

# An introduction to degree apprenticeships

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# The go-to place for UK higher education, apprenticeships, and lifelong learning:

To inspire and empower people, providers, and employers to achieve their potential and thrive through choices in education, skills, and learning.

# Agenda

 **What's** happening in UCAS for apprenticeships today?

 **Why** do we need to develop our service?

 **How** do the insights from our customers shape our offer?

 **Whose** experience can we learn from?

 **When** will we see changes?

 **Where** will the policy landscape lead us?

# UCAS is a trusted source of information and advice for millions of people



**14,500** Network of registered advisers in schools and colleges



**160,000** Attendees at UCAS events each year



**350,000** For Careers Quiz in first two-months



**30m** Annual visitors to [ucas.com](https://ucas.com)

# UCAS is seeing a great demand for apprenticeships from students



342,000 out of 750,000 people who set up a UCAS account ready for next year say they're interested in an apprenticeship

**Almost  
50%**



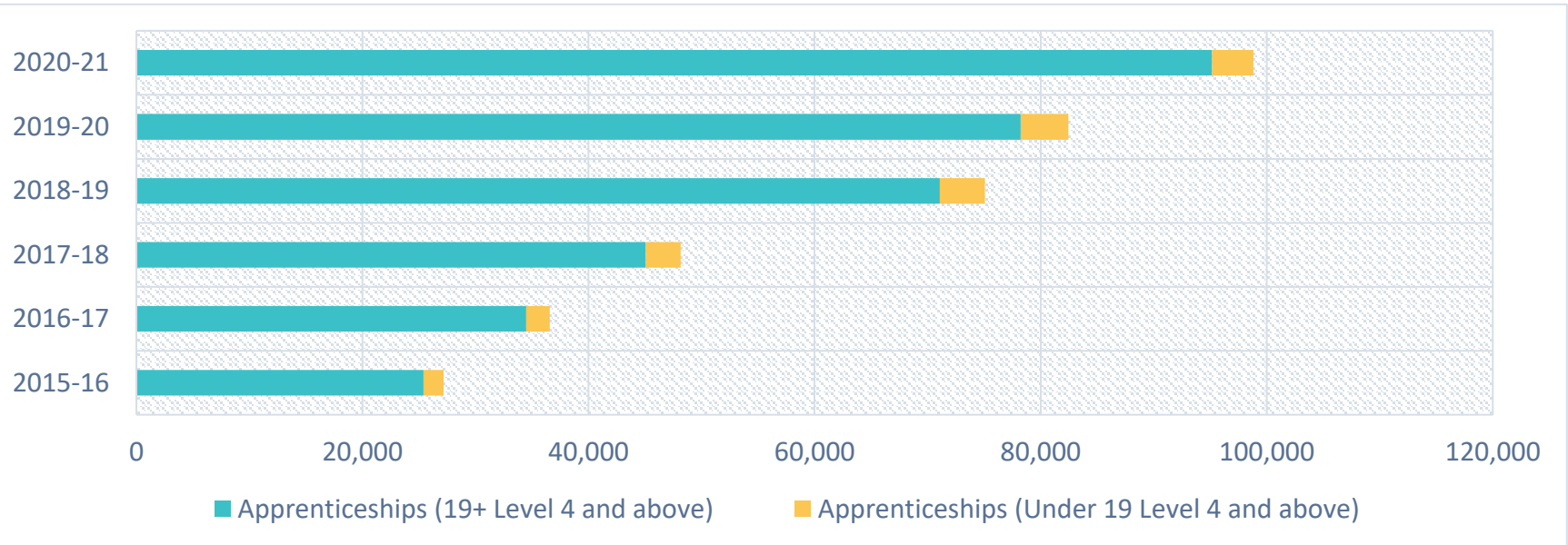
18.3% of UCAS applicants said they applied for a degree apprenticeship last year.

**Around  
50,000**

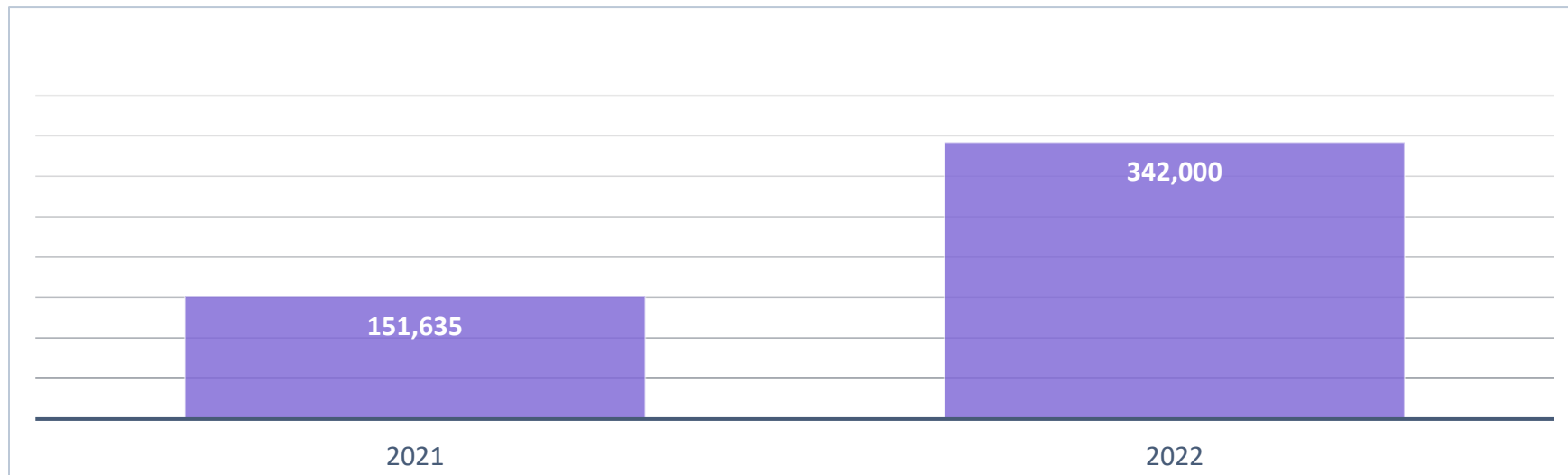


Source: UCAS PAD/New Applicant Survey

# Higher level apprenticeships have increased in England, but largely down to those 19 or over

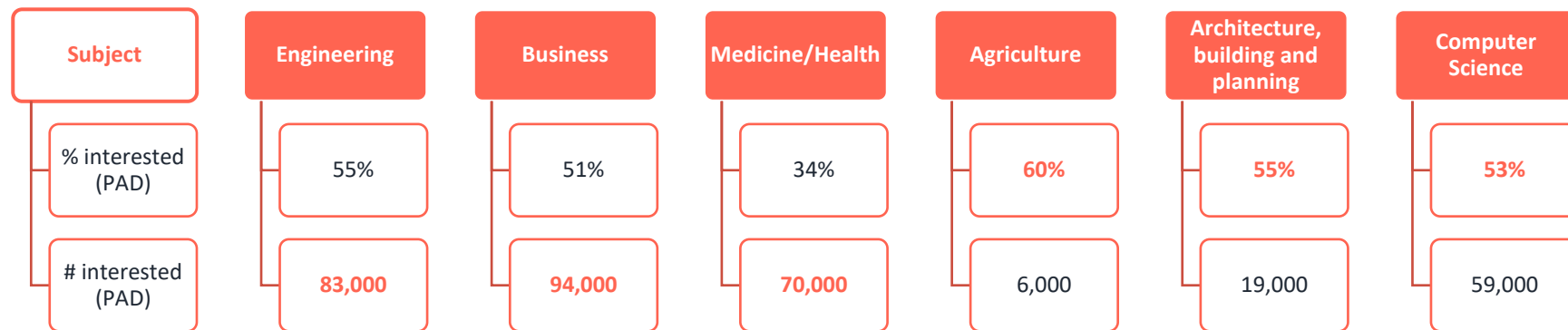


# More students than ever say they want to hear about apprenticeships



Source: UCAS pre-applicant database, December 2021

# Our pre-applicant database tells us which students are interested in apprenticeships



Source: UCAS pre-applicant database, December 2021 | ESFA Apprenticeship Starts, November 2021



# The picture is similar across the four nations, but to varying degrees

## Wales

In 2019-20 there were 4,585 apprenticeship starts by those under 20 (21% of the total starts of 22,335).

## Scotland

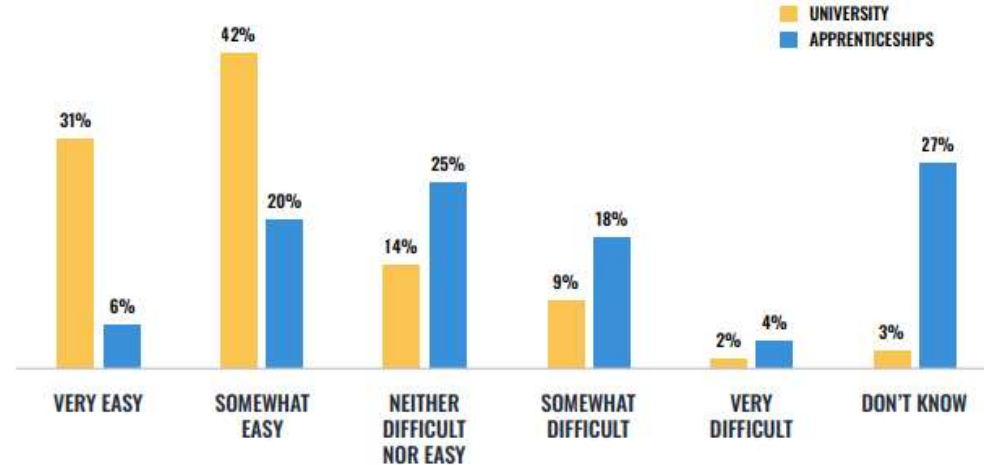
In 2020-21 there were 6,881 apprenticeships starts by those under 20 (35% of the total starts of 19,813).

## Northern Ireland

In 2019-20 there were 2,532 apprenticeship starts by those under 20 (42% of total starts of 5,006)

# Students aren't getting the information that need, and their journey is difficult

- Almost **a third (31%)** of students said it was 'very easy' to access information about higher education compared **to just 6% who said the same about apprenticeships.**
- **One-third of students** do not receive **any information about apprenticeships** from their school or college.



# Students make decisions about higher education and training at a young age



More than three quarters of students first realised HE was an option for them before they started post-16 education.



One in three students started considering higher education as an option for them at primary school, with more advantaged students were 1.4 times more likely to do so than their disadvantaged peers.



Disadvantaged students tend to consider the prospect of HE later than their more advantaged peers, with 27% from POLAR4 Q1 (the most disadvantaged group) realising this in primary school, compared to 39% of those from Q5 (the most advantaged group).

# UCAS has ambitious plans to offer a sophisticated apprenticeships service

