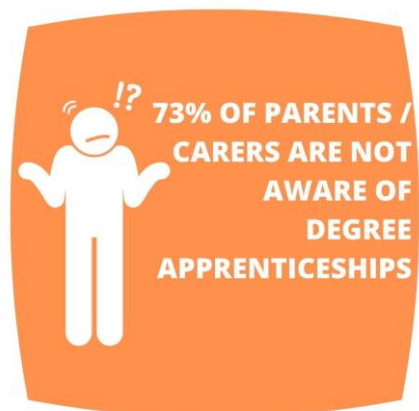
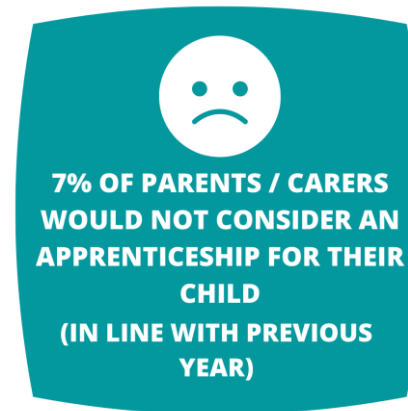
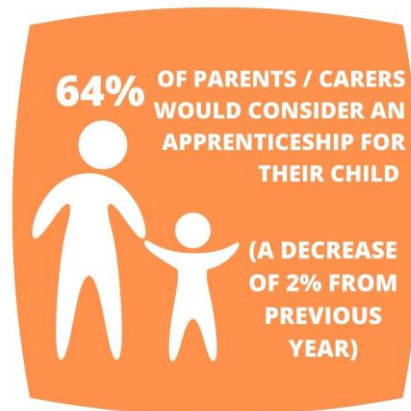
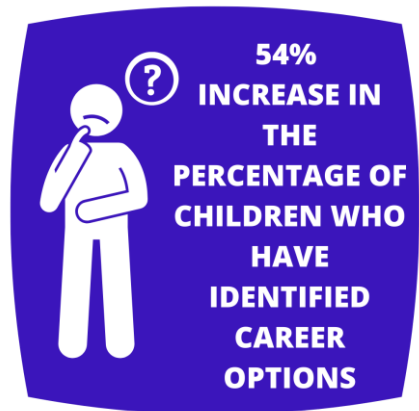
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KEY FINDINGS



EXECUTIVE SUMMARY

For the past four years, Hertfordshire LEP and the Hertfordshire Careers Hub have commissioned a survey to be conducted by Amazing Apprenticeships of parents and carers in Hertfordshire regarding their confidence, interest and awareness of apprenticeships.

The level of engagement from schools across the county has grown each year.

2019 = 14 schools / 845 participants

2020 = 17 schools / 1,266 participants

2021 = 22 schools / 1,676 participants

2022 = 52 schools / 2,826 participants

This year's survey saw a 69% increase in the volume of participants responding to the survey, with **52 schools** across Hertfordshire achieving **2,826 individual responses**.



EXECUTIVE SUMMARY

Careers Options

Nearly 3 in 4 (74%) respondents' children had already identified a career interest, up from 48% in 2021. This is evidence that more students have greater awareness of future career possibilities and suggests that there is better careers information available to them. The top 5 most popular careers were identified as **Creative & Media, Computing, Tech & Digital, Science & Research, Sports & Leisure** and **Business & Finance**.

Every industry saw a percentage increase in interest, except **Health & Social care** which had a 40% drop. This decrease could be explained by the heightened interest and exposure for this particular industry during the pandemic last year. This year, **Children in KS5 identified Business & Finance as the most popular career choice**, ahead of Creative & Media which was the most popular choice in 2021.

EXECUTIVE SUMMARY

Apprenticeship Consideration

64% of this year's survey respondents would consider an apprenticeship for their child, a **10% decrease** since 2019.

Over the past 4 years, there has been a slight increase (4% to 7%) in the percentage of parents/carers who answered that they would not encourage their child to consider an apprenticeship as an option after school or college. There has also been an increase in those who felt that they might encourage their child to consider an apprenticeship (23% to 29%).

Parents were most likely to encourage their child to consider an apprenticeship in year 13, least likely in year 12 and most unsure in years 7-9. This could represent that parents aren't really thinking about post school destinations in Year 7-9 so therefore don't seek or have much information about post-16/18 options.

By the time their child reaches year 13, an apprenticeship becomes a more serious and positive consideration.



EXECUTIVE SUMMARY

Application Awareness

Overall, only 1 in 10 parents feel confident about the apprenticeship application process. Previously, the percentage of parents/carers who felt that they had all the relevant information to help their child apply for an apprenticeship did rise from 8% to 12% in 2020 but has since dropped back to 9% in 2022.

There is a clear, progressive increase in apprenticeship application awareness and confidence amongst parents and carers as their children progress through the school years, with application awareness levels at Year13 being highest (24%). This years' results did not see the same drop in application awareness for full-time university as we did for apprenticeships.

Influencers, Drivers & Discouraging Factors

The biggest positive influencers and drivers were **gaining relevant skills** in their area of interest, **gaining valuable experience** in the workplace and **earning a salary whilst gaining a qualification**. The biggest discouraging factors were employers not valuing apprentices as highly as graduates, concerns about the quality of training and missing out on the social side of university.

EXECUTIVE SUMMARY

Apprenticeship Level Awareness

Amongst this year's respondents, awareness was highest for Advanced (Level 3) apprenticeships and lowest for Degree (Level 6 and 7) apprenticeships. The results for 2022 showed a noticeable **decline in awareness across all levels.**

Other Options

Regarding other available options, **respondents' understanding of T Levels and Traineeships were lowest**, with respondents feeling most confident with A levels and FE College. Only 12% of parents and carers felt that they knew a lot about FE College, but 36% would still encourage their child to follow this option.

Biggest Questions

Parents & carers felt that the biggest question they had related to their child's future career **is knowing how to choose the right option.**

Communication Preferences

73% of parents/carers want to be kept informed about apprenticeships and other opportunities in Hertfordshire, they would most like to receive information about apprenticeships via Online platforms or via an Information Pack.



SUMMARY OF RECOMMENDATIONS

This report sets out 5 key recommendations, which are expanded in more detail on pages 70 – 75 of this report.

1. Invest in a suite of resources including local case studies of Hertfordshire young people, filmed interviews and employer profiles that demonstrate the apprenticeship opportunities available throughout the county, linked to the top 5 career choices.
2. Work with all Hertfordshire secondary schools to provide them with high quality, regular information and resources that they can share with their parents and carers (and workforce and governors) through their websites and newsletters to build their confidence and understanding of post-16 and post-18 options.
3. Share the findings of the survey with employers and training providers, so that they can be mindful of the top factors positively and negatively influencing parents and carers in their perception of apprenticeships through their marketing and communications activities.
4. Provide online opportunities through webinars / online conferences and workshops for parents and carers to hear from careers experts in an impartial way, so that they can build their knowledge and understanding of all post-16 and post-18 options.
5. Continue to invest in a series of in-person Generation Hertfordshire careers events that schools could encourage parents and carers to attend. This should be coupled with information provided online through the HOP portal, and further resources that families could use to help them to explore their options.

SUMMARY OF SCHOOLS

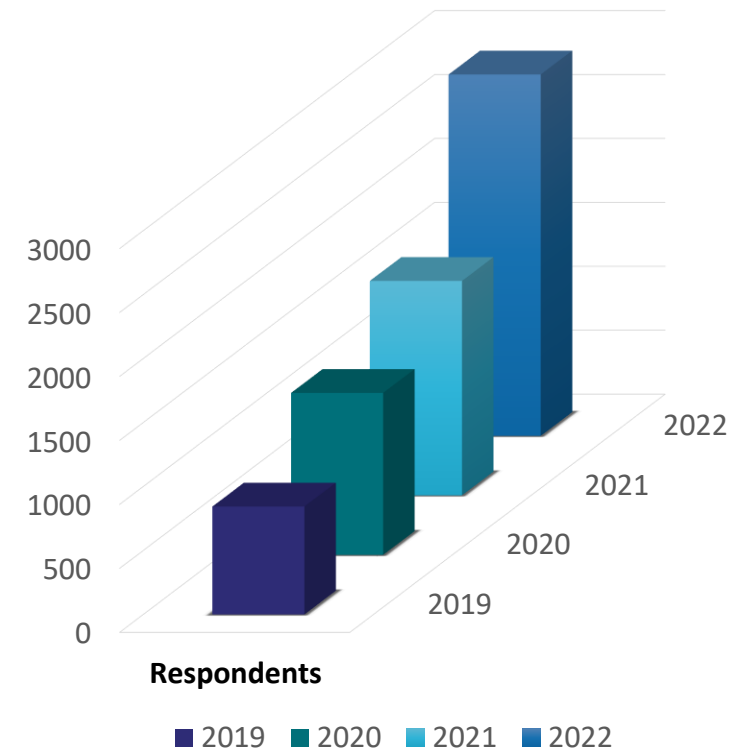
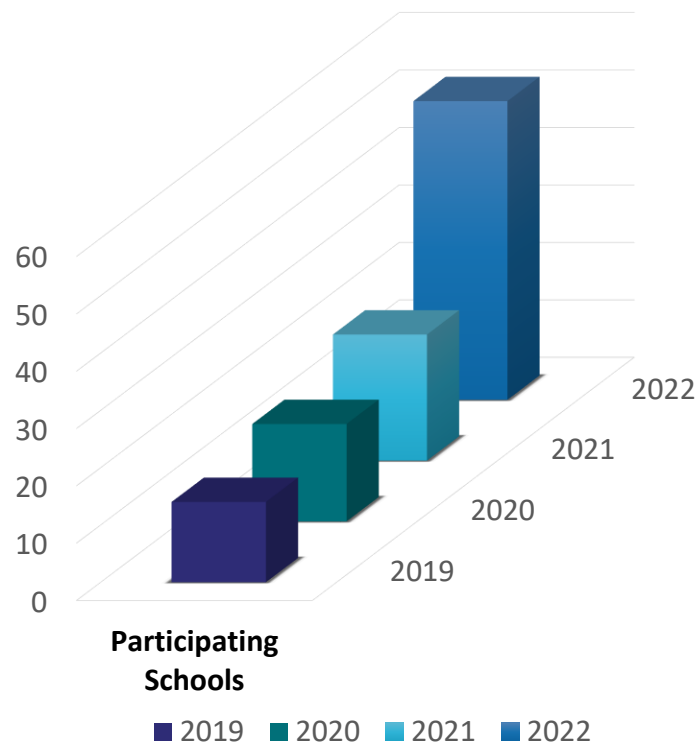
School	Responses	% of results
Hitchin Girls School	260	9%
St Clement Danes School	150	5%
Presdales School	142	5%
Beaumont School	140	5%
Simon Balle All-Through School	136	5%
St Albans Girls' School	131	5%
Hitchin Boys' School	104	4%
The Knights Templar School	98	3%
Yavneh	94	3%
Robert Barclay Academy	93	3%
John F Kennedy Catholic School	90	3%
The Saint John Henry Newman Catholic School	87	3%
Croxley Danes School	83	3%
Loreto College	83	3%
Kings Langley School	78	3%
St Mary's Church of England High School	78	3%
Nicholas Breakspear Catholic School	77	3%
Goffs Academy	72	3%
Katherine Warington School	71	3%
The Broxbourne School	68	2%
Bishop's Hatfield Girls' School	67	2%
The Hemel Hempstead School	67	2%

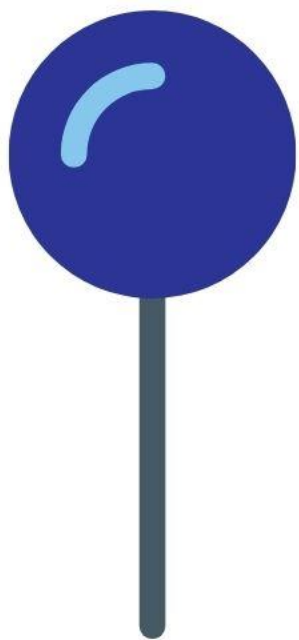
School	Responses	% of results
King James School	57	2%
Mount Grace	52	2%
Onslow St Audreys	50	2%
Birchwood	50	2%
Watford Grammar	41	1%
St Michael's School	40	1%
Stanborough School	38	1%
Hertswood School	35	1%
The Fernhill School	29	1%
Ralph Sadleir School	25	1%
The Priory School	23	1%
Hailybury Turnford School	13	0%
St George's School	11	0%
Queens School	10	0%
Laureate School	10	0%
Barnwell School	10	0%
Rickmansworth School	9	0%
Chancellors School	8	0%
Hockerill School	7	0%
Richard Hale	7	0%
St Mary's School	5	0%
Longdean School	5	0%

School	Responses	% of results
North Herts Education centre	5	0%
Watford UTC	4	0%
Bishop's Stortford	4	0%
Thomas Alleyne School	3	0%
Chessbrook School	3	0%
Marriott's School	1	0%
Parmiter's School	1	0%
Townsend VA	1	0%
Total	2826	100%

SUMMARY OF SCHOOLS

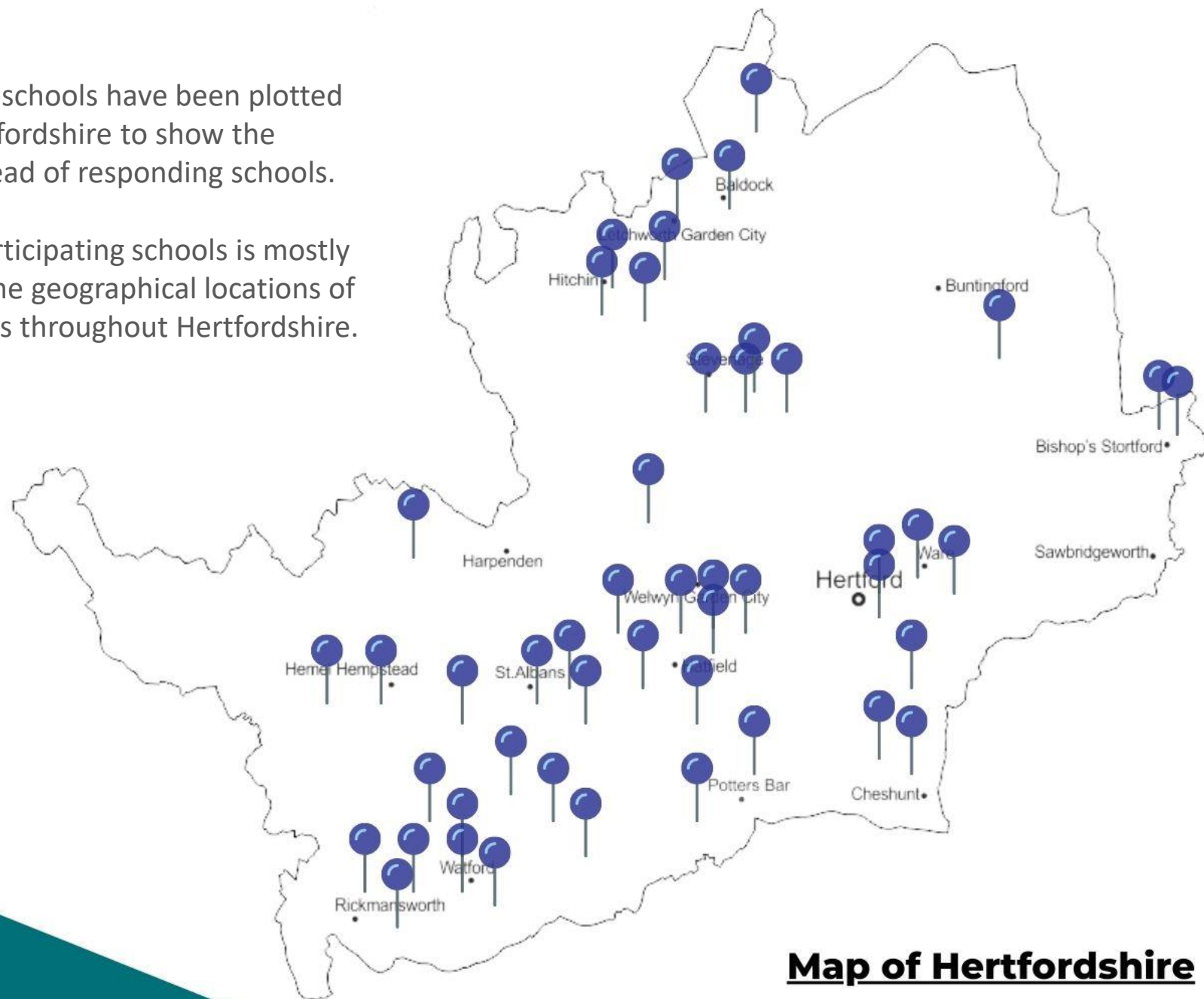
Last years' survey had **22 different schools** participate with a combined total of **1,676 responses from parents/carers**. This year saw a **136% increase in the number of schools participating** with 52 different schools participating (+30 schools) and a combined total of **2,826 responses from parents/carers** (+1150 responses), **an increase of 69% in volume of participants**.





The participating schools have been plotted on a map of Hertfordshire to show the geographical spread of responding schools.

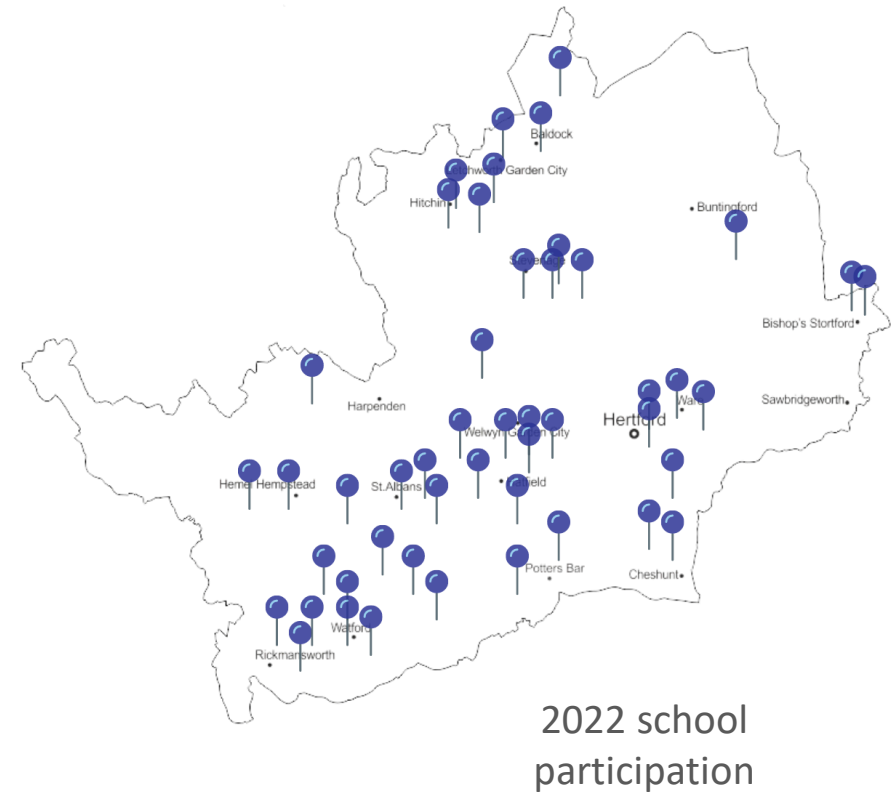
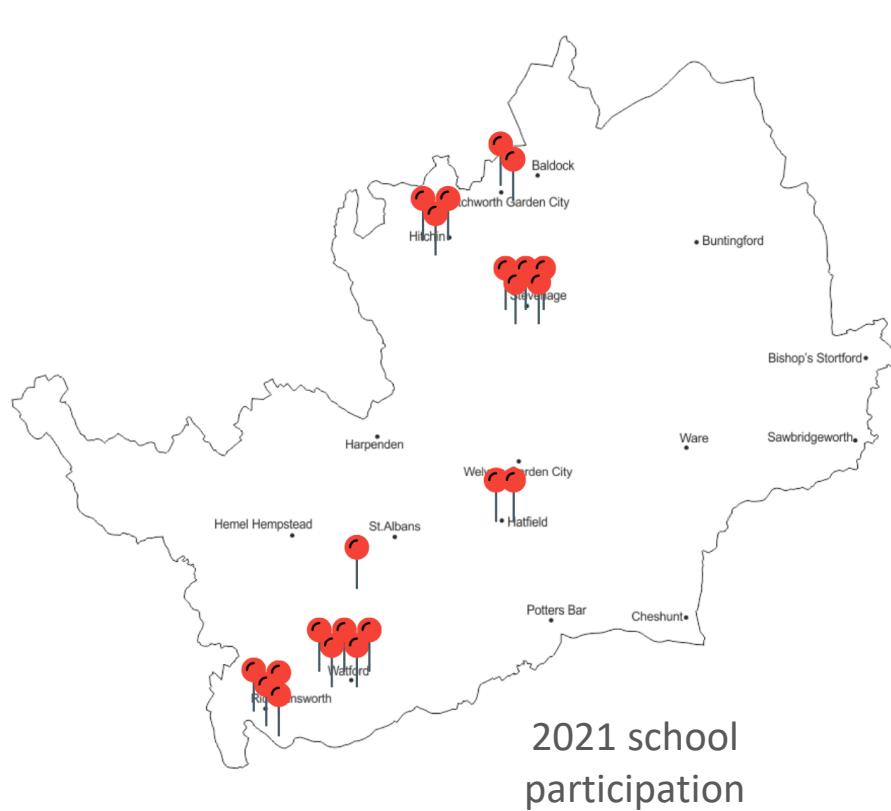
The spread of participating schools is mostly consistent with the geographical locations of secondary schools throughout Hertfordshire.



Map of Hertfordshire

SUMMARY OF SCHOOLS

This years' survey has certainly achieved a wider spread of participating schools compared with last year, with a large proportion of participating schools located in south and central Hertfordshire.



QUESTION 1

Which year group(s) is your child/are your children in?

Please select all that apply for children of secondary school age.



DEMOGRAPHICS

Year Group	Responses	% of parents/carers
Year 7	697	25%
Year 8	652	23%
Year 9	641	22%
Year 10	601	21%
Year 11	454	16%
Year 12	306	11%
Year 13	197	7%
Other	21	1%
Total	3569	126%

18% of the parents / carers had children currently in **Sixth Form** (Year 12 and Year 13).

37% of the parents / carers had children currently in **KS4** (Year 10 and Year 11).

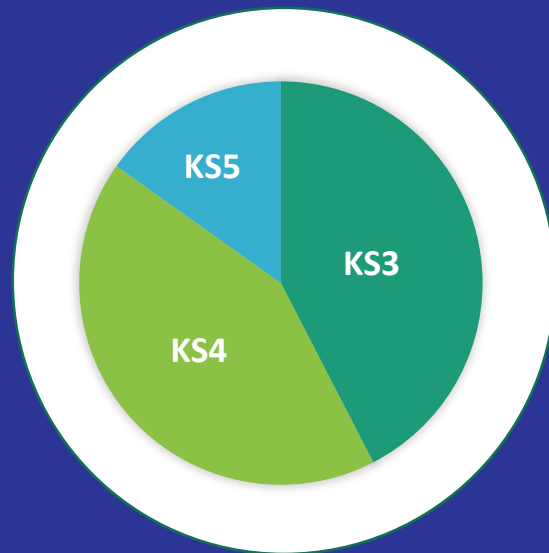
70% of the parents / carers had children currently in **KS3** (Year 7, Year 8 and Year 9).

2,131 parents/carers (75% of total responses) that completed the survey answered questions in relation to just one child which was only a slight increase on last year at 73%. 695 (25%) responded with multiple children in mind.

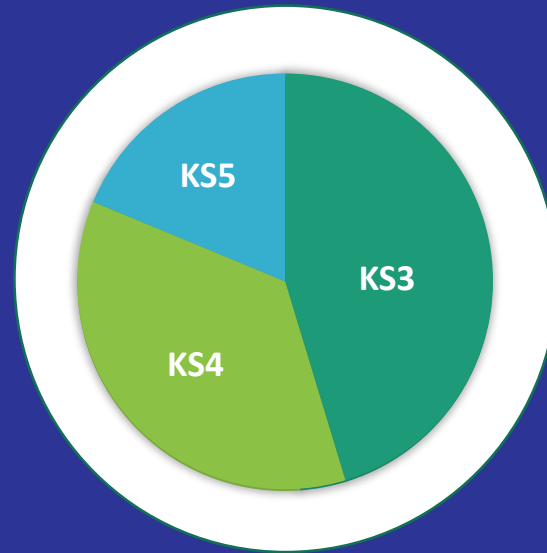
DEMOGRAPHICS

The percentage breakdown of parents/carers who had children within the various different year groups is very similar for surveys completed in 2019, 2020 and 2021. However, 2022 had a significant increase in responses from parents/carers with children in KS3 (70%) and a decrease in responses with children in KS4 and KS5 (just 18% of this year's respondents had children in KS5 compared with 24% last year). This may have had an impact in the overall awareness and confidence levels due to more parents/carers having children in younger year groups compared with previous years.

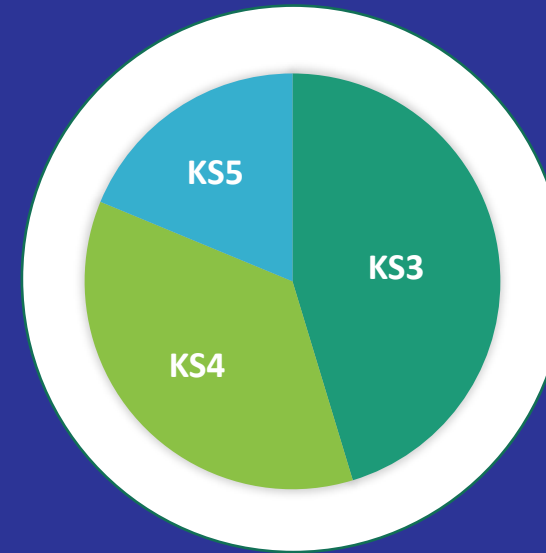
2019



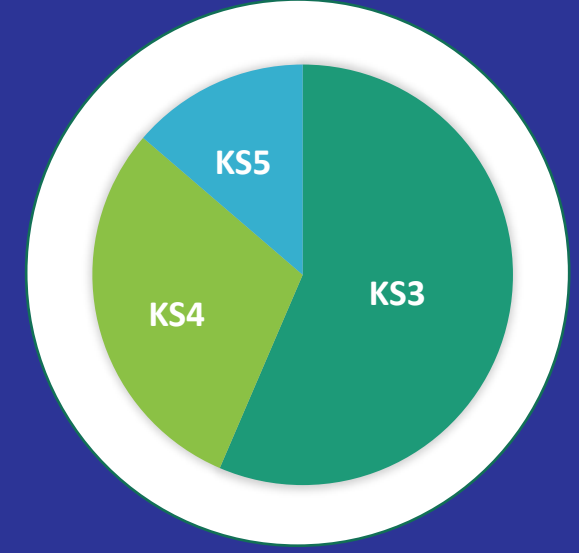
2020



2021



2022



QUESTION 2

Has your child/children identified a possible career option they would like to explore? If so, what are they?

Please select all that apply.



CAREER OPTIONS

74%

have already
expressed an interest
in a particular career.

26%

are still undecided on
their career options.

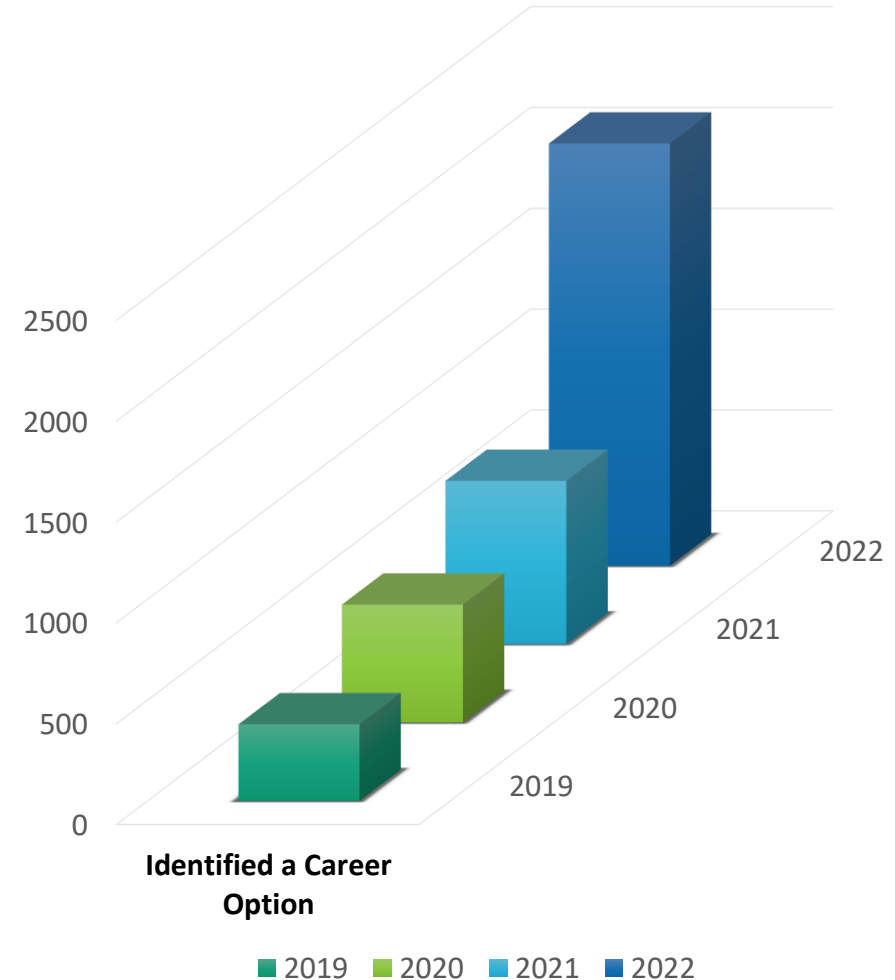
74% (2,093) of parents/carers had children that had already expressed an interest in a particular career option.

26% (733) of parents/carers had children that had not yet expressed an interest in any particular career option.

CAREER OPTIONS

The results from this year's survey showed an increase in identified career interest compared with last year, with **74% of respondents stating that their child has already identified a possible career option** (2,093 respondents).

Results from the survey completed last year showed that **48% of respondents had already identified possible career options** (809 respondents).



CAREER OPTIONS

The top 5 career choices in 2022 included:

1. Creative & Media
2. Computing, Technology & Digital
3. Science & Research
4. Sport & Leisure
5. Business & Finance

This is broadly in line with the 2021 priority and growth sectors set out in the Hertfordshire Skills Plan which include:

- Life sciences
- Advanced engineering and manufacturing
- Creative (focus on film & media)
- Built environment (focus on modern methods of construction and clean technology)
- Agri-tech
- Knowledge and digitally based sectors

CAREER OPTIONS

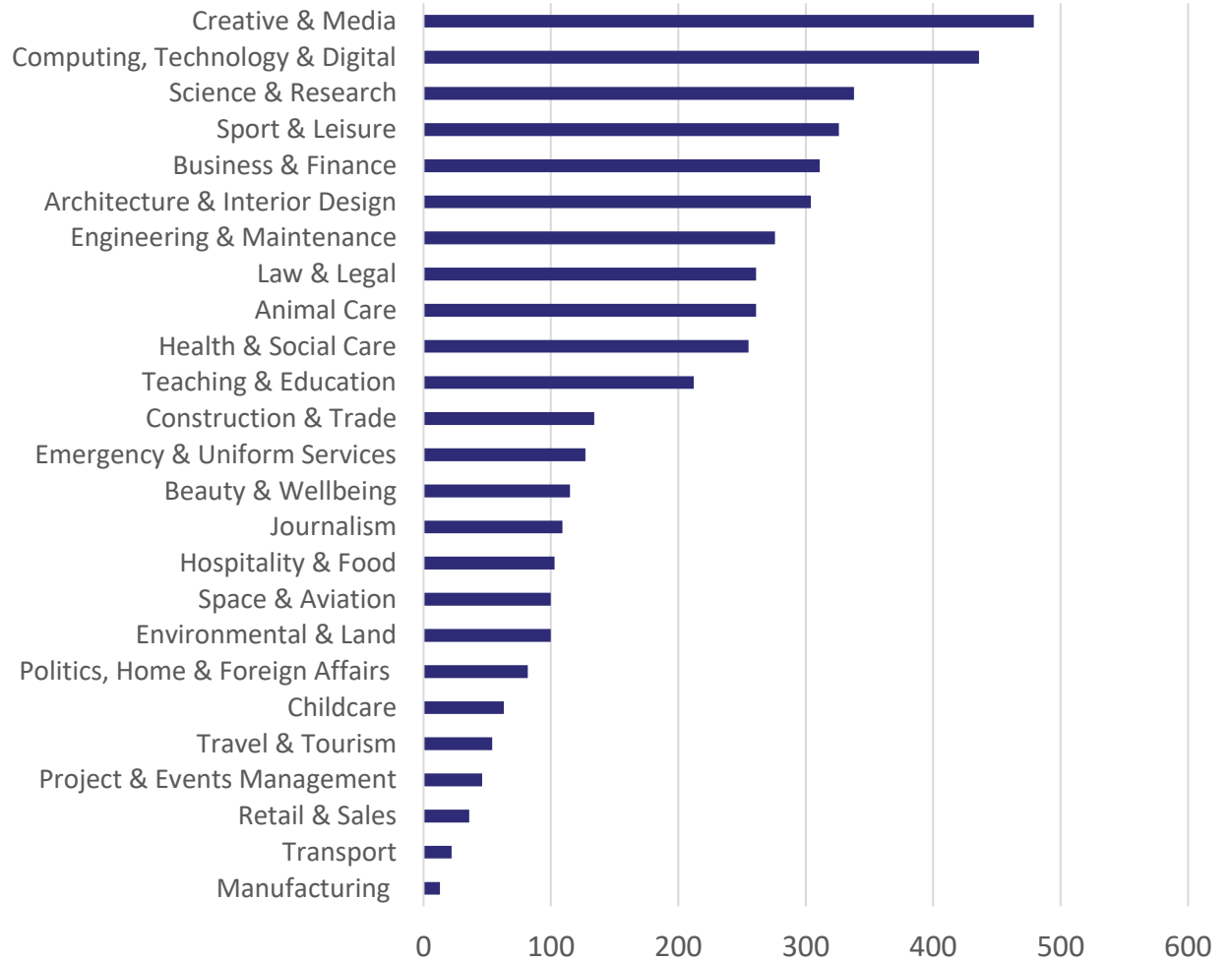
Comparing the percentage of parents whose child had identified an interest in one of this years' top most popular career choices from 2022 to 2021 shows an percentage increase in interest for each industry.

The biggest growth in interest was seen in Sports & Leisure.

	2022 (% of parents who stated their child had identified this career choice)	2021 (% of parents who stated their child had identified this career choice)	% increase compared with previous year
Creative & Media	17%	9%	89%
Computer, Tech & Digital	15%	3%	400%
Science & Research	12%	4%	200%
Sport & Leisure	12%	2%	500%
Business & Finance	11%	4%	175%

Career Options	Responses
Creative & Media	479
Computing, Technology & Digital	436
Science & Research	338
Sport & Leisure	326
Business & Finance	311
Architecture & Interior Design	304
Engineering & Maintenance	276
Law & Legal	261
Animal Care	261
Health & Social Care	255
Teaching & Education	212
Construction & Trade	134
Emergency & Uniform Services	127
Beauty & Wellbeing	115
Journalism	109
Hospitality & Food	103
Space & Aviation	100
Environmental & Land	100
Politics, Home & Foreign Affairs	82
Childcare	63
Travel & Tourism	54
Project & Events Management	46
Retail & Sales	36
Transport	22
Manufacturing	13

CAREER OPTIONS



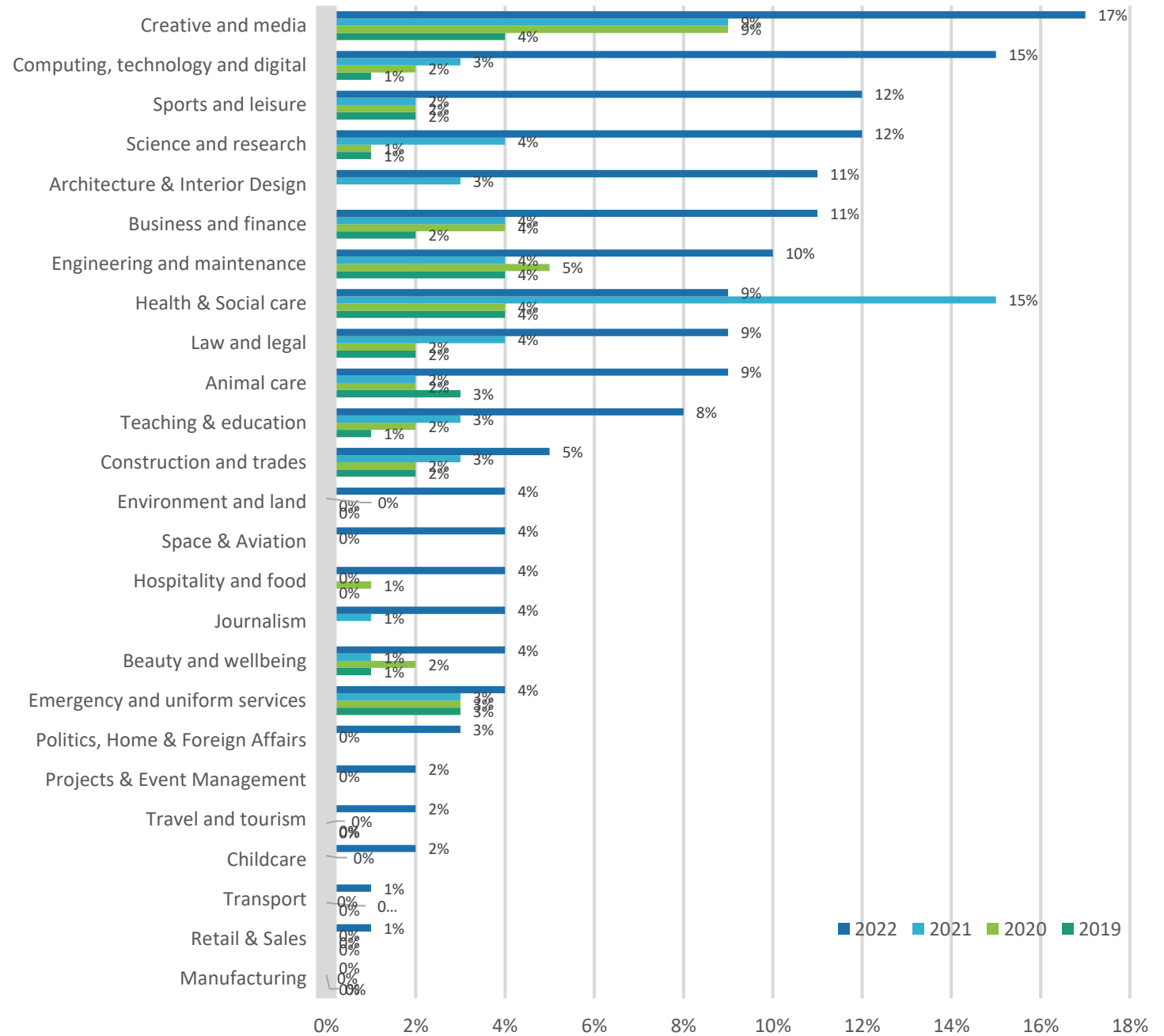
CAREER OPTIONS

This graph shows the percentage of respondents that expressed an interest in individual career options each year.

Compared with last year the largest increase in percentage interest were seen for:

- Space & Aviation
- Retail & Sales
- Travel & Tourism
- Environment & Land
- Childcare

The only industry that saw a decrease was **Health & Social care** which had a **40% drop** in the percentage of respondents whose child had identified it as a possible career option.

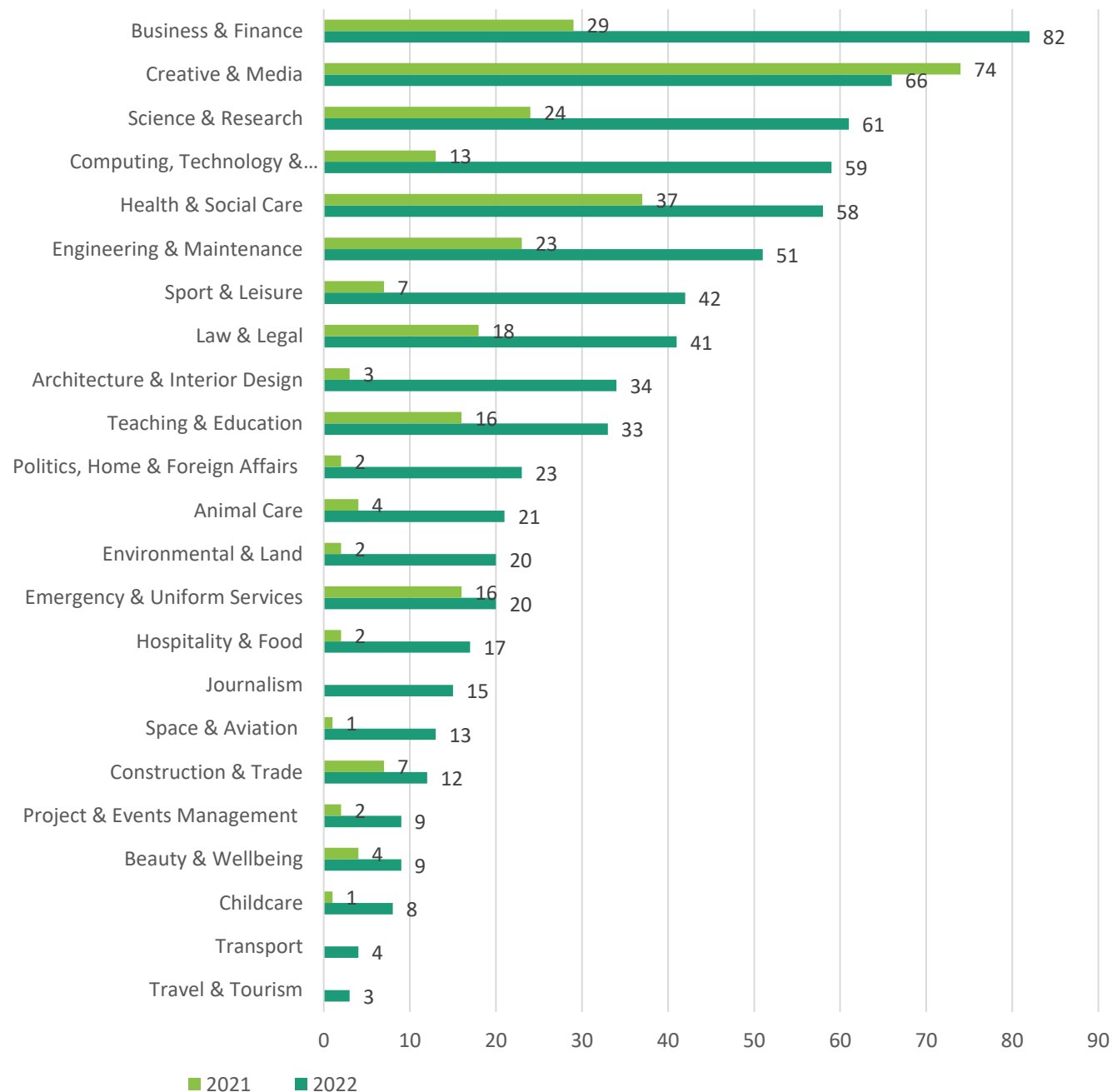


CAREER OPTIONS

76% of parents who responded with children in Key Stage 5 has already expressed an interest in a certain career, which is a slight increase compared to the results across all age groups.

Within KS5 responses, **Business & Finance** was the most popular career interest, followed by Creative & Media, Science & Research, Computing, Technology & Digital & Health & Social Care.

Business & Finance saw a 183% increase in interest compared with last year from those with children in KS5.



QUESTION 3

If appropriate, would you encourage your child to consider an apprenticeship as an option after school/sixth form?



APPRENTICESHIP CONSIDERATION

64%

YES

7%

NO

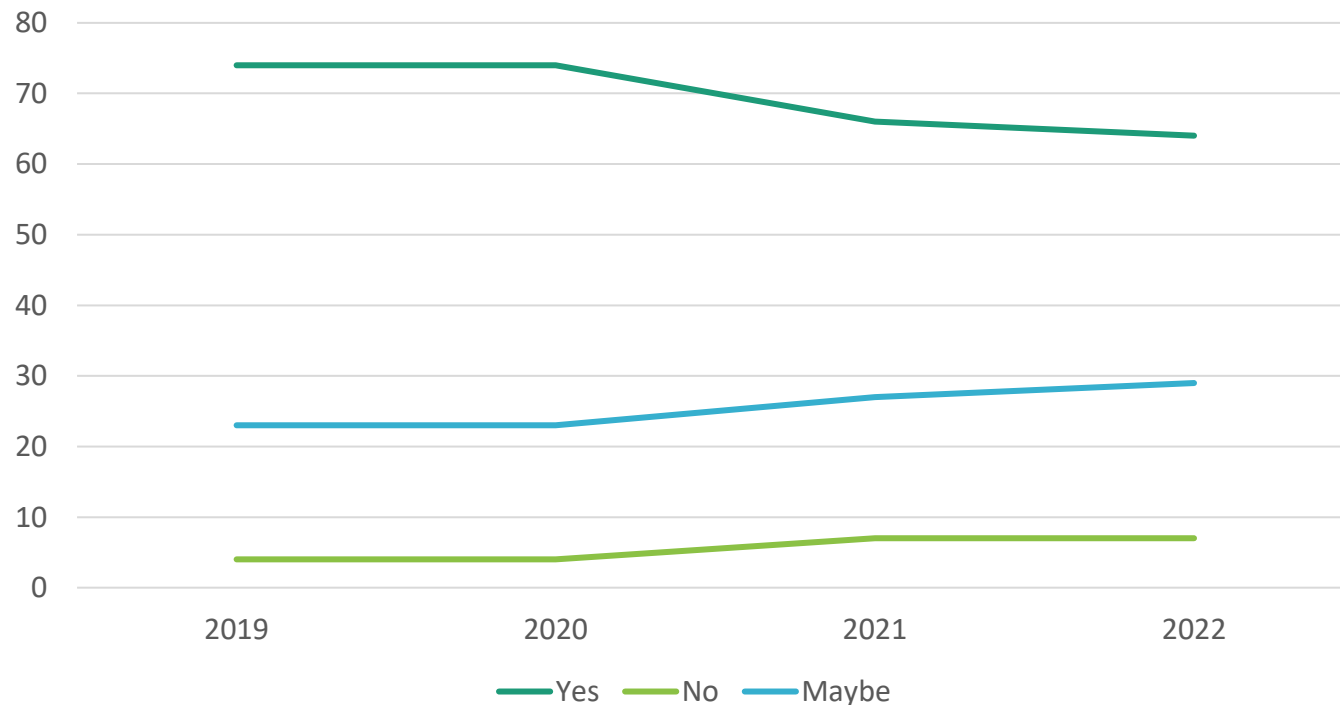
29%

MAYBE

The percentage of those who felt uncertain rose to 29% within this year's survey responses from 27% last year. This rise shows an increase in uncertainty and/or confidence in apprenticeships in 2022, compared with the previous year.

Last year, 66% of respondents answered yes, 7% no and 27% said they would maybe consider an apprenticeship as an option for their child.

APPRENTICESHIP CONSIDERATION



Since 2019, there has been a **slight increase (4% to 7%)** in the percentage of parents/carers who answered that they would not encourage their child to consider an apprenticeship as an option after school or college.

Since 2019, there has also been an increase (23% to 29%) in the percentage of parents/carers who answered that they would maybe encourage their child to consider an apprenticeship.

The percentage of parents/carers who answered that they would encourage their child to consider an apprenticeship has dropped 10% over the last 4 years, from 74% to 64%.

APPRENTICESHIP CONSIDERATION

This table shows the responses by the age of the respondents children. Some answers will have been counted twice if the respondent had two children in different year groups, but it gives us an indication of how apprenticeship consideration looks across the different age groups.

A slight increase is shown in the percentage of negative answers from parents/carers of children in Year 11 & 12. However, 71% of parents/carers with children in Year 13 answering that they would consider an apprenticeship, which is above the survey average of 64%.

A noticeably lower incidence of consideration (maybe responses) for parents of children in the transitional school years than for parents who have younger children, who look much more open to apprenticeships as an option.

It seems that parents with older children (Years 11-13) who have already considered their options, are more confident in their opinion about whether an apprenticeship is suitable for their child and have given it more thought or indeed they have already decided on their next step.

Year Group	Yes	%	No	%	Maybe	%	Total
Year 7	449	64%	40	6%	207	30%	696
Year 8	410	63%	46	7%	196	30%	652
Year 9	411	64%	46	7%	184	29%	641
Year 10	395	66%	38	6%	168	28%	601
Year 11	302	66%	35	8%	117	26%	454
Year 12	197	64%	32	10%	77	25%	306
Year 13	140	71%	13	7%	44	22%	197

APPRENTICESHIP CONSIDERATION

This table shows the free-text comments to this question broadly categorised into 10 themes.

The majority of comments were positive about apprenticeships.

	No of responses	% of total responses
Positive about apprenticeships	523	19%
Depends on child's preference	68	2%
Depends on career path	88	3%
Keeping options open	72	3%
Student debts & fees	37	1%
Most suitable for my child	80	3%
Other	98	3%
Prefer university	158	6%
1st choice uni, 2nd choice apprenticeship	17	1%
Need more info	49	2%
Total	1190	

QUESTION 4 & 5

If your child/children wanted to apply for an apprenticeship or university, would you know how to help them to apply and what steps to take?



9% of this years' survey respondents felt that they **knew all the relevant information** needed to apply for an apprenticeship, a decrease from 11% last year.

28% of this years' survey respondents felt that they **knew some information** about the apprenticeship application process, a decrease from 29% last year.

60% of respondents **felt that they had no idea how to go about it**, an increase from 57% last year.

In contrast, the confidence levels of full time university applications are considerably higher with 74% saying they know all or some information about how to apply.

	Apprenticeships	University
Yes – I know the relevant information and how to apply	259 (9%)	899 (32%)
I know some information but would like to know more about the application process	778 (28%)	1,178 (42%)
No – I have no idea how we could go about this and would need more information	1,709 (60%)	683 (24%)
Not suitable for my child	80 (3%)	66 (2%)
Totals	2,826 (100%)	

This chart breaks down the awareness and confidence levels regarding the **apprenticeship application** process based on the total number of responses from each survey year, 2019, 2020, 2021 and 2022.

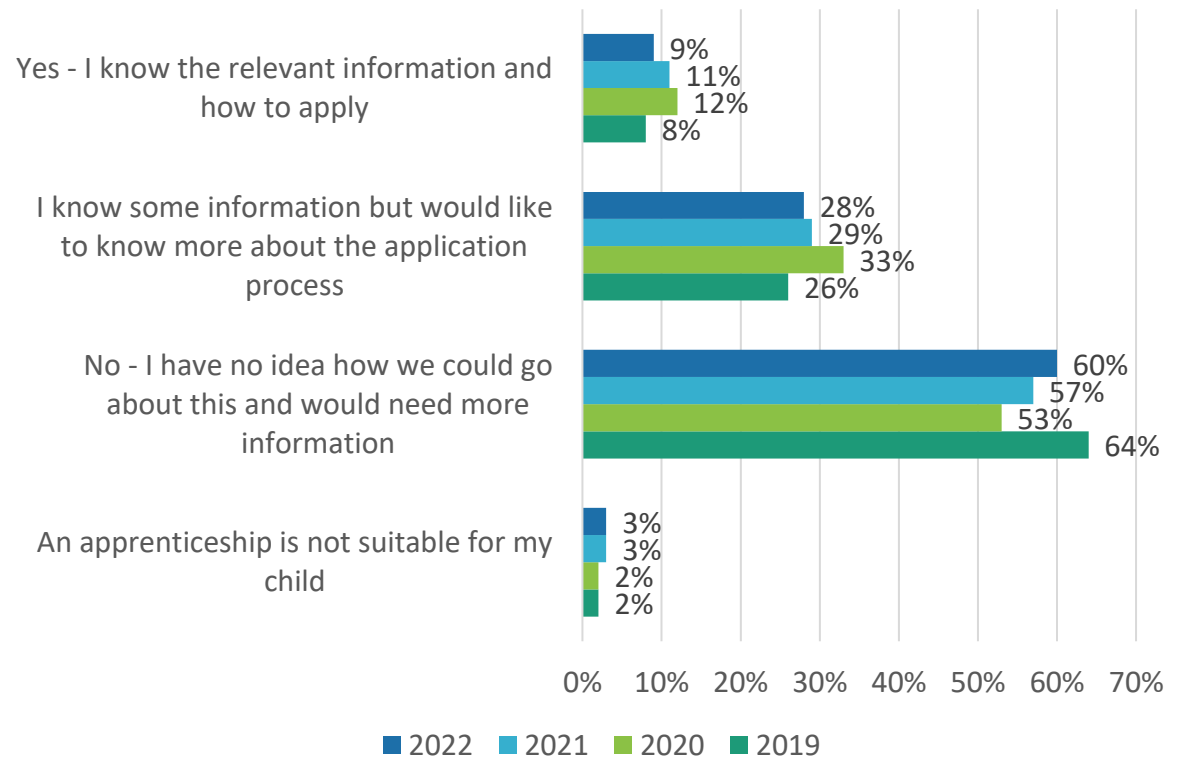
The data shows an **increase in this years' survey of those who felt that they had no idea of how to help their child apply for an apprenticeship (60%)** an increase from 57% last year.

This years' responses also saw a decrease in confidence from those who felt that they knew the relevant information and how to apply (9% down from 11% last year) and those who felt that they knew some information (28% down from 29% last year).

Overall, **91% of respondents did not feel confident** in knowing how to support their child to apply for an apprenticeship.

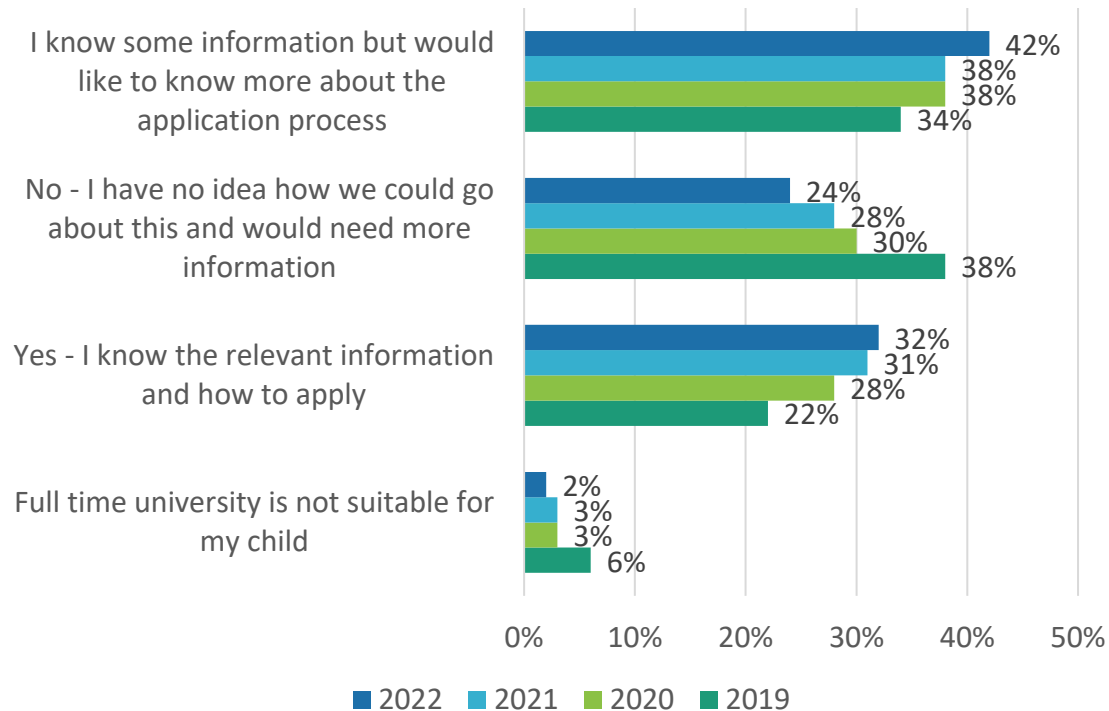
APPLICATION AWARENESS

Apprenticeship application confidence levels compared with last years' results.



APPLICATION AWARENESS

Full-time university application confidence levels compared with last years' results.



This chart breaks down the percentage of each different awareness level based on the total number of responses from each survey year. (2019, 2020, 2021 and 2022).

This years' results did not see the same drop in application awareness for full-time university as we did for apprenticeships.

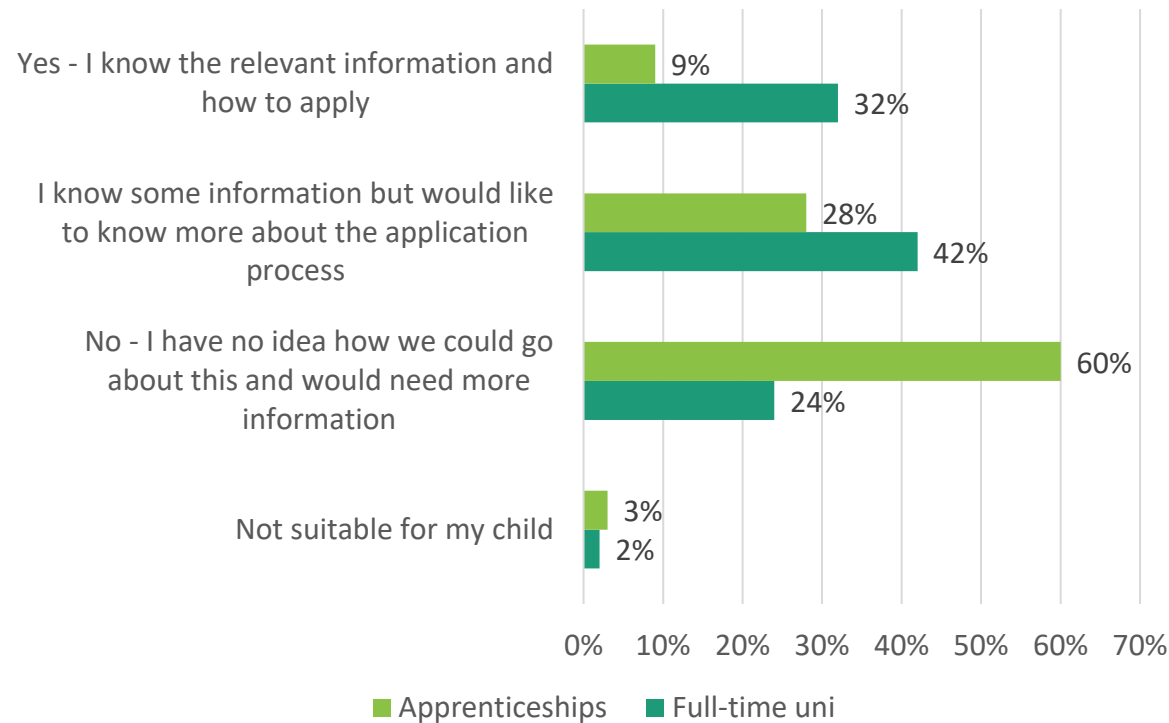
There was an increase in the percentage of respondents who felt that they knew all the relevant information, 32% from 31% last year.

There was also an increase in the percentage of respondents felt that they knew some information, and a decrease in the percentage of respondents who felt like they had no idea on how to help their child apply to full-time University.

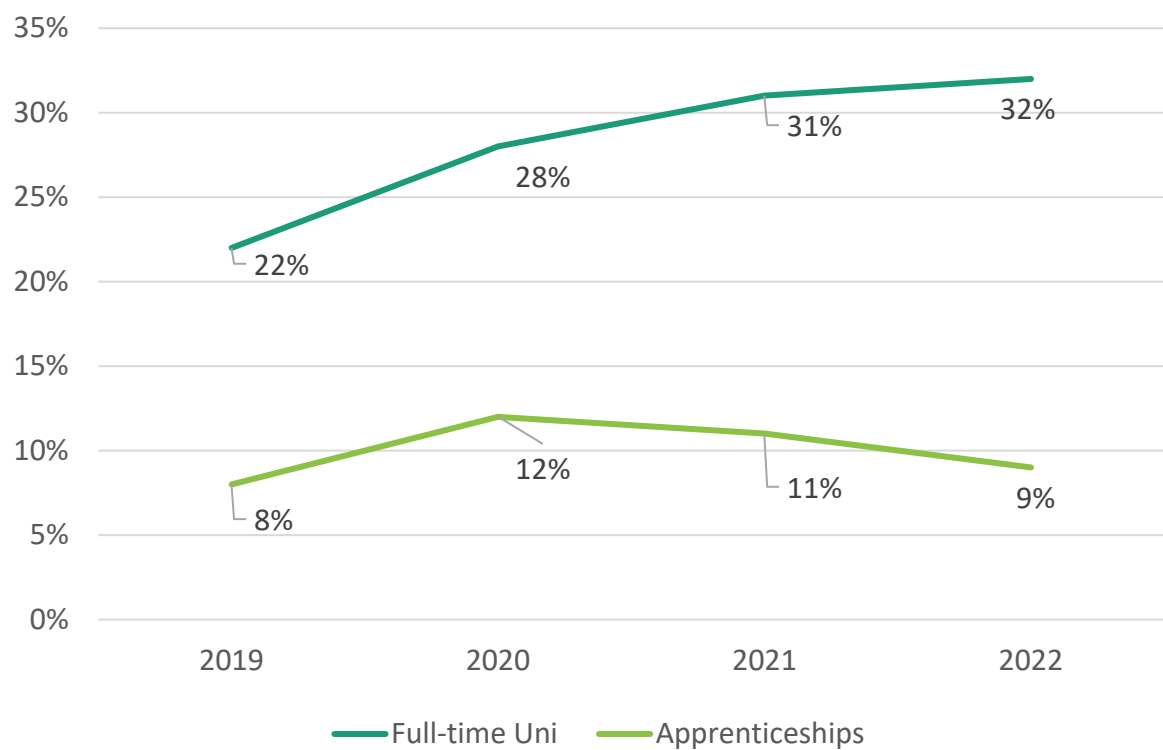
APPLICATION AWARENESS

The percentage of each different awareness level for both the university and apprenticeship application process based on the total number of responses is broken down here.

Overall, confidence levels were higher for the university application process compared with apprenticeships with 32% of responses feeling that they knew all the relevant information for university, compared with just 9% for apprenticeships.



APPLICATION AWARENESS



The percentage of parents/carers who felt that they **had all the relevant information to help their child apply for full-time university has grown** from 22% of total responses to 32% since 2019.

In comparison, the percentage of parents/carers who felt that they **had all the relevant information to help their child apply for an apprenticeship did rise from 8% to 12% in 2020 but has since then dropped back to 9%** in 2022.

APPLICATION AWARENESS

Below shows the **apprenticeship application awareness** broken down by year group. There is a progressive increase in apprenticeship application awareness amongst parents and carers as their children progress through the school years.

Year Group	Yes	%	I know some	%	No	%	Not suitable	%
Year 7	36	5%	173	25%	476	68%	12	2%
Year 8	48	7%	153	23%	441	68%	10	2%
Year 9	52	8%	173	27%	400	62%	16	3%
Year 10	52	9%	166	28%	364	61%	19	3%
Year 11	48	11%	160	35%	227	50%	19	4%
Year 12	35	11%	113	37%	146	48%	12	4%
Year 13	47	24%	70	36%	71	36%	9	5%

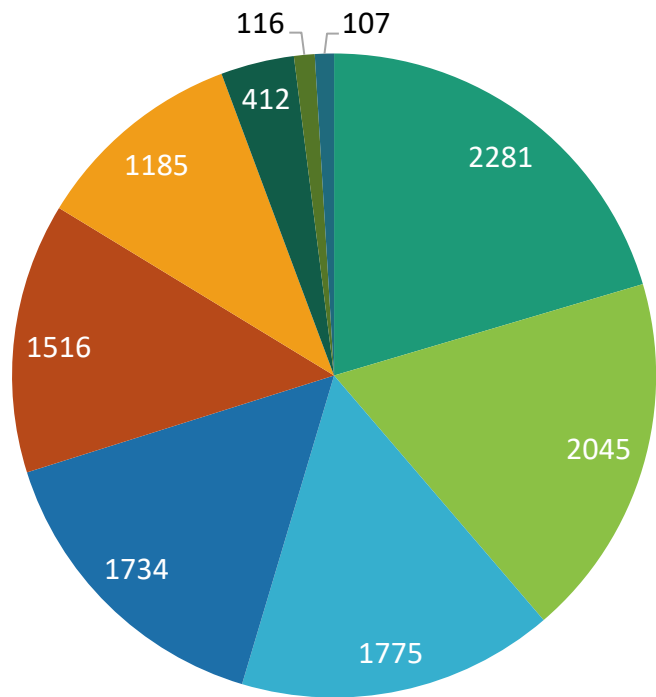
QUESTION 6

What would be the biggest influences and drivers when encouraging your child to do an apprenticeship?
Please select all that apply.



INFLUENCERS & DRIVERS

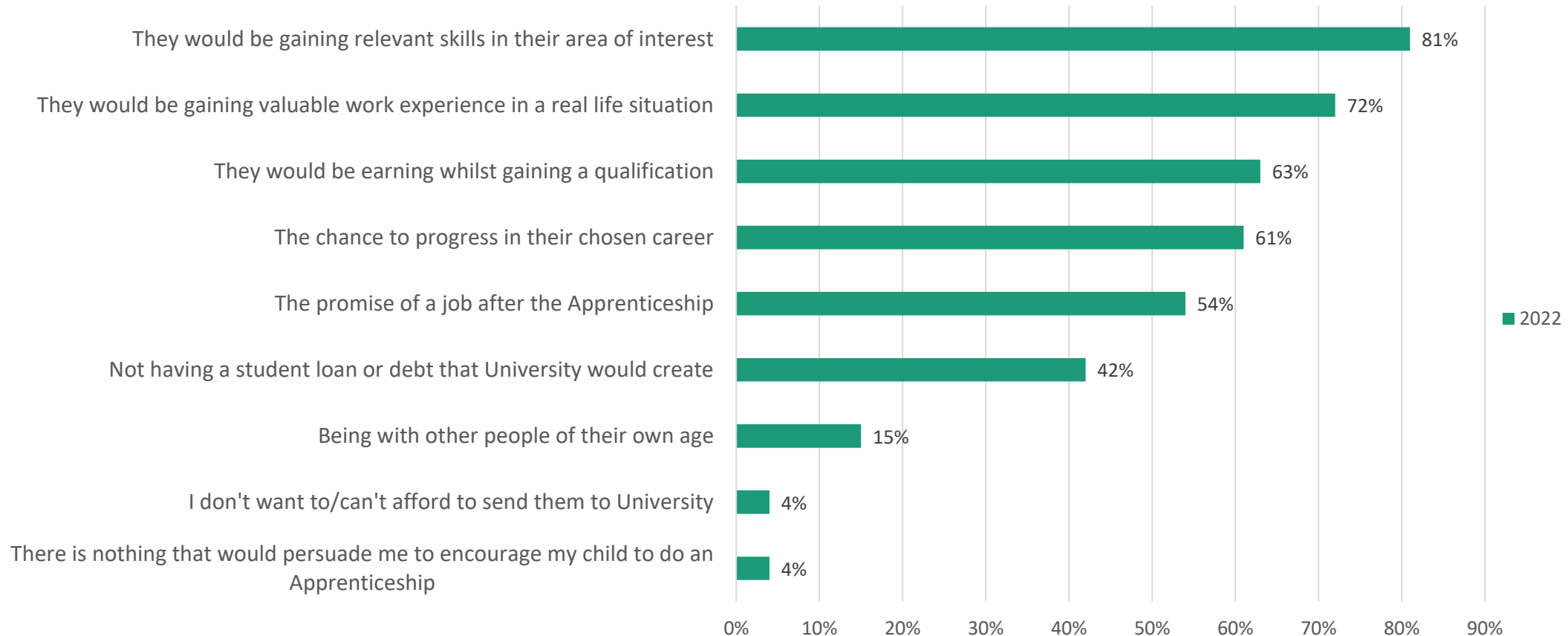
The biggest positive influencers and drivers were **gaining relevant skills** in their area of interest, **gaining valuable experience** of the workplace and **earning a salary whilst gaining a qualification**.



- They would be gaining relevant skills in their area of interest (2281)
- The would be gaining valuable work experience in a real life situation (2045)
- They would be earning whilst gaining a qualification (1775)
- The chance to progress in their chosen career (1734)
- The promise of a job after the Apprenticeship (1516)
- Not having a student loan or debt that University would create (1185)
- Being with other people of their own age (412)
- I don't want to/can't afford to send them to University (116)
- There is nothing that would persuade me to encourage my child to do an Apprenticeship (107)

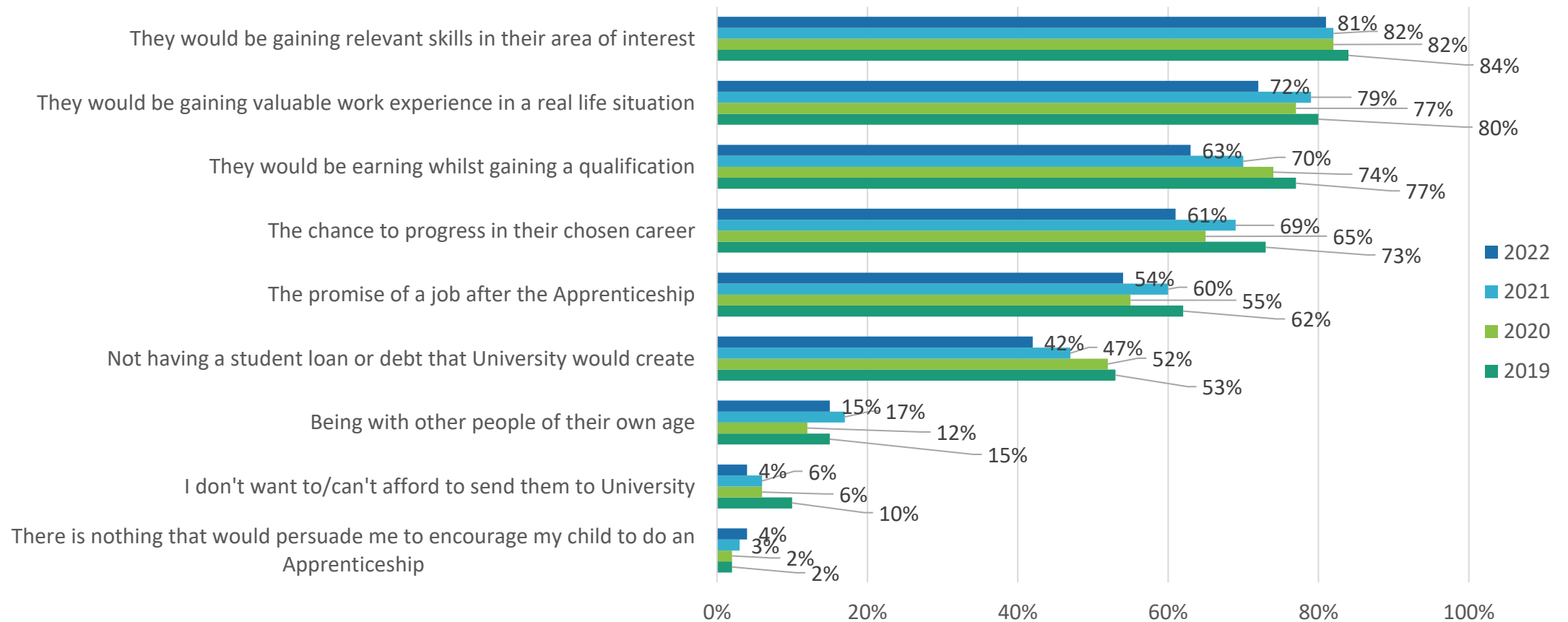
INFLUENCERS & DRIVERS

Percentage of respondents that identify with the influencers / drivers when encouraging their child to do an Apprenticeship.



INFLUENCERS & DRIVERS

Comparison of influencers/drivers from 2019, 2020, 2021 & 2022.



INFLUENCERS & DRIVERS

Respondents that answered 'other' included comments such as:

- Potential for getting qualifications and meeting adults who could encourage them.
- They offer a structured working routine similar to school.
- Unlikely that they will find an available apprenticeship.
- If there was a promise of a career in the chosen company.
- Mixing with a wide range of different people, but who share the same interest or vocation.
- My son has dyslexia and standard examination are one size fits all, he will struggle to get the grades for A levels/uni.
- Learning to cope in a structured environment.
- I would only encourage it if they didn't achieve the grades required for university.
- Security they wouldn't cancel the apprenticeship half way through.
- Gaining a qualification and good experience.
- Being with people from diverse age groups with experience in the workplace.

A word cloud of terms related to education and career paths. The words are arranged in a roughly rectangular shape, with 'apprenticeship' being the largest and most prominent word. Other significant words include 'degree', 'university', 'child', 'best', 'support', 'wanted', 'suited', 'work', 'route', 'encourage', 'experience', 'option', 'interests', 'level', 'learning', 'gives', 'uni', 'grades', 'people', 'may', 'needs', 'will', 'choice', 'career', 'style', 'chosen', and 'level'.

degree achieve interests level option learning experience gives
uni grades university people apprenticeship
go university child may best needs support will
wanted chosen suited learning style work career route choice
encourage

QUESTION 7

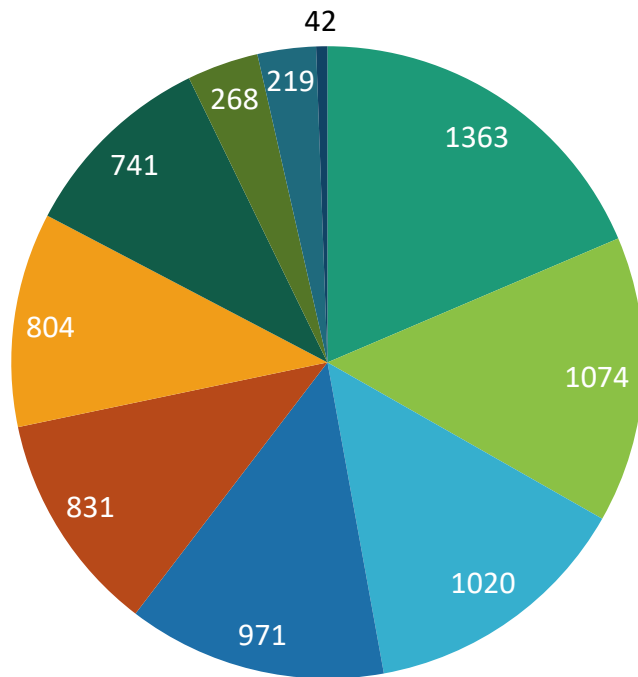
What concerns might dissuade you from encouraging your child to consider an apprenticeship?

Please select all that apply.



DISCOURAGING FACTORS

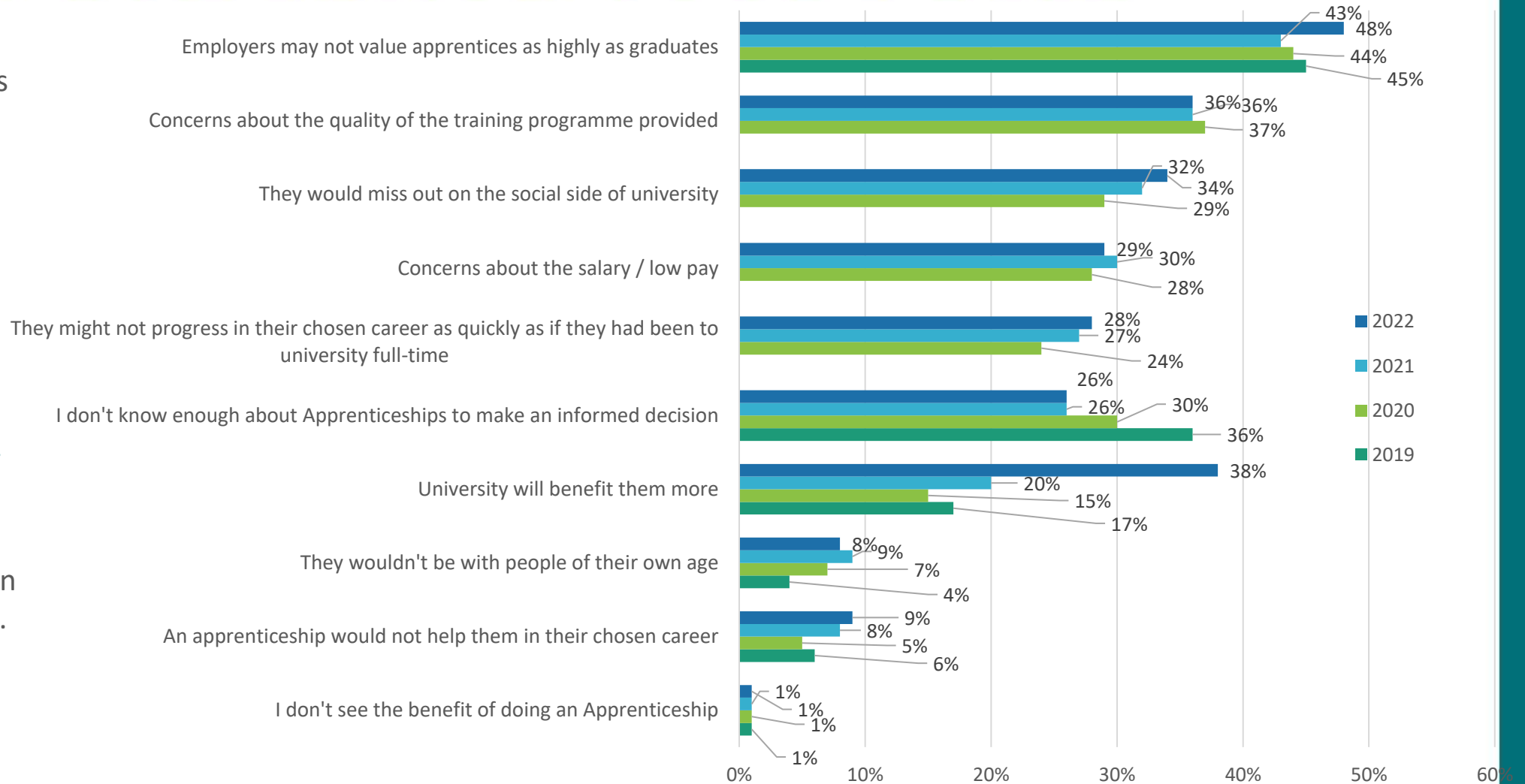
The biggest discouraging factors were **employers not valuing apprentices as highly as graduates**, concerns about the **quality of training** and **missing out on the social side of university**.



- Employers may not value apprentices as highly as graduates (1363)
- University will benefit them more (1074)
- Concerns about the quality of the training programme provided (1020)
- They would miss out on the social side of university (971)
- Concerns about the salary / low pay (831)
- They might not progress in their chosen career as quickly as if they had been to university full-time (804)
- I don't know enough about Apprenticeships to make an informed decision (741)
- An apprenticeship would not help them in their chosen career (268)
- They wouldn't be with people of their own age (219)
- I don't see the benefit of doing an Apprenticeship (42)

DISCOURAGING FACTORS

Compared with previous years, this year's survey saw an **increase in concerns about university benefiting their child more, employers not valuing apprentices as highly as graduates alongside concerns about missing out on the social side of university.** Perhaps the increase in social concerns could still be an impact of the pandemic.



Discouraging Factors

Below are a selection of comments from this question:

“There is a need for disability support/understanding of neurodivergence.”

“Low potential of high income future.”

“They wouldn't know which apprenticeship to do since they are undecided about their future career - also not suitable for one of my children as she wants to pursue languages and I don't think this is possible via the apprenticeship route.”

Discouraging Factors

Below are a selection of comments from this question:

“They may be overlooked for promotions in future if senior management roles require applicants to be graduates.”

“Pigeon-holed into a job, trade & sector too young.”

“There are relatively few degree apprenticeships compared to degree places at uni.”

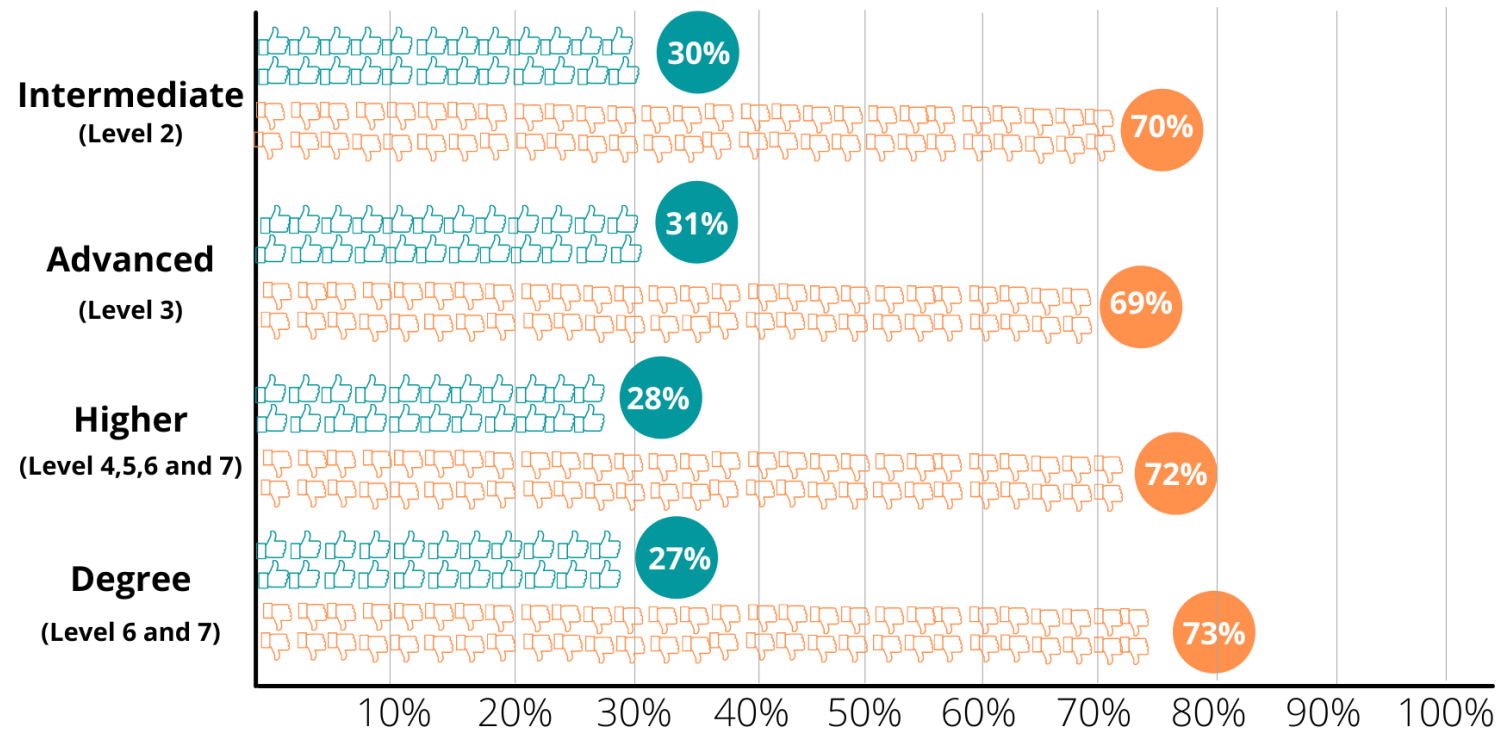
QUESTION 8

Are you aware of the different apprenticeship levels available?



APPRENTICESHIP LEVEL AWARENESS

👍 Yes
👎 No

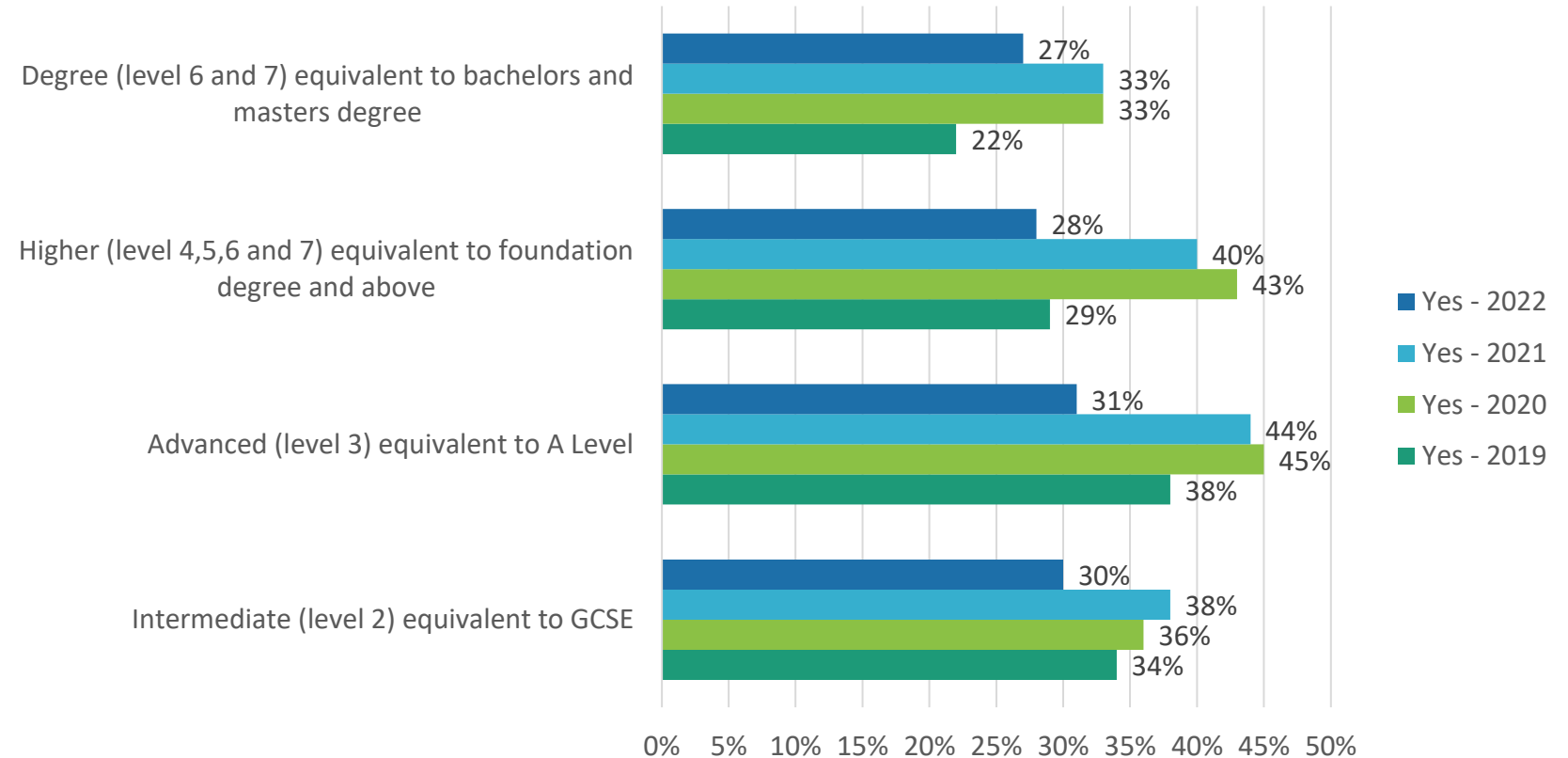


Amongst this year's respondents, awareness was highest for Advanced (Level 3) apprenticeships and lowest for Degree (Level 6 and 7) apprenticeships.

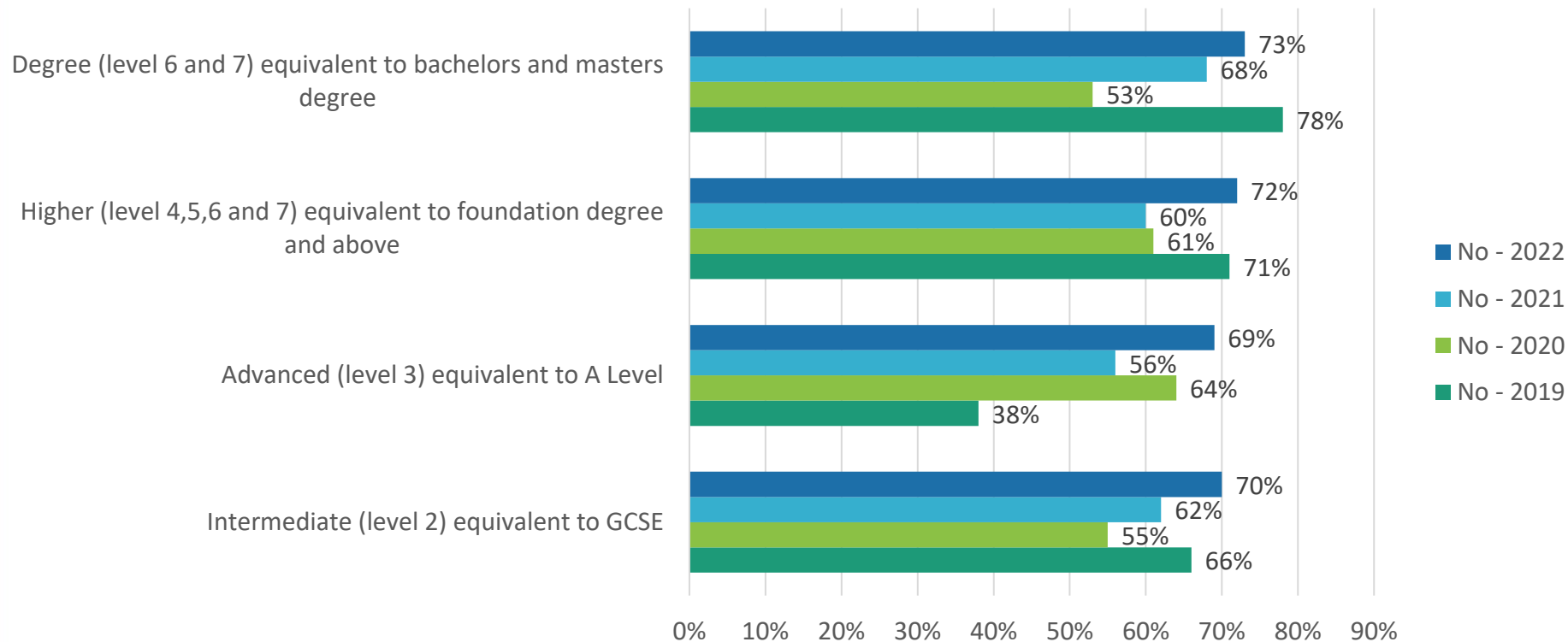
APPRENTICESHIP LEVEL AWARENESS

This graph shows a comparison of **positive awareness** levels from previous year's survey responses and this year.

The responses achieved similar percentages for the past few years but in 2022 there was a noticeable **decline in awareness across all levels.**



APPRENTICESHIP LEVEL AWARENESS



This graph shows a comparison of **negative** awareness levels from previous year's survey responses and this year.

2022 saw a noticeable **decrease in confidence for apprenticeships across all levels.**

QUESTION 9

As well as apprenticeships and full-time university, there are many other options for your child that are available now and in the coming years.



OTHER OPTIONS

Regarding other available options, **respondents understanding of T Levels and Traineeships were lowest**, with between 68% and 81% of total respondents answering that they did not know anything about these options. Respondents felt most confident with A levels and FE College. T Levels understanding did see a positive increase compared with last years' survey with a 4% reduction in those who didn't know anything, a 3% increase in those who know a little and a 1% increase in those who knew a lot.

Options	I do not know anything	%	I know a little	%	I know a lot	%
FE College	1,328	47%	1,158	41%	340	12%
Traineeships	1,911	68%	841	30%	74	3%
A Levels	220	8%	891	32%	1,715	61%
T Levels	2,290	81%	463	16%	73	3%
Gap Year Options	1,189	42%	1,380	49%	257	9%

QUESTION 10

Would you encourage your child to consider any of these options?



OTHER OPTIONS

Regarding other available options, respondents were most likely to encourage their children to consider A levels (85%) and FE College (36%), even though only 12% of parents & carers felt that they knew a lot about FE College. Respondents were least likely to encourage their child to consider a gap year and felt most unsure about encouraging T Levels and Traineeships.

Options	Yes	%	No	%	Unsure	%
FE College	1,026	36%	395	14%	1,405	50%
Traineeships	872	31%	363	13%	1,591	56%
A Levels	2,395	85%	109	4%	322	11%
T Levels	456	16%	260	9%	2,110	75%
Gap Year Options	900	32%	605	21%	1,321	47%

QUESTION 11

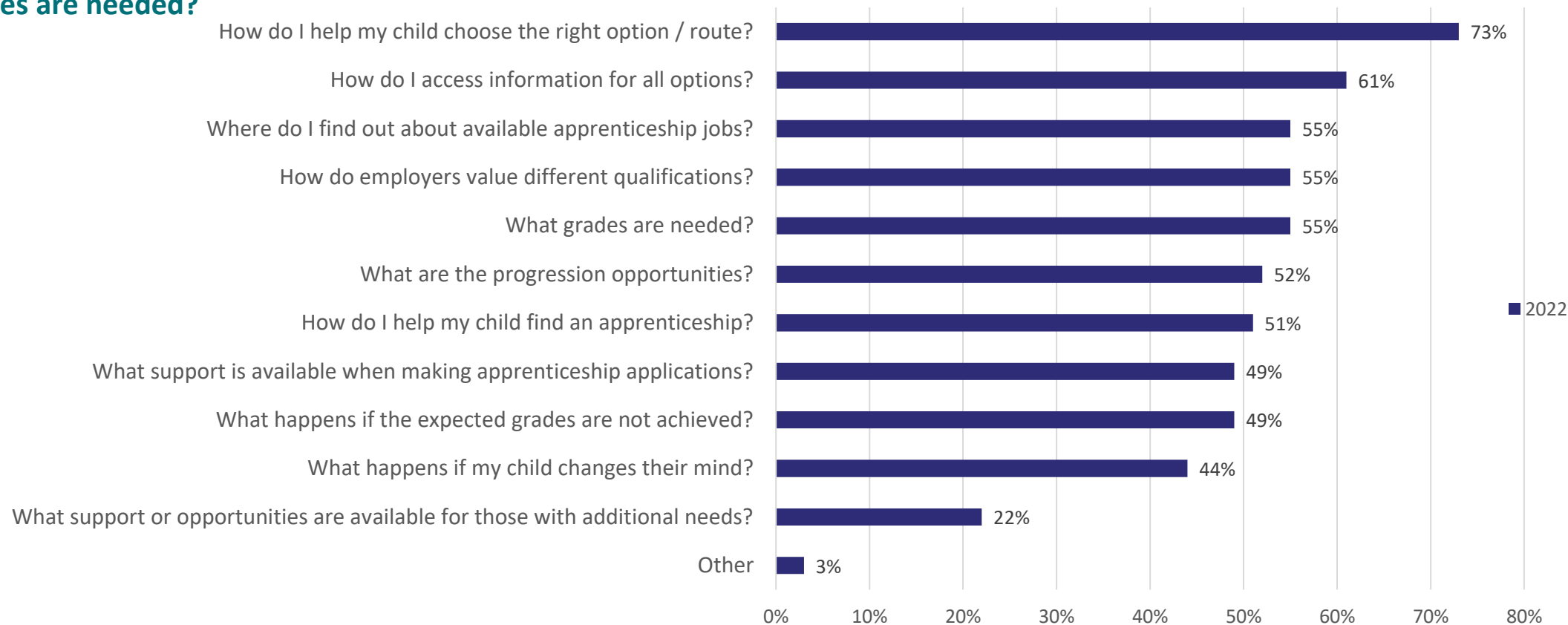
What are the biggest questions that you have about your child's options when they leave school?

Please select all that apply.

BIGGEST QUESTIONS

The biggest questions that parents/carers had were:

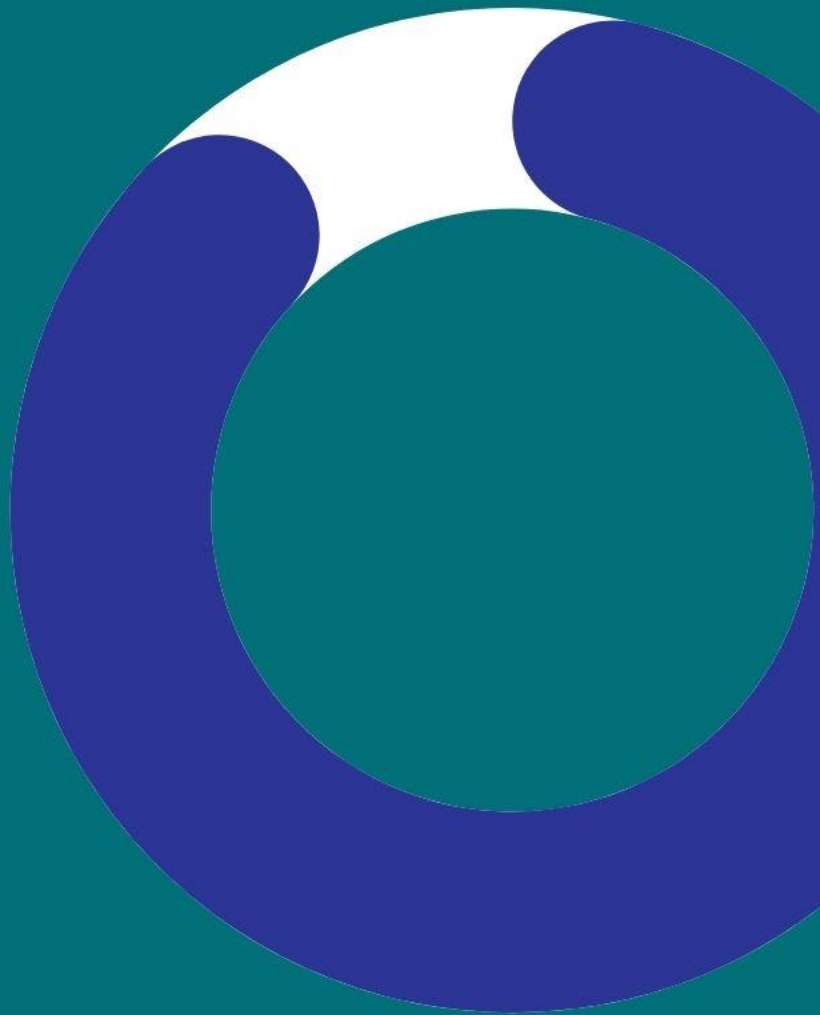
1. **How do I help my child choose the right option/route?**
2. **How do I access information for all options?**
3. **What grades are needed?**



QUESTION 12

Have you previously heard of HOP
(Hertfordshire Opportunities Portal)?






9% of respondents had previously heard of HOP (258).

91% of respondents answered that they had not previously heard of HOP (2,568).

QUESTION 13

Have you or your child previously used HOP to explore local career opportunities or support?





Of the 258 responses that had previously heard of HOP, **34% answered that they or their child had already used HOP** to explore local career opportunities or support (87).

QUESTION 14

We are planning a schedule of events and activities aimed at parents and carers in Hertfordshire to support them to access information about the options available in the county. Would you like to receive information about apprenticeships and other opportunities in Hertfordshire?



COMMUNICATION PREFERENCES

73%

would like to receive
more information.

27%

would not like to
receive more
information.

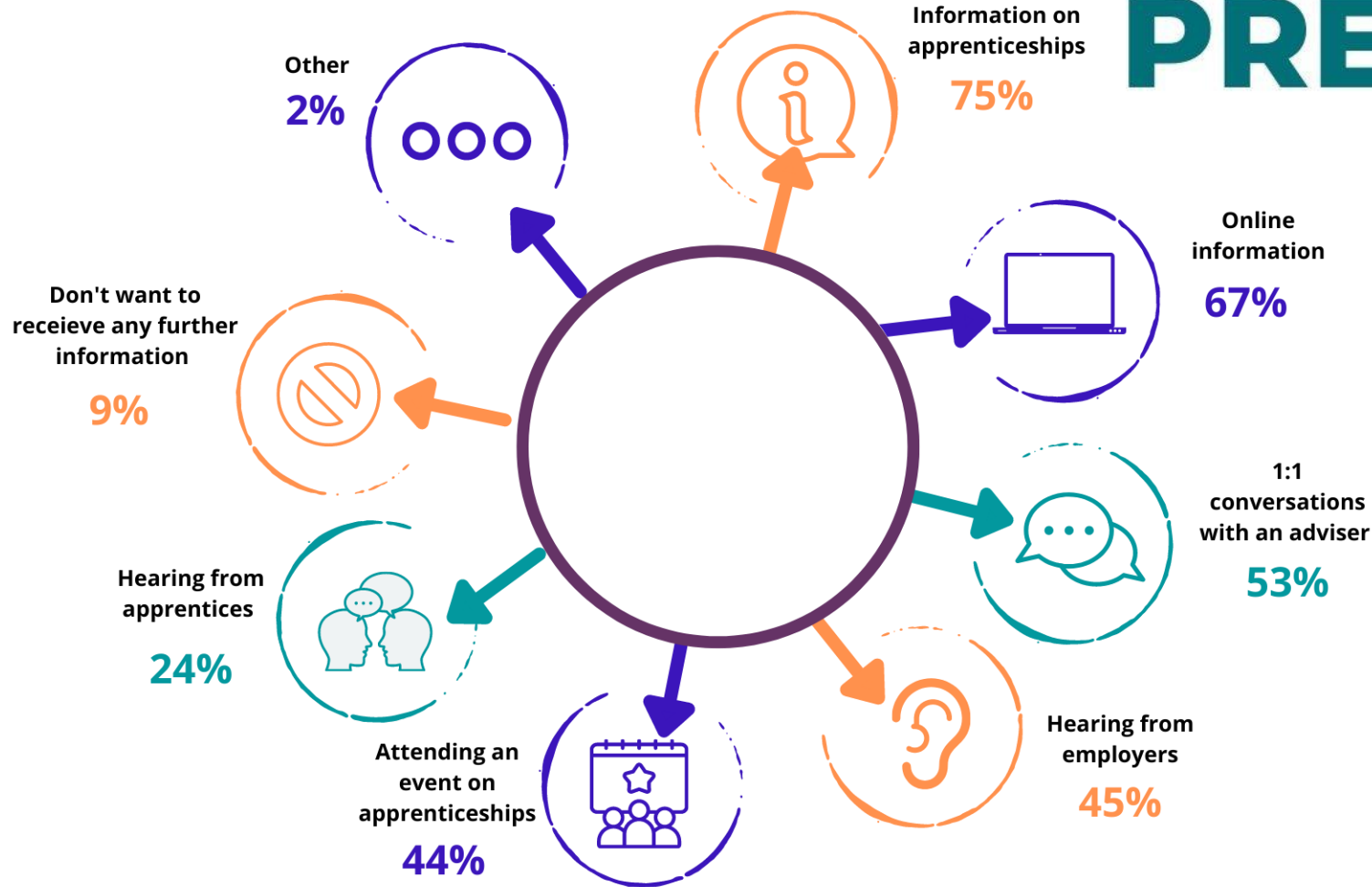
2,062 respondents (73% of the total volume of responses) said that they would like to receive information about apprenticeships and other opportunities in Hertfordshire in the future.

QUESTION 15

Where/how would you like to receive more information on apprenticeships?
Please select all that apply.



COMMUNICATION PREFERENCES



2,062 respondents (73%) want to be kept **informed** about apprenticeships and other opportunities in Hertfordshire.

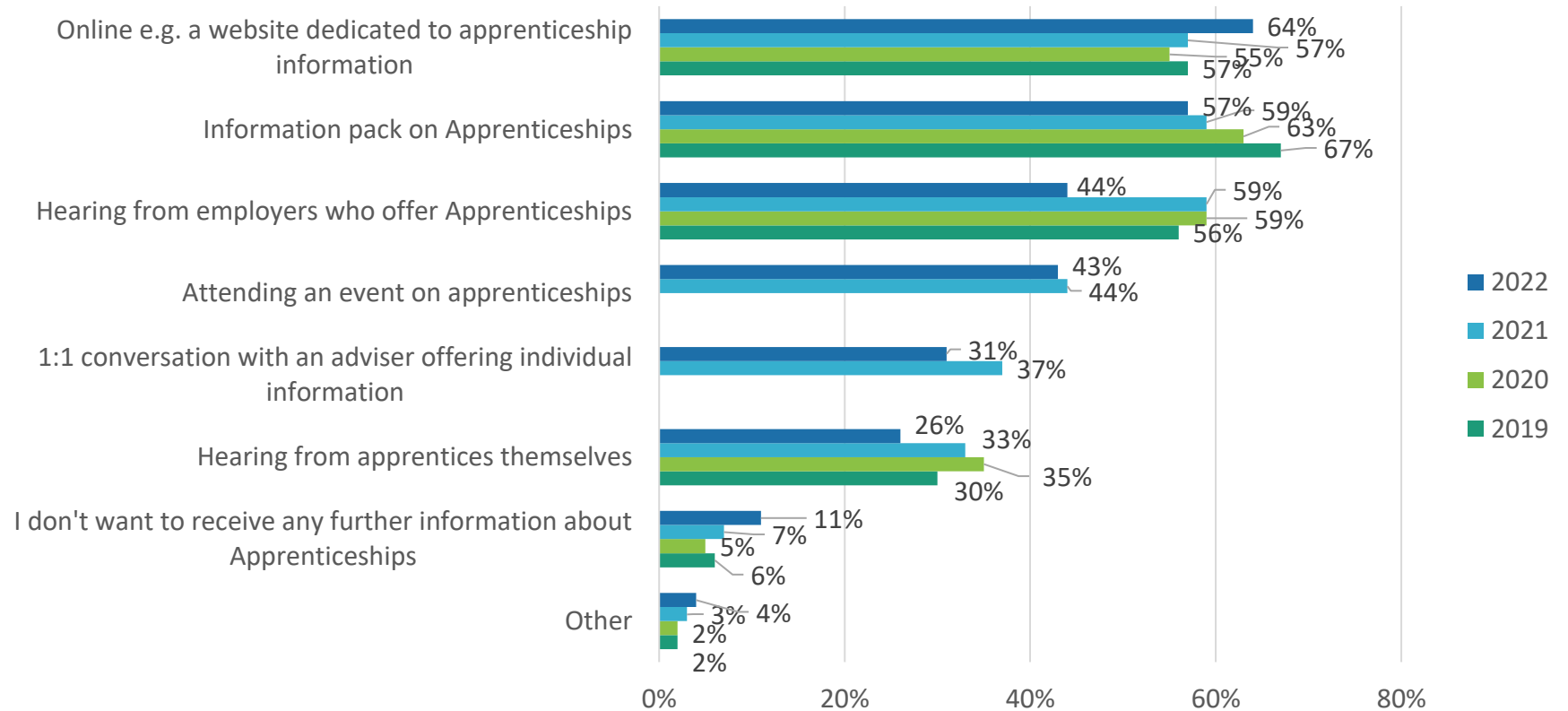
Responses show that the preference for how parents/carers would like to receive information about apprenticeships is **Online**, followed by an **Information Pack**.

COMMUNICATION PREFERENCES

This graph shows the percentage of respondents that preferred each communication channel to highlight any changes from previous years.

The data shows a slight increase in respondents who might like to learn more online, perhaps in response to the pandemic.

Two new options were added to the survey last year which continued to prove popular.



QUESTION 16

Please keep me informed about apprenticeships and other opportunities in Hertfordshire.





79% of total respondents (2,240) have given their consent to be kept informed about apprenticeships and other opportunities in Hertfordshire.

QUESTION 17

Please select which topics you are most interested in hearing about.



COMMUNICATION PREFERENCES

Of the 73% of respondents that indicated they would like to receive further information, **68% were most interested in careers events and activities**, 60% about work experience and 59% wanted information about navigating the options.



68%

Careers events
& activities



60%

Work
experience



59%

Navigating the
options



54%

Information about
employers



49%

How to access
support



16%

Support for young
people

RECOMMENDATIONS



RECOMMENDATIONS

Recommendation 1: Invest in a suite of resources including local case studies of Hertfordshire young people, filmed interviews and employer profiles that demonstrate the apprenticeship opportunities available throughout the county, linked to the top 5 career choices.

These resources could be shared to inspire students, parents & carers, and teachers and careers advisers. The focus could be to spotlight particular job roles and industries within Hertfordshire, showcasing the exciting range of opportunities available and explaining the different pathways through the apprentice's story.

This content would be compelling in simultaneously tackling negative parental perceptions about apprenticeships by including the employer voice (saying how much they value their apprentices and how pleased they are with the quality of training) and showing the apprentice undertaking a variety of different tasks, talking about their future career plans and explaining how they still enjoy a social life.

RECOMMENDATIONS

Recommendation 2: Work with all Hertfordshire secondary schools to provide them with high quality, regular information and resources that they can share with their parents and carers (and workforce and governors) through their websites and newsletters to build their confidence and understanding of post-16 and post-18 options.

Sharing information about apprenticeships and technical education is not a single activity. As the world of apprenticeships and the local economy changes and adapts, so too does the information that we need to share with the parents and carers to help them to maintain an up to date understanding of the options.

Schools enjoy receiving information that they can personalise and adapt to be able to then pass onto their students and families. By taking this approach, it will equip schools with regular, high-quality information whilst allowing them to retain ownership of how and when that information is shared (although we could encourage/advise them on how this might work best).

RECOMMENDATIONS

Recommendation 3: Share the findings of the survey with employers and training providers, so that they can be mindful of the top factors positively and negatively influencing parents and carers in their perception of apprenticeships through their marketing and communications activities.

The findings of this survey are extremely beneficial to providers and employers in how to best promote their vacancies. By understanding the main concerns, they can they produce information that will help to tackle some of the negative perceptions that might exist.

THE PARENTS BIGGEST CONCERNS ABOUT THEIR CHILD TAKING AN APPRENTICESHIP IS THAT EMPLOYERS WILL VALUE GRADUATES MORE

By sharing this information with the employers and provider networks, they can work together to help to myth-bust and share stories (see recommendation 1) that demonstrate this is not the case.

RECOMMENDATIONS

Recommendation 4: Provide online opportunities through webinars / online conferences and workshops for parents and carers to hear from careers experts in an impartial way, so that they can build their knowledge and understanding of all post-16 and post-18 options.

In addition to the information that schools might share with their parents and carers, Hertfordshire could invest in a programme of additional, localised information webinars and workshops that parents could participate in. The schedule of workshops could be designed and shared through schools, for them to be able to pass onto their parents.

This would negate any issues of timeliness in sharing information with the parent network via school channels, and would allow schools to signpost to a trusted source of information about post-16 and post-18 options.

This would also provide support for those families that are outside of formal education settings e.g. Elective Home Educated.

RECOMMENDATIONS

Recommendation 5: Continue to invest in a series of in-person Generation Hertfordshire careers events that schools could encourage parents and carers to attend. This should be coupled with information provided online through the HOP portal, and further resources that families could use to help them to explore their options.

The Generation Hertfordshire events have been hugely successful in connecting local businesses and training providers with local schools, colleges, parents and carers in building their understanding of the opportunities available locally.

If the Generation Hertfordshire events continue throughout 2022/23, there is an opportunity to engage those that register to also access additional resources through the HOP platform and through the additional online offer (see recommendation 4).