

Recent research by Which? shows that only 36 per cent of school or college leavers felt well informed about apprenticeships, compared to 94 per cent who felt well informed about university. Why is this? And what can we do to spread the word about degree apprenticeships?

Degree apprenticeships were first introduced in 2015 and, in the academic year 2016-17, 1,670 people started undertaking a degree apprenticeship. Recent data shows that this has risen to 11,600 people in the academic year 2017-18.

Although interest is increasing, one of the key challenges of offering degree apprenticeships is a lack of awareness of the programmes among individuals and employers. The National Apprenticeship Service recently announced 3,000 new higher and degree apprenticeship vacancies with some of the UK's biggest employers. As opportunities in this area become more readily available, is this message reaching those who could benefit from them the most?...

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