

AIM

APPRENTICESHIPS FOUNDATION

Helping Young People Fulfil Their Potential



To find out more call us on: 01245 392 075 or email ellysmith@aimapprenticeships.co.uk



Introduction

Helping the next generation fulfil their potential

AIM Apprenticeships is a not for profit organisation, working with schools, NEET Organisations, parents and teachers to provide students with the knowledge and support to obtain apprenticeships in their local area.

Our ethos at AIM Apprenticeships is to provide students with an in depth knowledge of the fantastic apprenticeship opportunities on the market. We believe that students need support throughout the whole recruitment process, to give them the best chance at success.

Fairly soon into our work, we realised that we wanted to do more to help those young people particularly within the areas of NEET and social mobility, to give something to those students to be able to get into a working environment.

From that moment we made the major decision to create a charity to support this work. This allows us to partner with other organisations, to further develop and increase the work we are doing with young people across the country.

Our aim is simple, to provide knowledge and support, and careers guidance to young people across the country, regardless of race, background and ability. We want to reform perceptions of apprenticeships, and especially engage with young people who are considered to be disadvantaged.

Our Impact



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Proud to work with:



Mercedes-Benz



INTEQUAL



trusted to deliver



Our Schools Approach

Bridging the gap between students & employers

Presentations

30 minute interactive presentation with students in years 10-13, introducing them to apprenticeships opportunities and the national apprenticeship website. Many students feel like higher education is the only option after school. This introductory presentation is the first eye-opener to students who may have felt forced to go down the HE route.

Apprenticeship Skills Workshops

Geared towards providing the extra support needed for students who decide to go down the apprenticeship route. AIM work to develop apprenticeship specific skills, such as CV writing and interview techniques.

Including:

Interview Skills -

Tip and hints, Dress code, Preparation, Key Aspects Employers look for, Body Language and presentation

Application Form - Tips

What are apprenticeship application forms?
What sections are included in application forms?
How do I write good answers?
Plan and prepare
Research

Parents Events

Parents and caregivers are the gatekeepers of their children's future. That's why we recognise the importance of re-educating parents as well as students. These evening sessions provide parents with the knowledge and tools they need to support their children with their apprenticeship journey at home.

by **2020**, we pledge
to be working with **5,000**
schools across the country



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Social Mobility Agenda

Our community philosophy is focused on giving our young people the awareness and equal opportunity to career options around the UK, and to be able to get involved close to where they live and go to school.

With our vast school engagement with schools of all abilities and locations, promoting equality, diversity and inclusion at our very core, we have been able to include social mobility in making sure everyone, regardless of background or location has an equal opportunity to career prospects, has a fair chance of reaching their potential and is armed with the tools to succeed.

By having a hands on approach within local communities, we are able to offer a wide range of post 16 routes with clear progression paths from a range of brands/ organisations that we work with. Implementing this agenda has allowed us to increase opportunities for all young people, regardless of their circumstances.

We support our young people throughout the application process to make sure they receive an adequate level of support that is needed to be able to access the same opportunities as those from more fortunate backgrounds, including elements such as CV building, interview techniques, career progression, support and understanding evolving labour markets.

Research has shown that the years following school are the most critical for social mobility as this is the time when young people will make key decisions about their future. Our school engagement allows AIM and our partners to invest in those young people with the opportunity to earn, learn and build a career, irrespective of their background.



Testimonials



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Oliver Downs

Oliver Downs is a student we worked with through our schools approach. After completing his GCSEs, whilst he knew he did not want to continue with higher education, he was unsure of the best route for him to take. After finding out about apprenticeships through our school engagement team, we then worked closely with him to find his dream role. We then caught up with him to better understand the impact our work has with the students we meet.

How do you feel like you have progressed since starting your Apprenticeship?

I have learned a lot, especially that there is a lot more than theory and that getting practical experience is essential for me. I have learnt new things everyday so far and being in the work environment has made me learn faster than I expected, I am treated like a proper employee and I enjoy coming into work and seeing my colleagues.

What first made you decide that you want to do an Apprenticeship?

I first made my decision when I did research after leaving school and found out that there was more to learning than just having your head in a book. I am at the age where I can develop and adapt into a role so getting practical experience is the best option for me to do that.

What support do you think AIM has given you along the way to finding you the perfect role?

I think that AIM helped me a lot in finding the best apprenticeship and giving me advice on a number of different opportunities that I had available and deciding which one is best for me. I felt that I was prepared for all the interviews and trials that I had as AIM made sure that I was fully prepared at all times.

Oliver Downs, 16



NEET Organisation

Louise Rochford, Careers Advisor

Here at the City of Westminster College we are keen to promote different progression opportunities, before AIM Apprenticeships had even expanded into the London area they have supported our aim to increase the awareness of apprenticeship progression. Having already spoken to approx. 100 students during tutorials and numerous 1-2-1 informal chats at a Lunchtime stand, we have seen first-hand the benefit of the advice and support they offer.

Many students have signed up and are receiving support from the AIM Apprenticeship team. We have more tutorial talks and lunchtime stands planned and I look forward to seeing the progression of our students through their support. One of the great benefits, from a college point of view, is the data AIM Apprenticeships can provide us concerning our student's progression, as I am sure you are aware, any other route than university is very time consuming and often expensive for us to track.

City of Westminster University



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