

2023

HERTFORDSHIRE PARENT & CARER SURVEY

APPRENTICESHIP AWARENESS

Hertfordshire
CAREERS HUB

THE CAREERS &
ENTERPRISE
COMPANY

Hertfordshire
Local Enterprise
Partnership



Amazing
Apprenticeships



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KEY FINDINGS

75% OF
RESPONDENT'S
CHILDREN HAD
ALREADY IDENTIFIED
A CAREER OPTION

70% OF
PARENTS/CARERS
WOULD ENCOURAGE
AN APPRENTICESHIP
FOR THEIR CHILD,
+6% FROM 2022

6% OF
PARENTS/CARERS
WOULD NOT
ENCOURAGE AN
APPRENTICESHIP
FOR THEIR CHILD,
-1% FROM 2022

89% OF
PARENTS/CARERS
DO NOT FEEL
CONFIDENT IN HOW
TO SUPPORT THEIR
CHILD TO APPLY
FOR AN
APPRENTICESHIP

THE BIGGEST
QUESTION THAT
PARENTS/CARERS
HAD RELATED TO
KNOWING HOW TO
CHOOSE THE RIGHT
OPTION

68% OF
PARENTS/CARERS
ARE NOT AWARE
OF DEGREE
APPRENTICESHIPS,
-5% FROM 2022

WITHIN KS5
RESPONSES,
BUSINESS &
FINANCE WAS THE
MOST POPULAR
CAREER INTEREST,
FOLLOWED BY
CREATIVE &
MEDIA

82% OF
PARENTS/CARERS
WANT TO BE KEPT
INFORMED ABOUT
APPRENTICESHIPS
AND OTHER LOCAL
OPPORTUNITIES

EXECUTIVE SUMMARY

For the past five 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 parents and carers 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
2023 = 51 schools / 3,225 participants

This year's survey saw a **14% increase in the volume of participants** responding to the survey, with **51 schools** across Hertfordshire achieving **3,225 individual responses**.



EXECUTIVE SUMMARY

Careers Options

3 in 4 (75%) of respondent's children had already identified a career interest, up from 74% in 2022. 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, Sports & Leisure, Business & Finance and Science & Research.**

We introduced a number of new career category options this year, including Performing Arts, Social Media and Criminology. These new additions may have diluted the perceived popularity of some of the existing categories such as Creative & Media, Science & Research, Law & Legal and Computing, technology and digital.

EXECUTIVE SUMMARY

Apprenticeship Consideration

70% of this year's survey respondents would consider an apprenticeship for their child, a **6% increase** since 2022.

Since 2022, there has been a slight **decrease (1%) 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 a decline (5%) in those that were unsure.

Parents were most likely to encourage their child to consider an apprenticeship in **year 10** and **year 12**, least likely in year 13 and most unsure in years 7-8. This could represent that parents aren't really thinking about post school destinations in Year 7-8 so therefore don't seek or have much information. By the time their child reaches year 10 and above, an apprenticeship becomes a more serious and positive consideration, and by year 13 parents and carers have already considered their options with their child and are more confident about whether an apprenticeship is suitable and may have already decided on their next step.



EXECUTIVE SUMMARY

Application Awareness

Overall, just over 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 11% in 2023.

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 Year 13 being highest (18%)**.

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 possibility of university benefiting them more 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 an increase in awareness across all levels.

Other Options

Regarding other available options, respondent's understanding of T Levels were lowest, with respondents feeling most confident with A levels. Only 13% of parents and carers felt that they knew a lot about FE College, but 39% 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

75% 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

1. Inform

Create a centralised framework of activities, events and resources aimed at Hertfordshire parents and carers, to build their knowledge and awareness of Apprenticeships and T Levels. This will help to boost confidence and awareness of how to access the range of support available.

2. Inspire

Promote case studies and inspirational stories of local apprentices (with their employers) showing how they are valued, happy and progressing their careers through apprenticeships. This will help to tackle some of the negative driving factors that parents have reported.

3. Impact

Work on a schedule of confidence building workshops, helping parents to see how to explore and apply for apprenticeships. Support parents to get online, understand the different systems and processes that might be used in apprenticeship recruitment, and help them to see how they can play an important part in supporting their child through the application process.

SUMMARY OF SCHOOLS

School	Responses	% of results	School	Responses	% of results
Birchwood High school	203	6%	Watford Grammar School for Girls	74	2%
Presdales School	144	4%	Queens' School	70	2%
Rickmansworth School	142	4%	Parmiter's School	69	2%
Simon Balle All-Through School	142	4%	Bishop's Hatfield Girls' School	67	2%
Hitchin Girls' School	136	4%	Bushey Meads School	67	2%
Watford Grammar School for Boys	125	4%	John F Kennedy Catholic School	64	2%
Monk's Walk School	118	4%	The Thomas Alleyne Academy	63	2%
St Clement Danes School	105	3%	Stanborough School	62	2%
The Priory School	104	3%	The John Warner School	61	2%
Robert Barclay Academy	101	3%	Saint Albans Girls' School	54	2%
Elstree Screen Arts Academy	91	3%	Kings Langley School	54	2%
Yavneh College	91	3%	Ridgeway Academy	53	2%
Saint Joan of Arc Catholic School	90	3%	The Nobel School	51	2%
Loreto College	89	3%	Saint Michael's Catholic School	50	2%
The Marlborough Science Academy	87	3%	The Fearnhill School	46	1%
The Knights Templar School	83	3%	Mount Grace School	41	1%
Croxley Danes School	80	2%	Richard Hale School	37	1%
King James Academy Royston	77	3%	The Sele School	35	1%

SUMMARY OF SCHOOLS

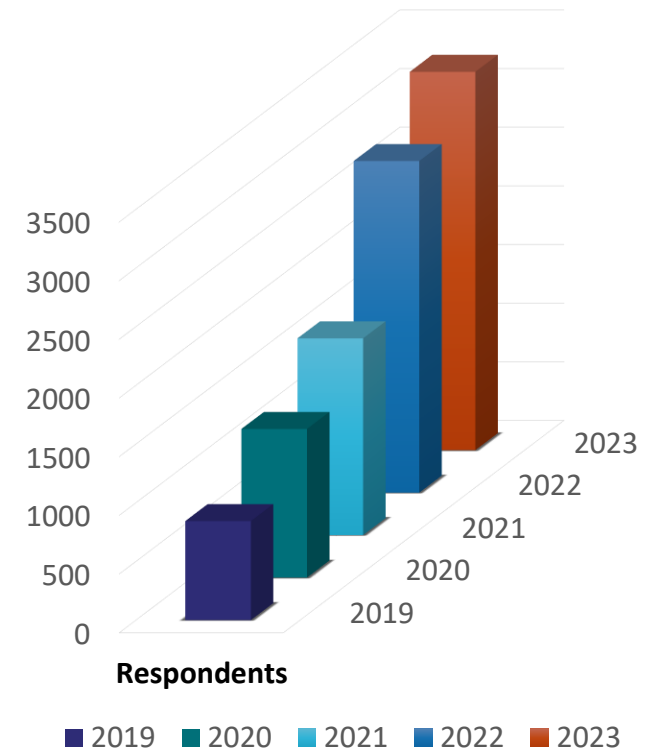
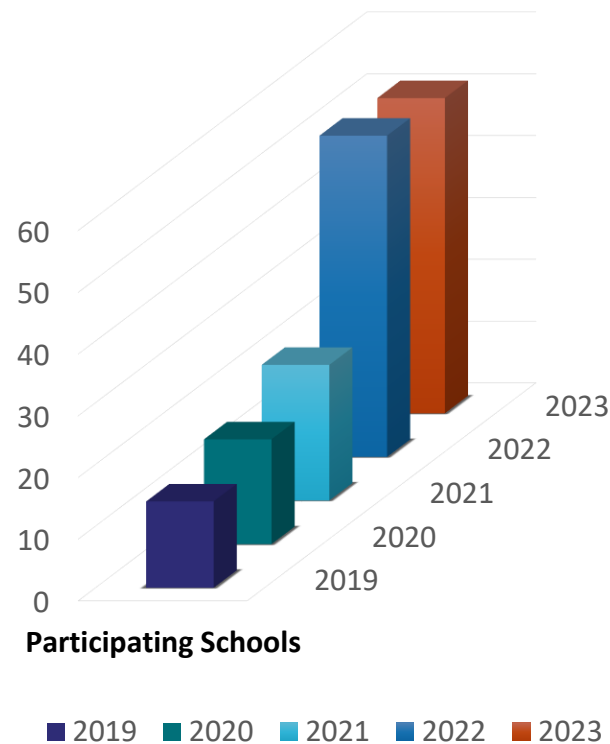
School	Responses	% of results
The Bishop's Stortford High School	26	1%
Ralph Sadleir School	25	1%
Kathrine Warington School	23	1%
The Hemel Hempstead School	23	1%
Beaumont School	18	1%
Chancellor's School	16	0%
Ashlyns School	13	0%
Marriotts School	13	0%
Haileybury Turnford	12	0%
Sandringham School	7	0%
The Highfield School	6	0%
Chessbrook Education Support Centre	5	0%
North Herts Education Support Centre	2	0%
Roundwood Park School	2	0%
St Mary's Catholic School	1	0%

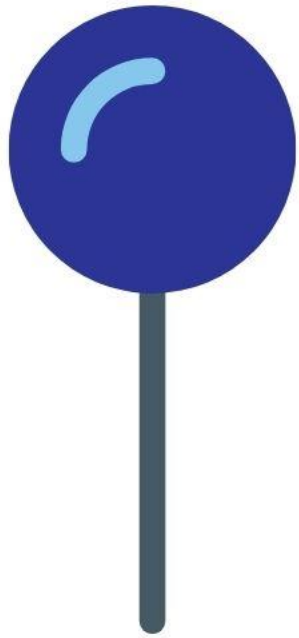
The survey generated **3,225 responses** from across **51 schools**.

This is a **14% increase in individual responses** (2,826 parents and carers completed the survey in 2022), with 1 less school compared with last year's participation.

SUMMARY OF SCHOOLS

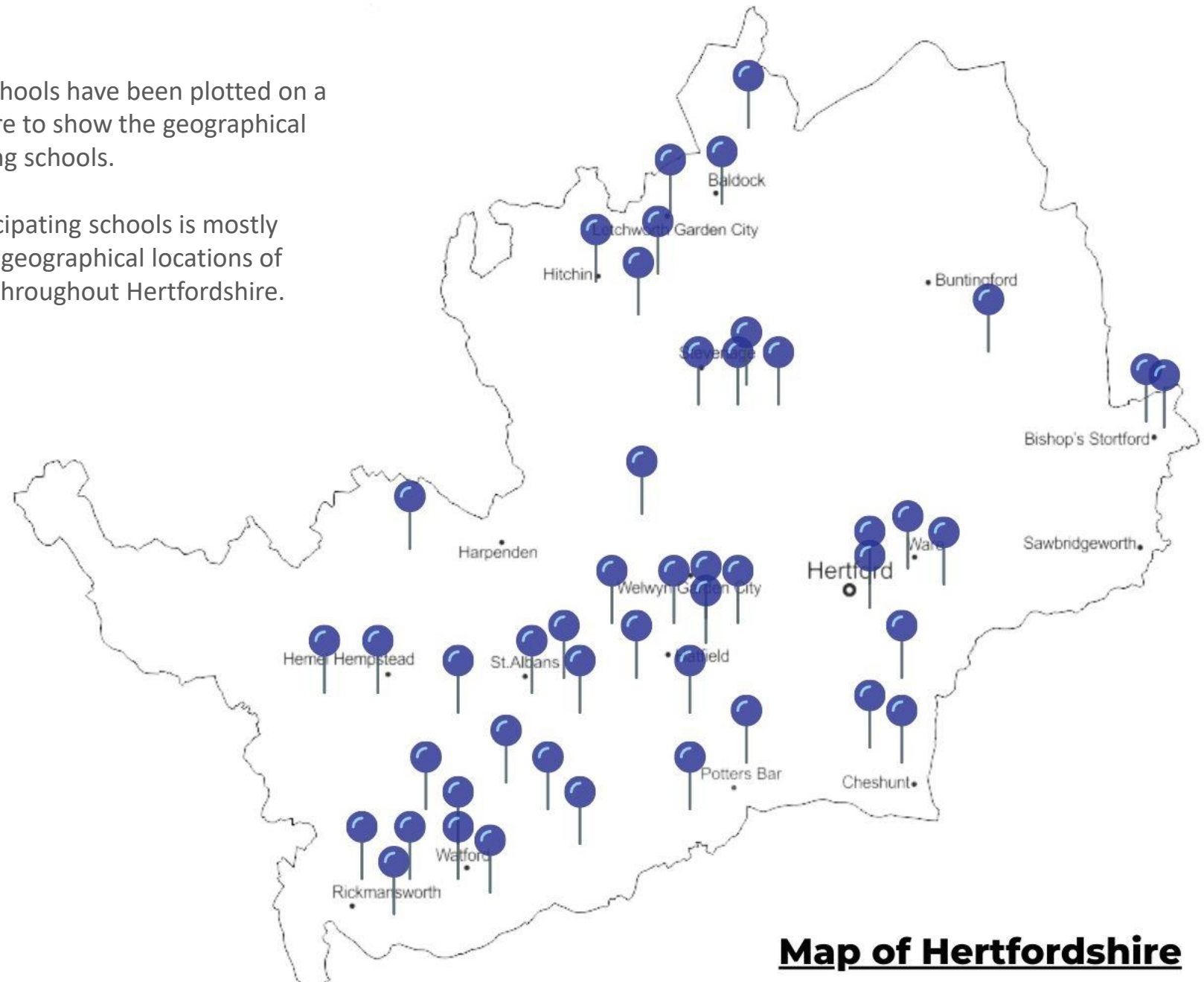
Last years' survey had **52 different schools** participate with a combined total of **2,826 responses from parents/carers**. This year saw a **14% increase in the number of participating parents and carers** (+399 responses).





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

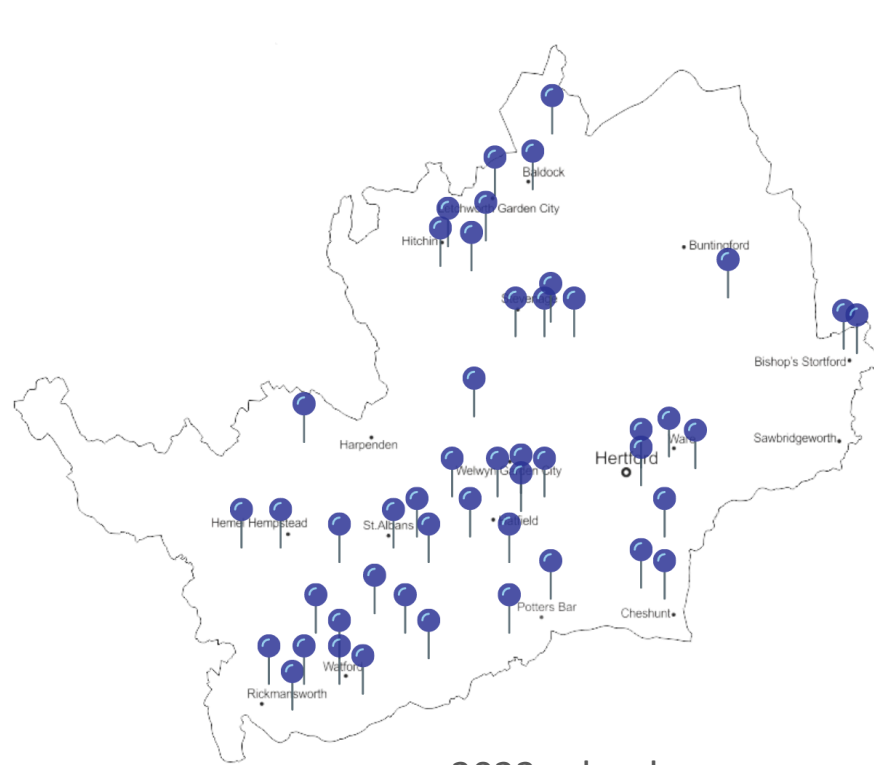
The spread of participating schools is mostly consistent with the geographical locations of secondary schools throughout Hertfordshire.



Map of Hertfordshire

SUMMARY OF SCHOOLS

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



2022 school participation



2023 school participation

QUESTION 1

Which year group is your child in?

Please answer with your eldest secondary school-aged child in mind.



DEMOGRAPHICS

Year Group	Responses	% of parents/carers
Year 7	471	15%
Year 8	481	15%
Year 9	512	16%
Year 10	591	18%
Year 11	466	15%
Year 12	455	14%
Year 13	264	8%
Other	19	1%
Total	3,225	100%

22% of the parents / carers had children currently in **Sixth Form** (Year 12 and Year 13), which is a +4% increase from last year.

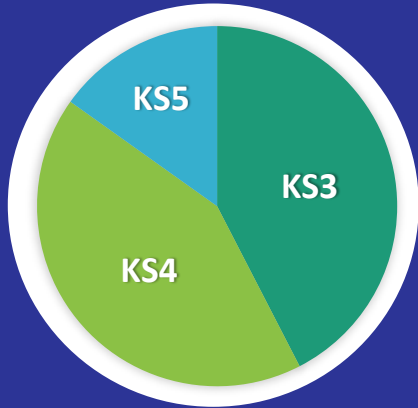
33% of the parents / carers had children currently in **KS4** (Year 10 and Year 11), which is a -5% decrease from last year.

46% of the parents / carers had children currently in **KS3** (Year 7, Year 8 and Year 9), which is a -25% decrease from last year.

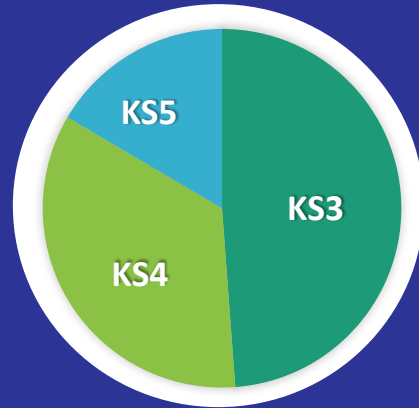
This year we asked respondents to only answer with their eldest child in mind, which would have had an effect on the percentage splits for each key stage.

DEMOGRAPHICS

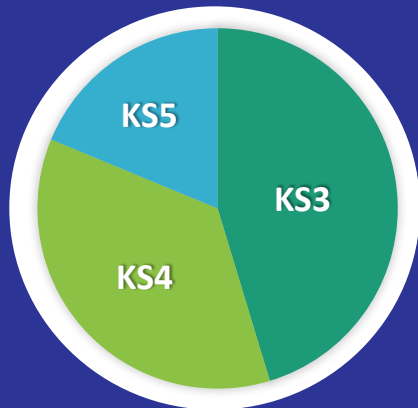
2019



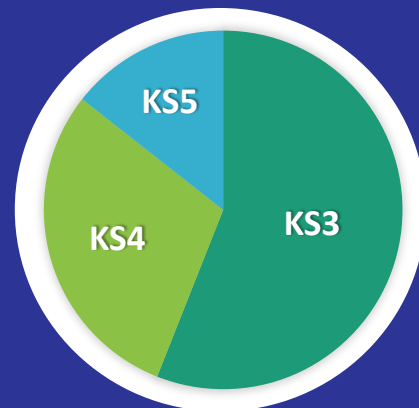
2020



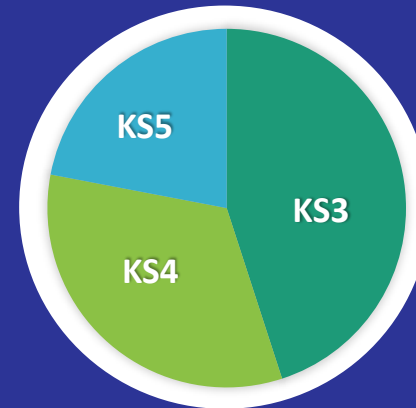
2021



2022



2023

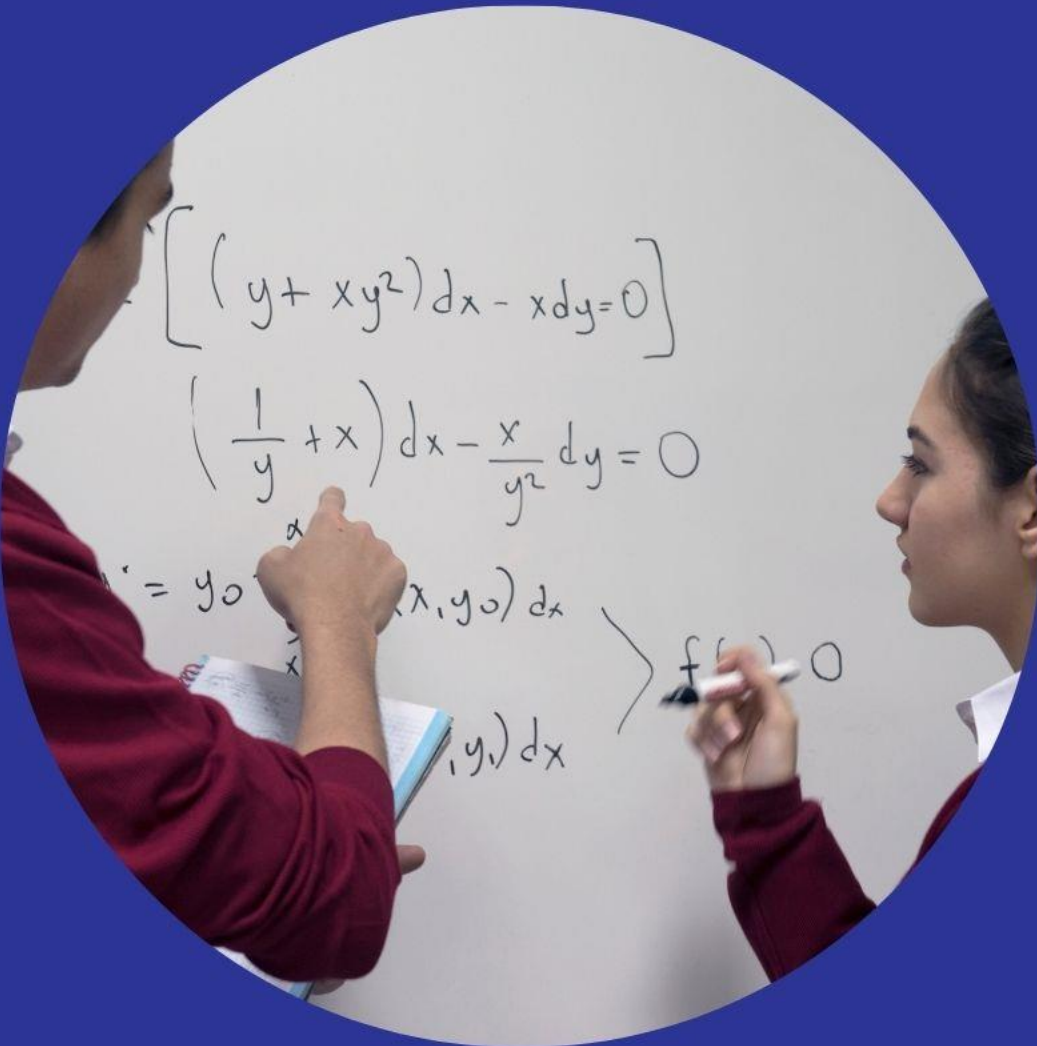


The percentage breakdown of parents/carers who had children within the various different year groups is very similar for surveys completed in 2019, 2020 and 2021. 2022 had a significant increase in responses from parents/carers with children in KS3 (70%) and a decrease in responses with children in KS4 and KS5.

This year we saw an increase in those with children in KS5, which may have had an impact in the overall awareness and confidence levels due to more parents/carers having children in older year groups compared with previous years.

QUESTION 2

Which of the following academic settings does your child currently attend?



97%

attended mainstream school

2%

attended FE College

1%

attended SEN school

DEMOGRAPHICS

97% (3,113) of parents/carers had a child that attended a mainstream school.

2% (57) of parents/carers had a child that attended FE College, and 1% (44) had a child that attended a SEN school.

QUESTION 3

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

Please select all that apply.



CAREER OPTIONS

75%

have already
expressed an interest
in a particular career.

25%

are still undecided on
their career options.

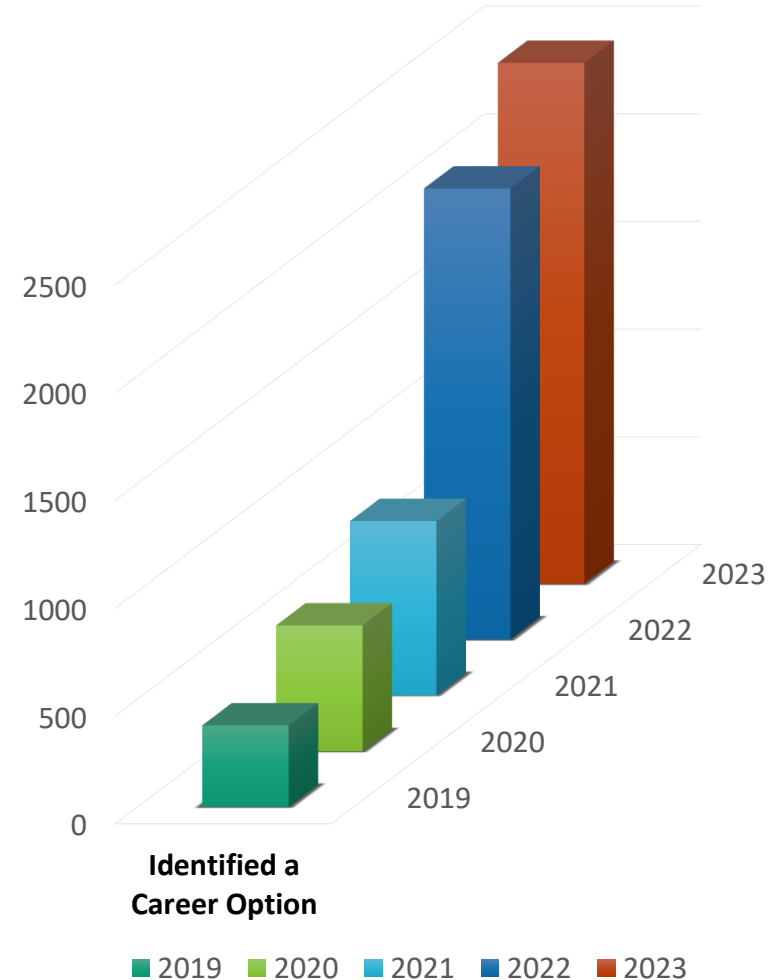
75% (2,417) of parents/carers had children that had already expressed an interest in a particular career option, an increase of +1% compared with last year.

25% (808) of parents/carers had children that had not yet expressed an interest in any particular career option, a decrease of -1% compared with last year.

CAREER OPTIONS

The results from this year's survey showed an increase in identified career interest compared with last year, with **75% of respondents stating that their child has already identified a possible career option** (2,417 respondents).

Results from the survey completed last year showed that **74% of respondents had already identified possible career options** (2,093 respondents).



CAREER OPTIONS

The top 5 career choices in 2023 included:

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

Some of these career interests broadly line up with some of the 2021 priority and growth sectors set out in the Hertfordshire Skills and Employment Strategy, as underlined below:

- Life sciences
- Advanced engineering and manufacturing
- Creative (focus on film & media)
- Smart construction
- Agri-tech
- Knowledge and digitally based sectors

CAREER OPTIONS

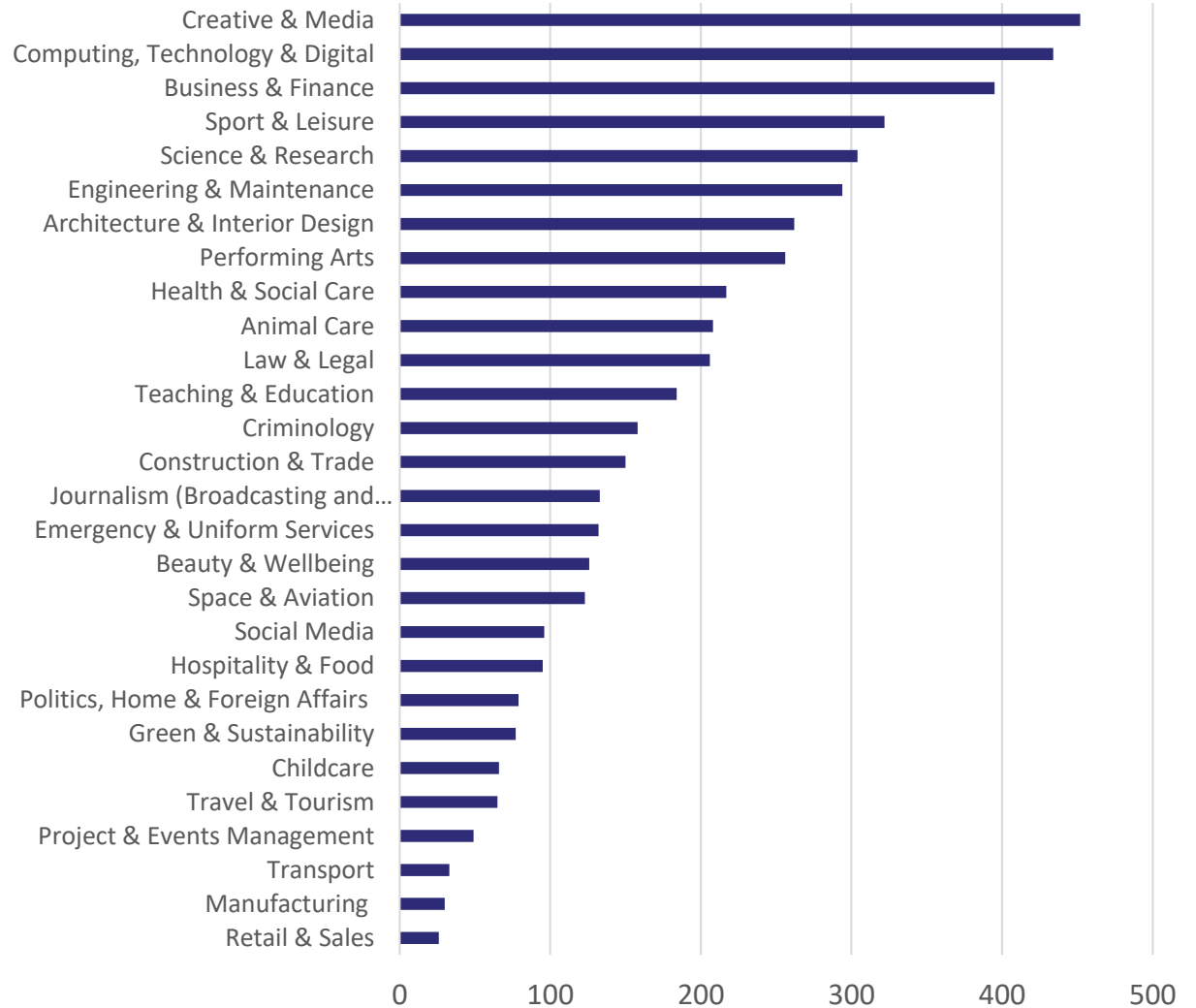
The same career categories appeared in the top 5 choices in both the 2022 and 2023 survey results. However, this year **Business and Finance increased its popularity (+27%)** and took third place, up from fifth place in 2022.

Science & Research saw a decrease in popularity (-10%), moving from last year's third place to fifth place. This could be partially accounted for by the addition of the criminology category this year, which was identified as a possible career option by 5% of respondents.

	2023 (number of parents who stated their child had identified this career choice)	2022 (number of parents who stated their child had identified this career choice)	% increase/decrease compared with previous year
Creative & Media	452	479	-6%
Computer, Tech & Digital	434	436	-1%
Business & Finance	395	311	+27%
Sport & Leisure	322	326	-1%
Science & Research	304	338	-10%

Career Options	Responses
Creative & Media	452
Computing, Technology & Digital	434
Business & Finance	395
Sport & Leisure	322
Science & Research	304
Engineering & Maintenance	294
Architecture & Interior Design	262
Performing Arts	256
Health & Social Care	217
Animal Care	208
Law & Legal	206
Teaching & Education	184
Criminology	158
Construction & Trade	150
Journalism (Broadcasting and Writing)	133
Emergency & Uniform Services	132
Beauty & Wellbeing	126
Space & Aviation	123
Social Media	96
Hospitality & Food	95
Politics, Home & Foreign Affairs	79
Green & Sustainability	77
Childcare	66
Travel & Tourism	65
Project & Events Management	49
Transport	33
Manufacturing	30
Retail & Sales	26

CAREER OPTIONS

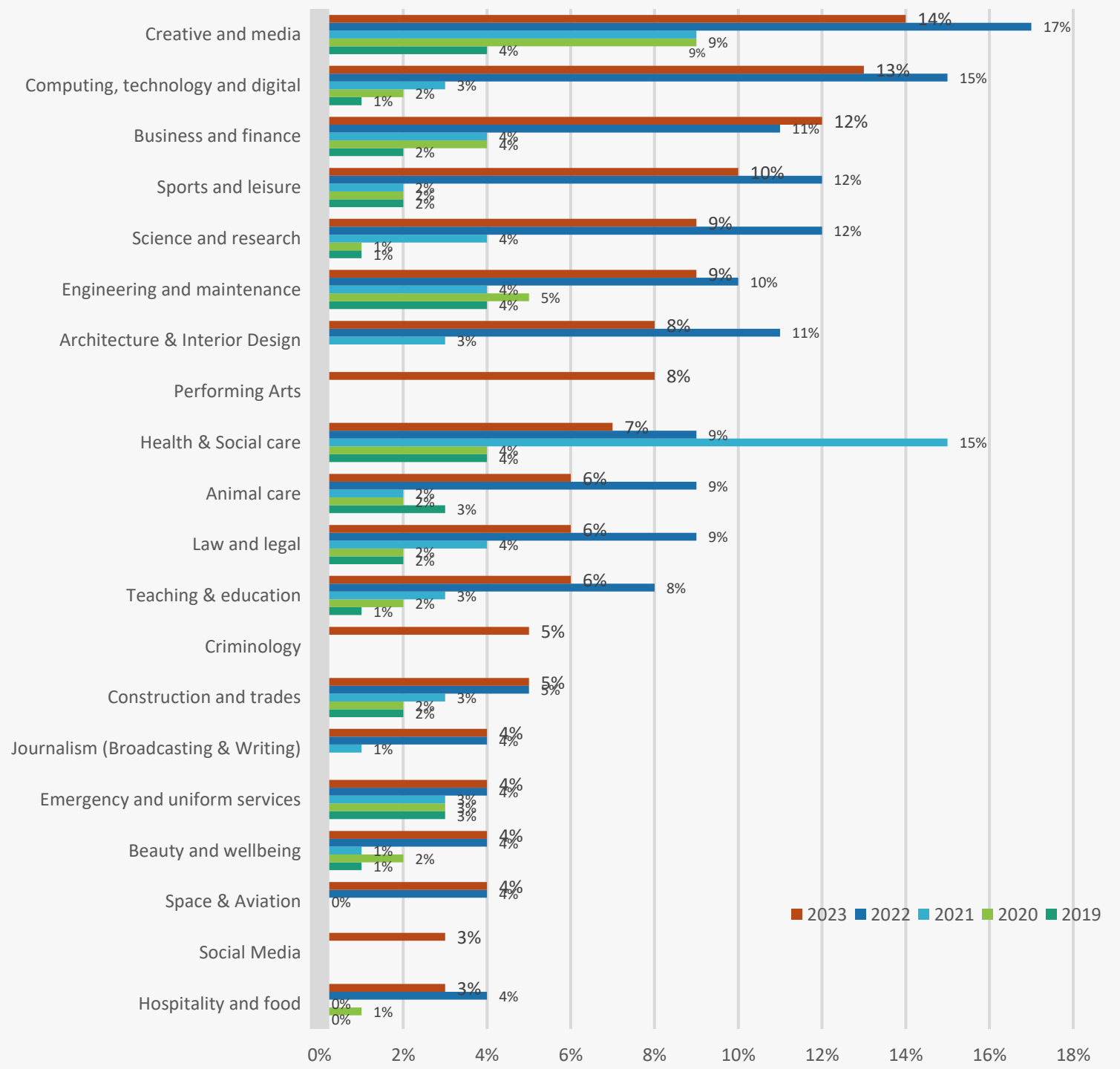


CAREER OPTIONS

This graph shows the percentage of respondents that expressed an interest in the **top 20** most popular career options each year.

We introduced a number of new career category options this year, such as **Performing Arts, Social Media** and **Criminology**, which may have diluted the popularity of some of the existing categories such as **Creative & Media, Science & Research, Law & Legal** and **Computing, technology and digital**.

There were 248 'other' responses, with a high percentage of answers that could fit into one of the given categories. We will readjust this data and distribute 'other' responses to confirm true increases / decreases.

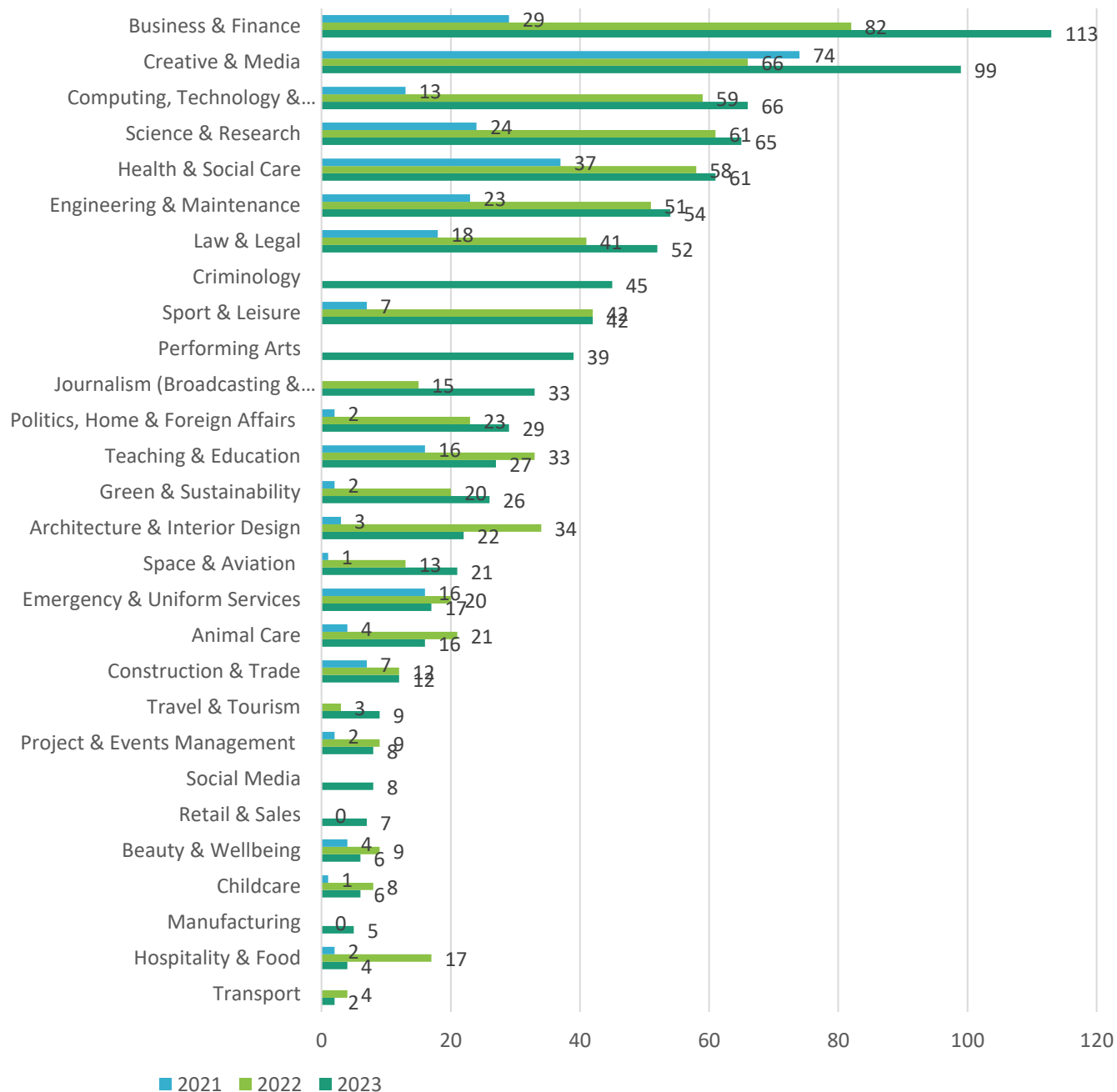


CAREER OPTIONS

84% of parents who responded with children in Key Stage 5 has already expressed an interest in a certain career, which is a +9% increase compared to the results across all age groups, and +8% increase compared with KS5 parents last year.

Within KS5 responses, **Business & Finance** was the most popular career interest, followed by Creative & Media, Computing, Technology & Digital & Science & Research (all very similar to 2022).

Retail & Sales (+200%), Journalism (+120%), Space & Aviation (62%) Creative & Media (+50%) and Business & Finance (+38%) all saw a significant increase in interest compared with last year from those with children in KS5. Hospitality & Food (-76%), Animal Care (-24%) and Teaching & Education (-18%) all experienced a drop in popularity compared with 2022.



QUESTION 4

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



APPRENTICESHIP CONSIDERATION

70%

YES

6%

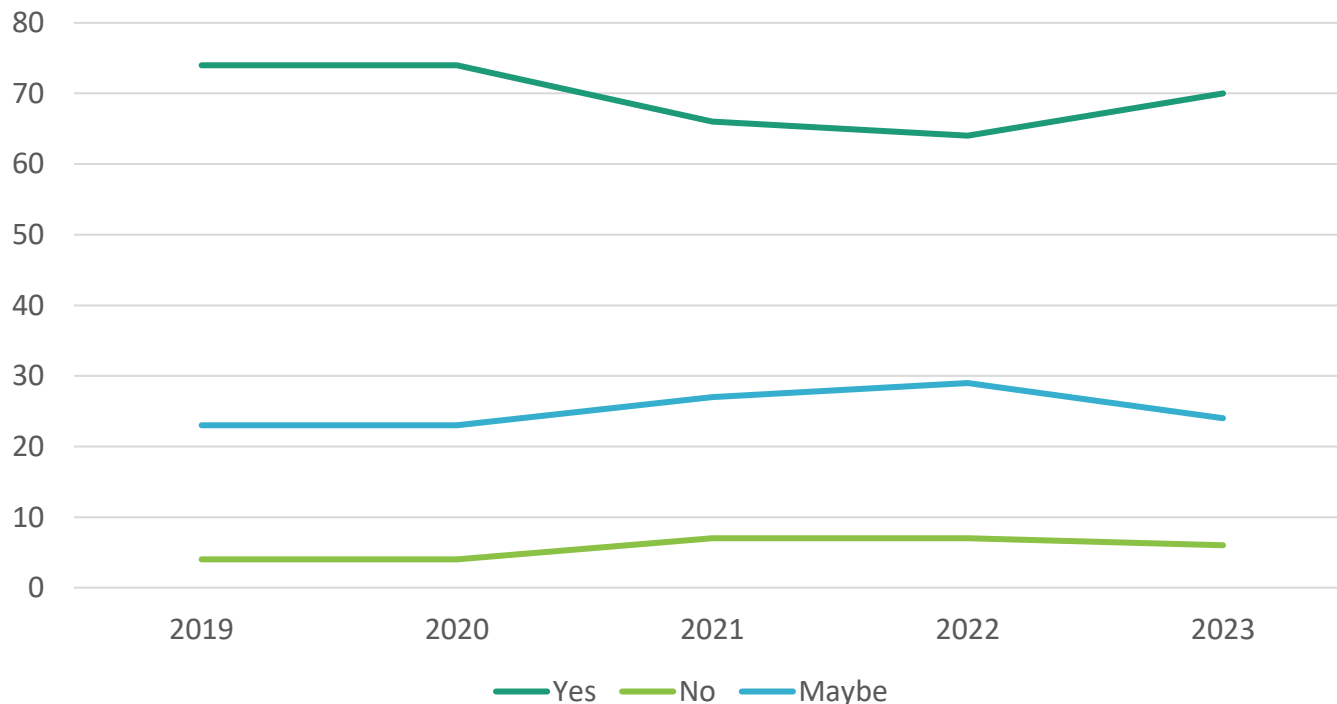
NO

24%

MAYBE

The percentage of those who felt that they **would encourage their child to consider an apprenticeship increased by 6%** since 2022, and the percentage of **those that were uncertain decreased by 5%** within this year's survey responses, to 24% from 29% last year. These changes show a **decrease in uncertainty and an increase in confidence** in apprenticeships in 2023, compared with the previous year. Last year, 7% of respondents answered no, they would not encourage their child to consider an apprenticeship, which has decreased by 1% in 2023.

APPRENTICESHIP CONSIDERATION



Since 2022, there has been a **slight increase (6%)** in the percentage of parents/carers who answered that they would encourage their child to consider an apprenticeship as an option after school or college.

Since 2022, there has also been an decrease (1%) in the percentage of parents/carers who answered that they would not encourage their child to consider an apprenticeship.

The percentage of parents/carers who answered that they might consider encouraging their child to consider an apprenticeship rose by 1% over the last 5 years.

APPRENTICESHIP CONSIDERATION

This table shows the responses by the age of the respondents children.

A slight increase is shown in the percentage of negative answers from parents/carers of children in Year 12 & 13. However, **70% of parents/carers with children in Year 13 answering that they would consider an apprenticeship**, which is in line with the survey average.

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	321	68%	21	4%	129	27%	471
Year 8	321	68%	14	3%	146	30%	481
Year 9	355	69%	29	6%	128	25%	512
Year 10	425	72%	24	3%	145	25%	591
Year 11	332	71%	26	6%	108	23%	466
Year 12	327	72%	36	8%	92	20%	455
Year 13	185	70%	37	14%	42	16%	264

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	673	40%
Prefer university	195	12%
Keeping options open	172	10%
(An apprenticeship is) not suitable for my child	149	9%
Student debts & fees	116	7%
Depends on career path	96	6%
Depends on child's preference	90	5%
Other	86	5%
Need more info	59	4%
1st choice uni, 2nd choice apprenticeship	29	2%
Total	1665	

QUESTIONS 5 & 6

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



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

30% of this year's survey respondents felt that they **knew some information** about the apprenticeship application process, an increase from 28% last year.

58% of respondents **felt that they had no idea how to go about it**, a decrease from 60% last year.

In contrast, the confidence levels of full time university applications are slightly lower than last year, with 3% less respondents saying they know all or some information about how to apply and 2% more saying they have no idea.

	Apprenticeships	University
Yes – I know the relevant information and how to apply	348 (11%)	1,047 (32%)
I know some information but would like to know more about the application process	959 (30%)	1,256 (39%)
No – I have no idea how we could go about this and would need more information	1,860 (58%)	843 (26%)
Not suitable for my child	58 (2%)	79 (2%)
Totals	3,225	

APPLICATION AWARENESS

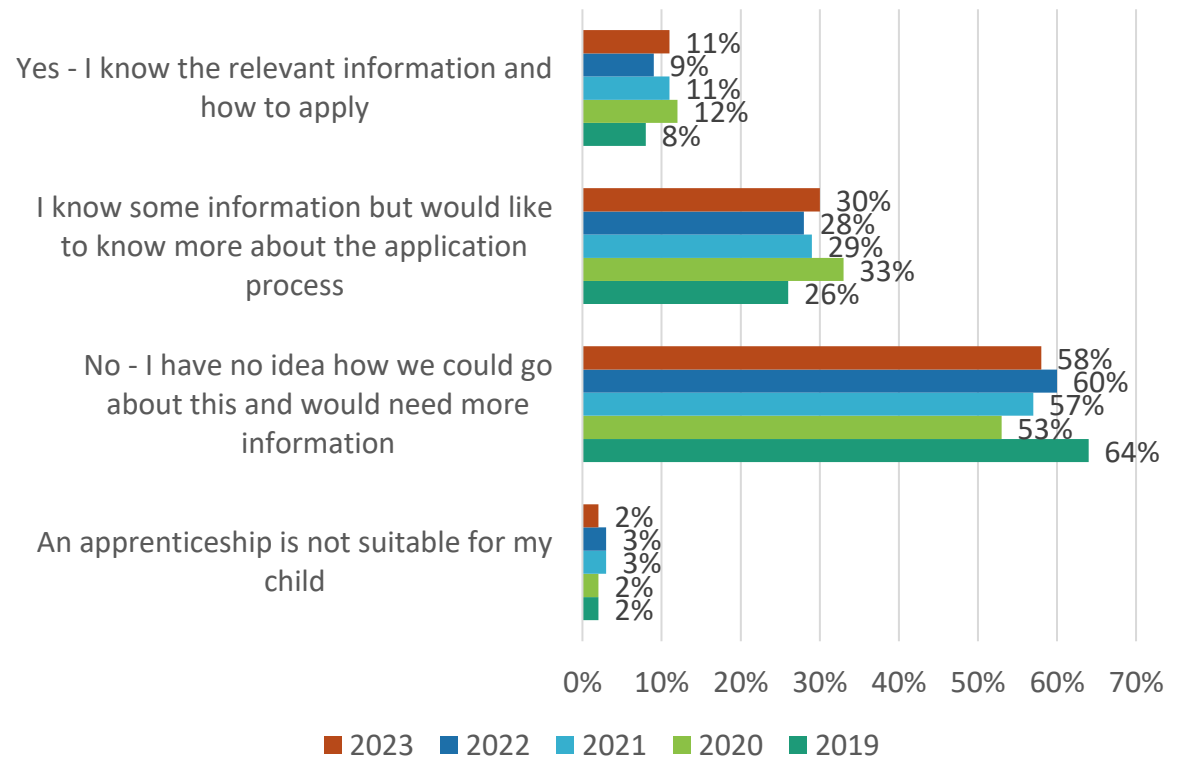
This chart breaks down the awareness and confidence levels regarding the **apprenticeship application** process based on the total number of responses from each survey year since 2019.

The data shows an **increase this year in those who felt that they had all the relevant information to help their child apply for an apprenticeship (11%)** an increase from 9% last year.

This year's responses also saw an increase in confidence from those who felt that they knew some of the relevant information (30% up from 28% last year).

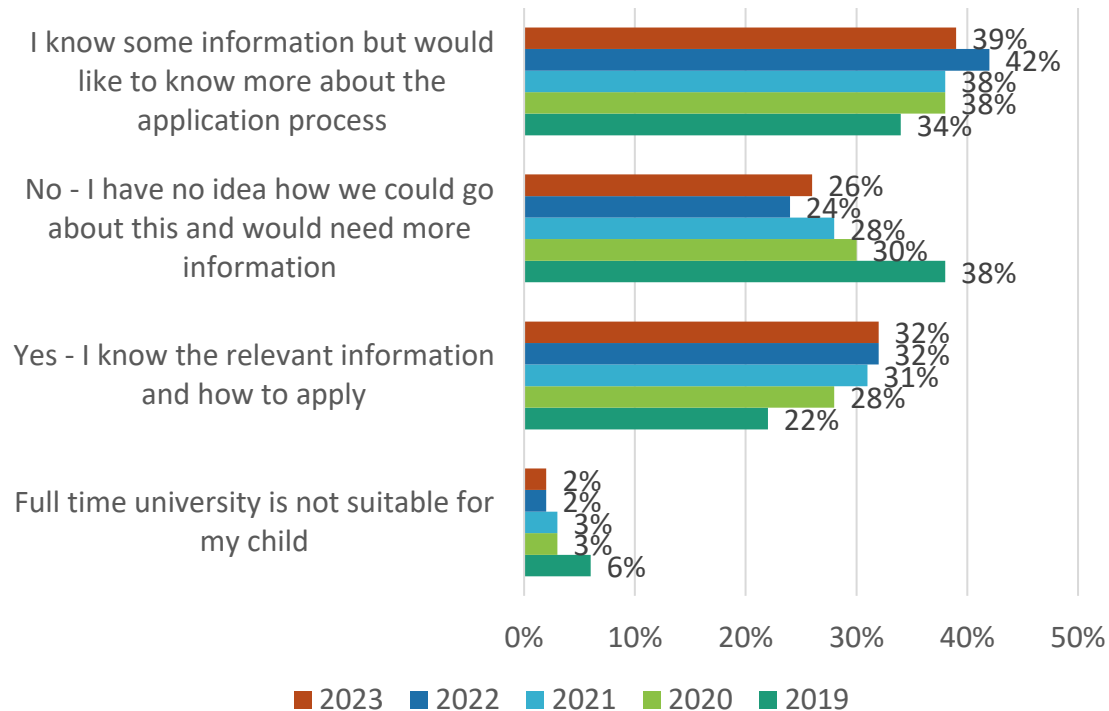
Overall, **89% of respondents did not feel confident** in knowing how to support their child to apply for an apprenticeship.

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 since 2019.

This years' results saw a **slight drop in application awareness for full-time university.**

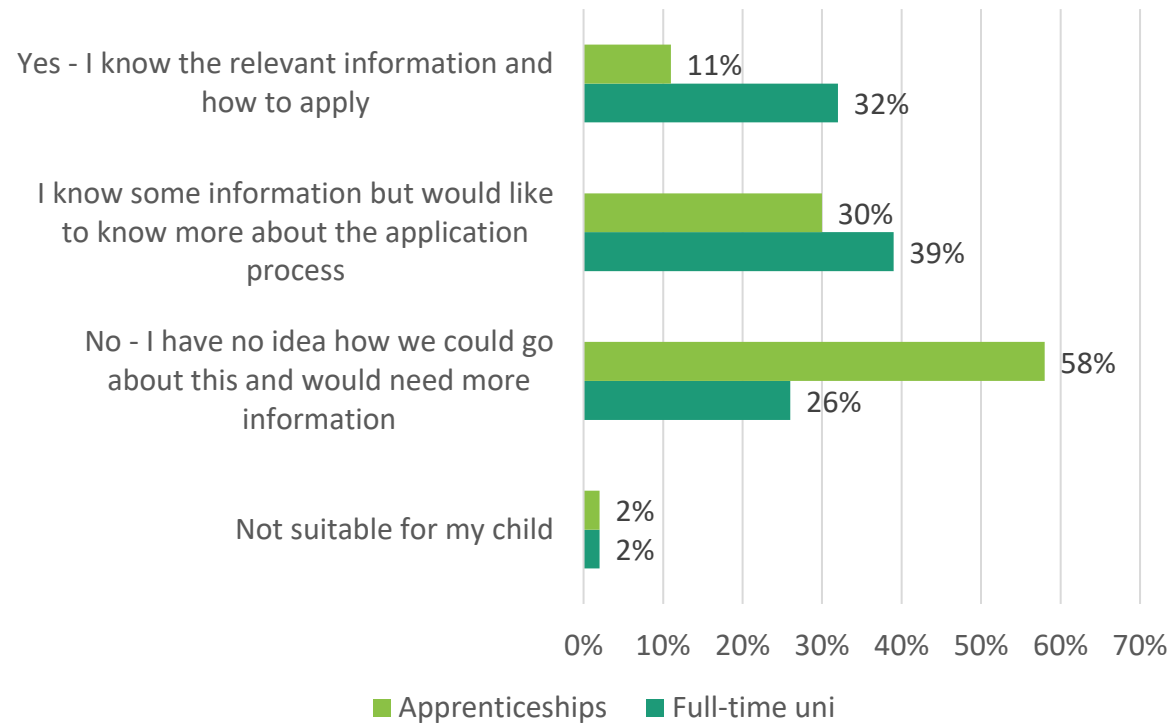
There was a decrease in the percentage of respondents who felt that they knew some of the relevant information, 39% from 42% last year.

There was also an increase in the percentage of respondents that felt they had no idea on how to help their child apply to full-time university, 26% from 24% last year.

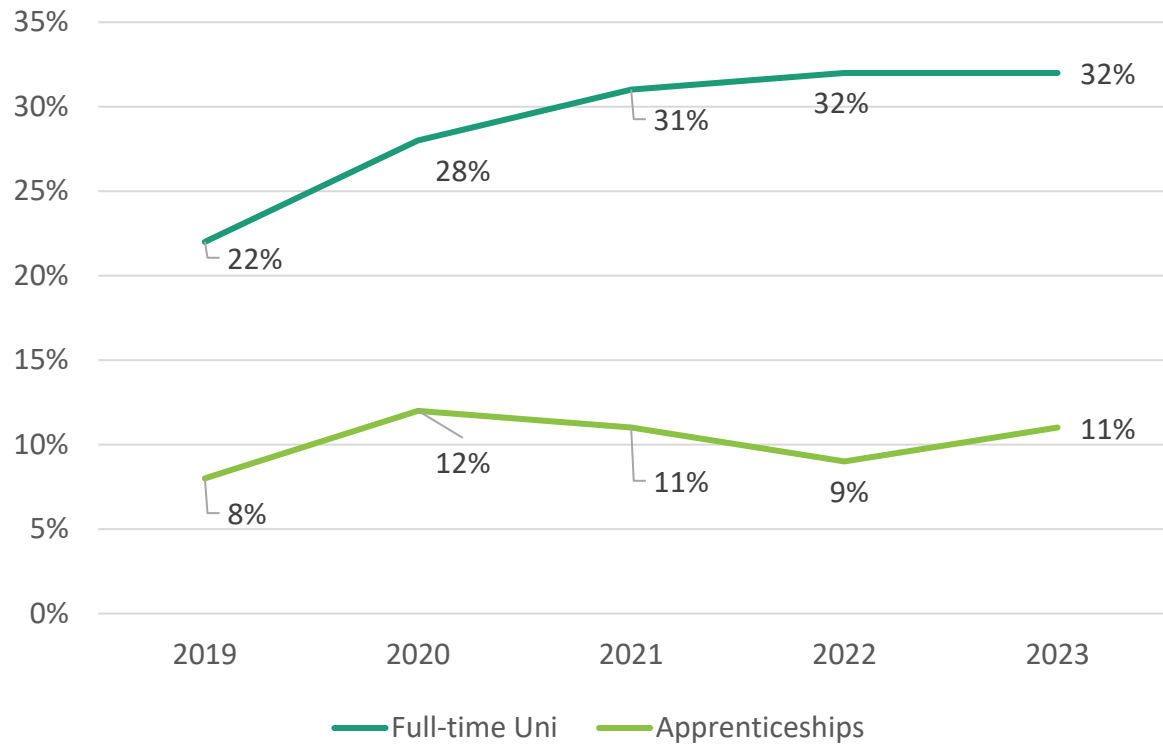
APPLICATION AWARENESS

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 11% 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** has risen from 8% to 11% since 2019.

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	43	9%	101	21%	324	69%	3	1%
Year 8	29	6%	116	24%	334	69%	3	1%
Year 9	54	11%	132	26%	317	62%	9	2%
Year 10	47	8%	175	30%	365	62%	4	1%
Year 11	68	15%	172	37%	216	46%	10	2%
Year 12	57	13%	174	38%	209	46%	15	3%
Year 13	48	18%	100	38%	103	39%	13	5%

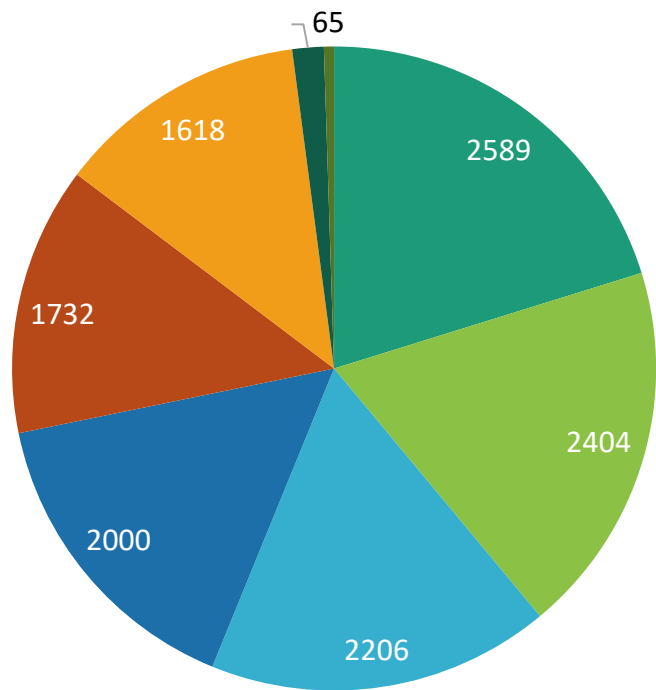
QUESTION 7

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



INFLUENCERS & DRIVERS

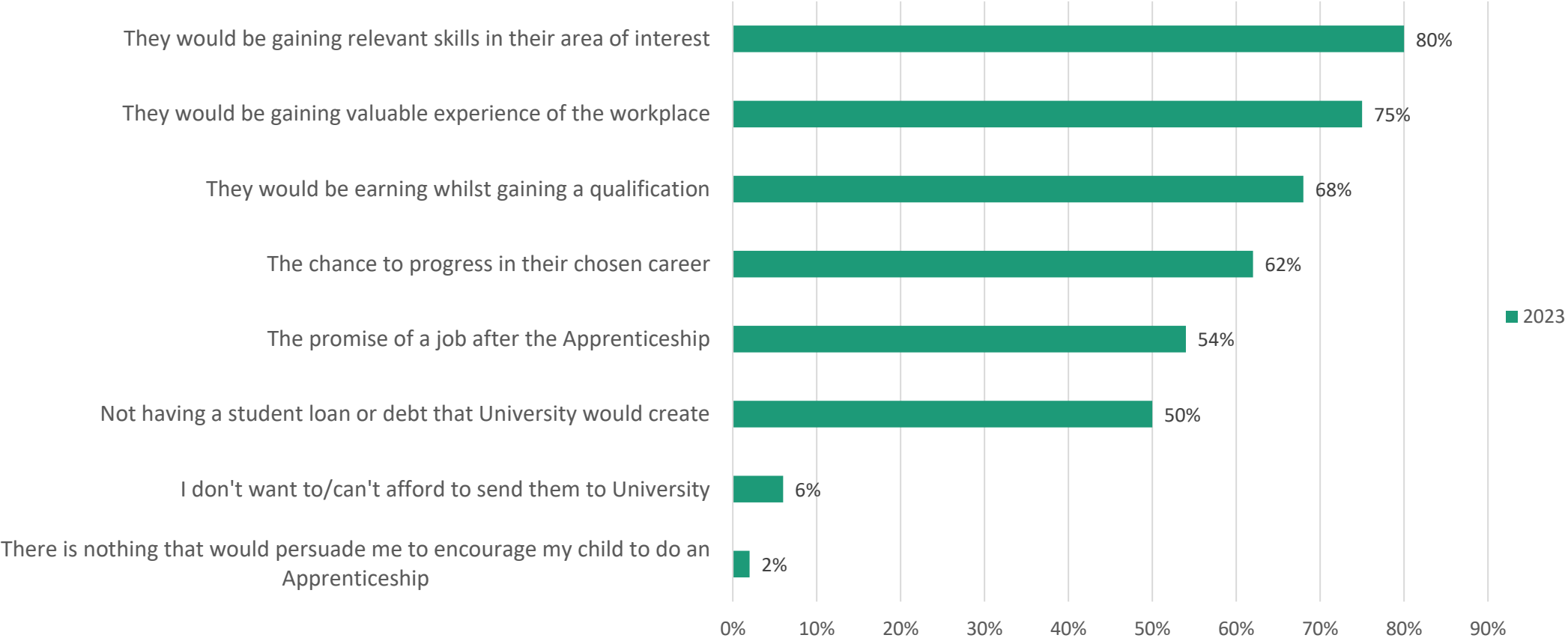
The biggest positive influencers and drivers were **gaining relevant skills** in their area of interest, **gaining valuable experience** of the workplace and **earning a salary whilst gaining a qualification**.



- They would be gaining relevant skills in their area of interest (2589)
- They would be gaining valuable experience of the workplace (2404)
- They would be earning a salary whilst gaining a qualification (2206)
- The chance to progress in their chosen career (2000)
- The promise of a job after the apprenticeship (1732)
- Not having a student loan or debt that full-time university would create (1618)
- I don't want to/can't afford to send them to university (202)
- There is nothing that would persuade me to encourage my child to do an apprenticeship (65)

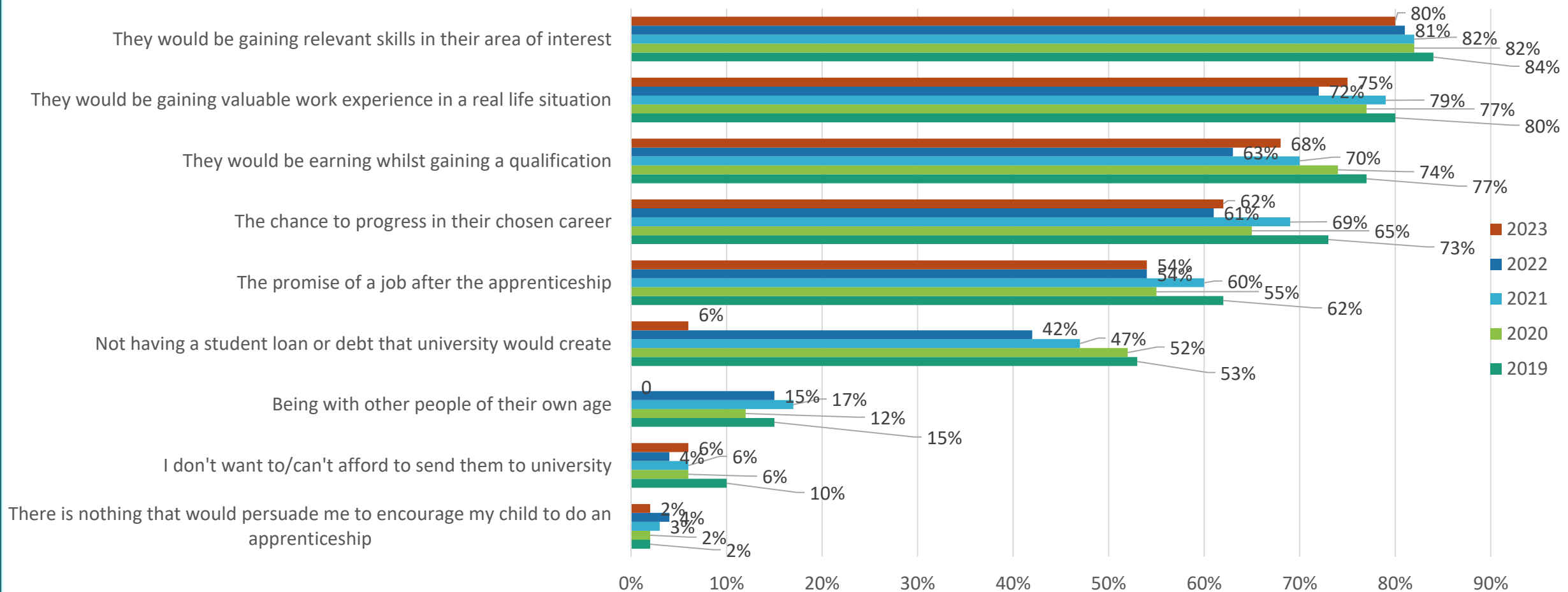
INFLUENCERS & DRIVERS

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



INFLUENCERS & DRIVERS

Comparison of influencers/drivers since 2019. This year's results shows an increase in those who felt influenced by the fact that apprenticeships offer valuable work experience, progression opportunities, allow individuals to earn while they learn and by the financial implications of university.



INFLUENCERS & DRIVERS

Respondents that answered 'other' included comments such as:

- “I would definitely encourage an apprenticeship over university but they seem to be very difficult to come by.”
- “Depends on what they choose to do, an apprenticeship may be a more appropriate route to achieve their goal. Equally an apprenticeship might not be appropriate for all children, very much depends on the child.”
- “Unlikely that they will find an available apprenticeship.”
- “If guarantees were in place to ensure the apprenticeship had to continue for the duration of the contract, then there would be more security for the student and then I would feel more comfortable in discussing it as an option.”
- “Speaking as one who started on an apprenticeship and was laid off with all the other apprentices. I would advocate for the freedom of personally determining one’s tertiary education. Companies aren’t very good at putting education first in adverse trading conditions.”
- “My child has option to work in any country and not having a higher education would prevent transferability of skills due lack of education.”
- “I’m concerned about how robotics, AI and automation will change the world of work in the next 20 years. Will the roles offered by apprenticeships even exist in 10 years?”

QUESTION 8

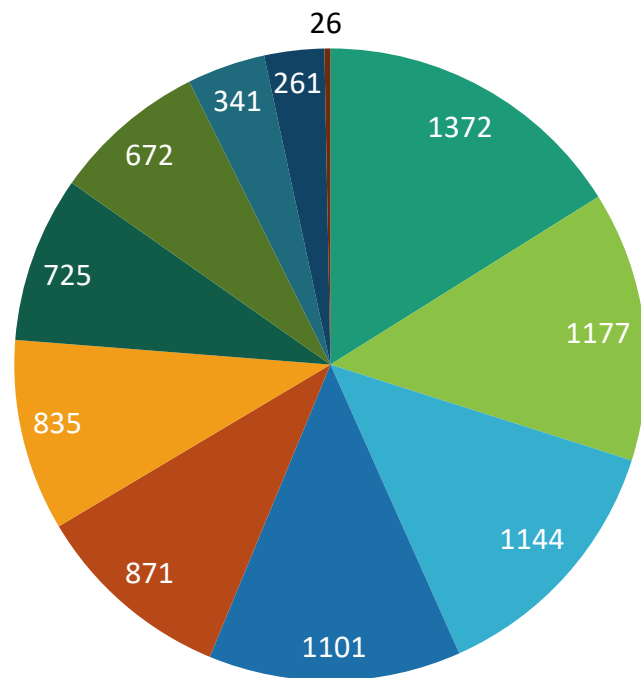
What concerns might dissuade you from encouraging your child to consider an apprenticeship?

Please select all that apply.



DISCOURAGING FACTORS

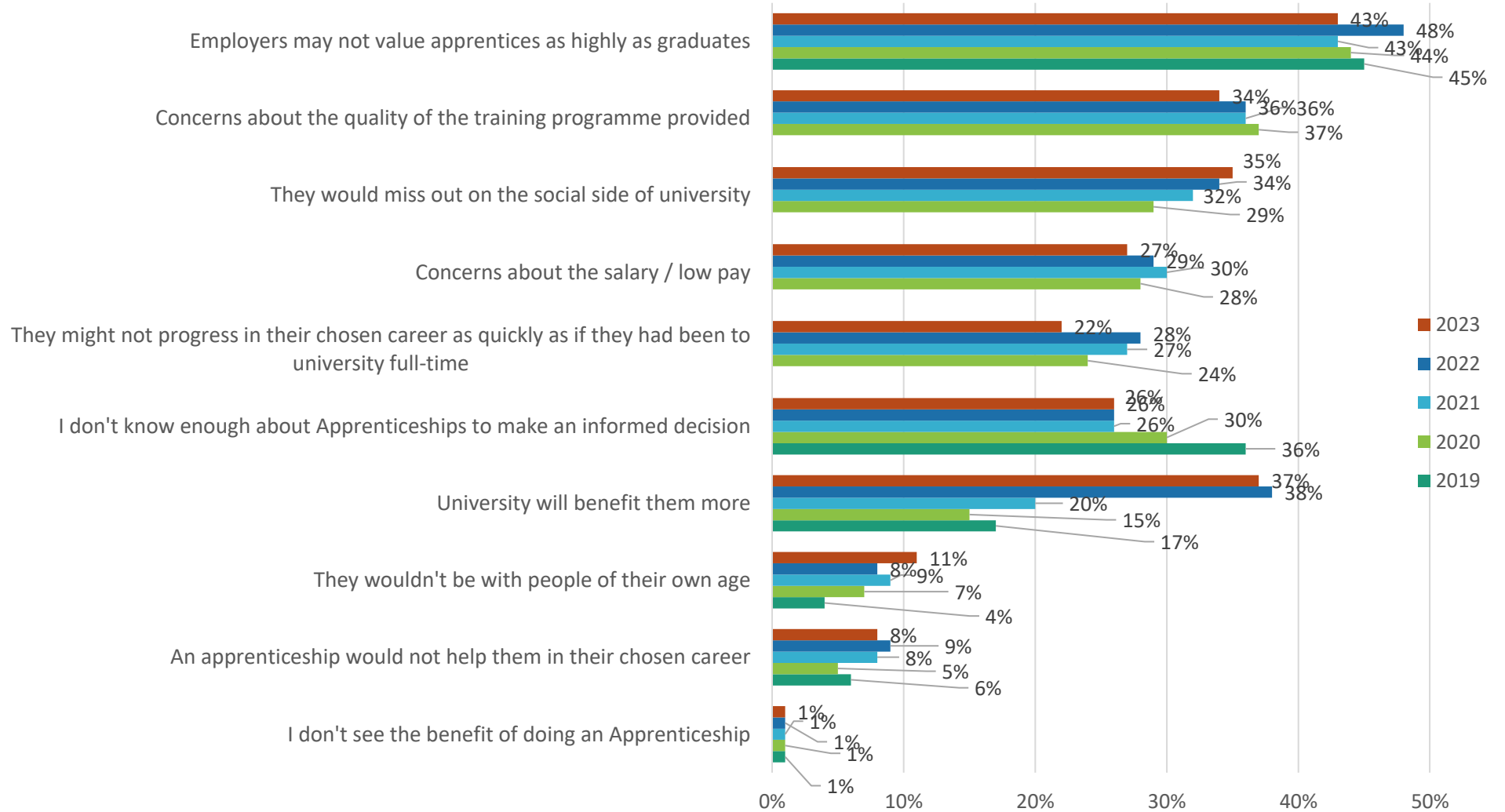
The biggest discouraging factors were **employers not valuing apprentices as highly as graduates**, concerns about the **possibility of university benefiting them more** and **missing out on the social side of university**.



- Employers may not value apprentices as highly as graduates (1372)
- University will benefit them more (1177)
- They would miss out on the social side of university (1144)
- Concerns about the quality of the training programme provided (1101)
- Concerns about the salary / low pay (871)
- I don't know enough about Apprenticeships to make an informed decision (835)
- They might not progress in their chosen career as quickly as if they had been to university full-time (725)
- They may not feel supported by their employer (672)
- They wouldn't be with people of their own age (341)
- An apprenticeship would not help them in their chosen career (261)
- I don't see the benefit of doing an Apprenticeship (26)

DISCOURAGING FACTORS

Compared with last year, this year's survey saw a +3% increase in **concerns about their child not being with people of their own age**, and a +1% increase in **concerns about their child missing out on the social side of university**.



Discouraging Factors

Below are a selection of comments from this question:

“I have heard that some employers are better than others at supporting studies.”

“Some businesses see apprentices as cheap labour and just a benefit to them - a great business will train and put time and effort into the apprentice programme. I would be worried my child would end up with a business taking advantage.”

“The lack of availability though hopefully over time this will improve, if not perhaps in time for my Y12 son.”

Discouraging Factors

Below are a selection of comments from this question:

“What if they didn’t enjoy the chosen path! Would they be responsible for paying the employer back? What options would then be available to them.”

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

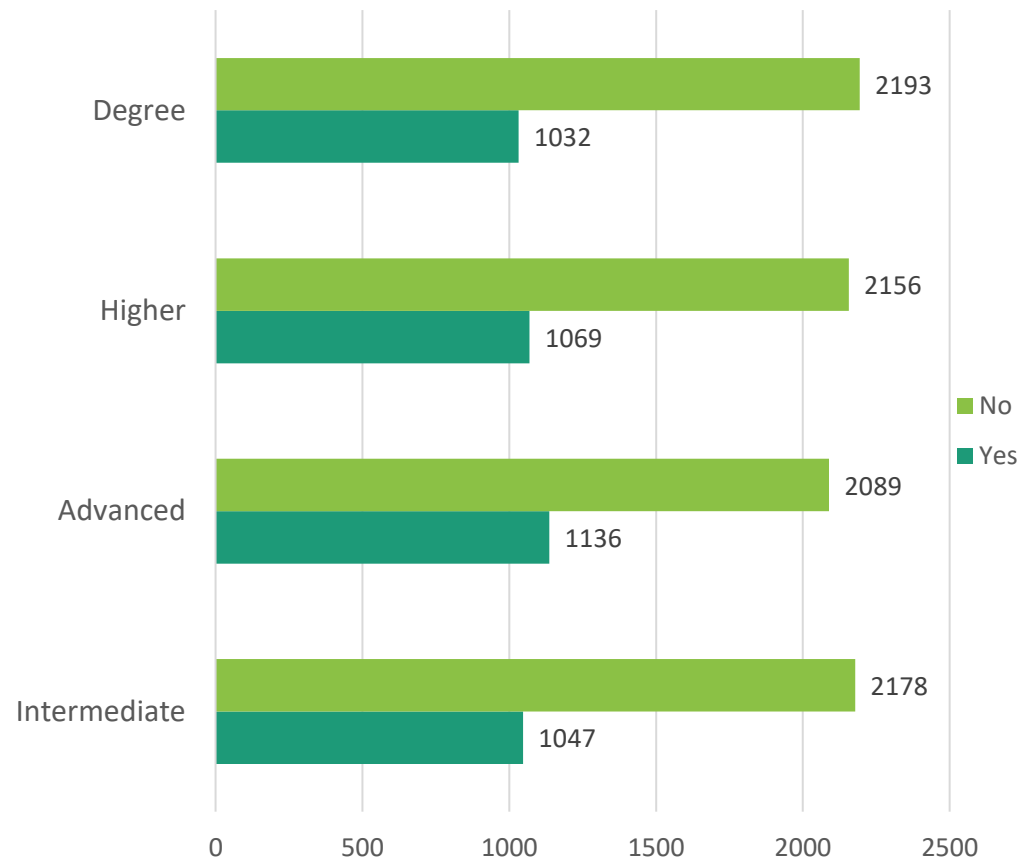
“There are relatively few degree apprenticeships compared to degree places at uni.”

QUESTION 9

Are you aware of the different apprenticeship levels available?



APPRENTICESHIP LEVEL AWARENESS

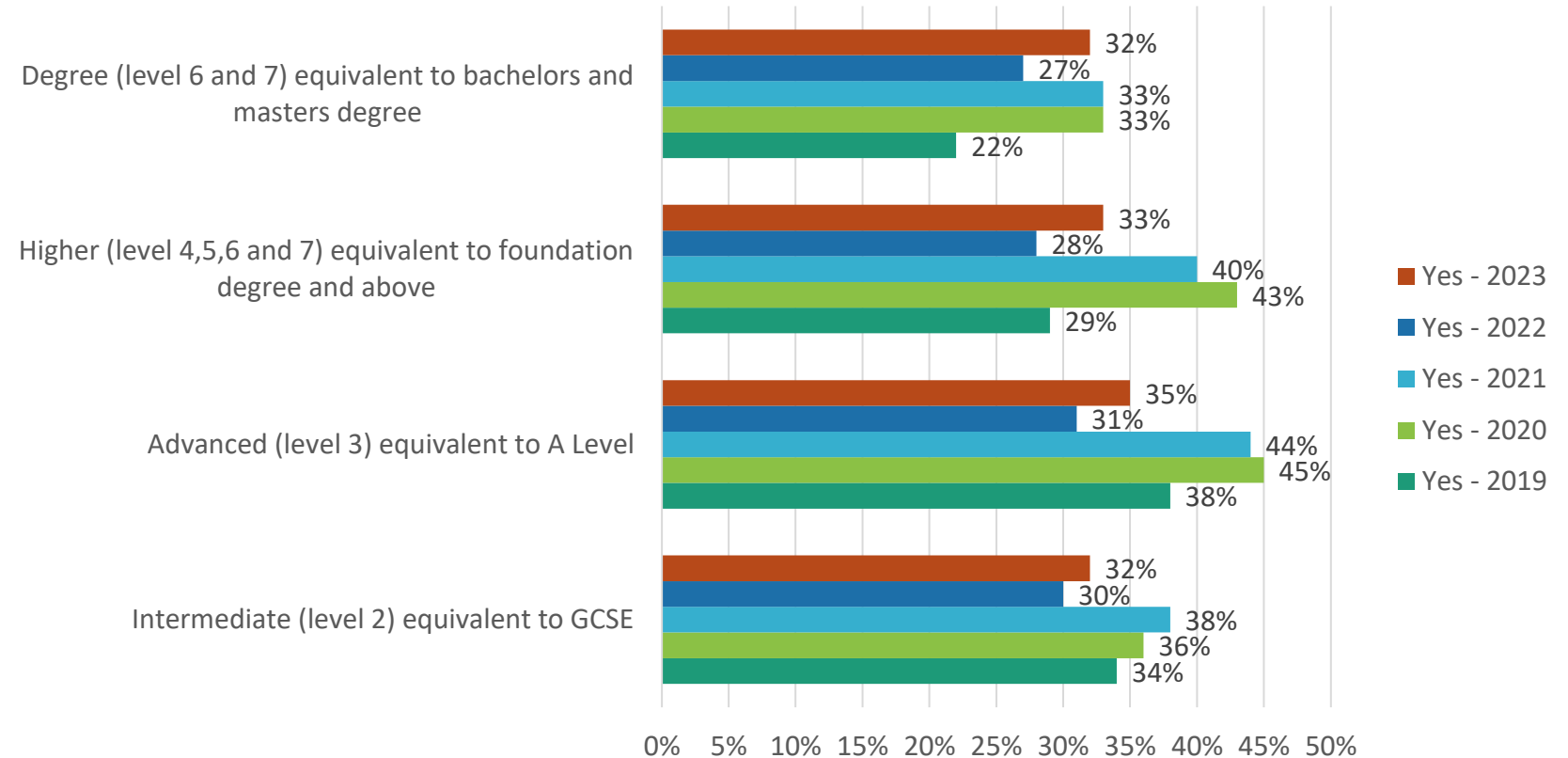


Amongst this year's respondents, awareness was highest for Advanced (Level 3) apprenticeships and lowest for Degree (Level 6 and 7) apprenticeships.

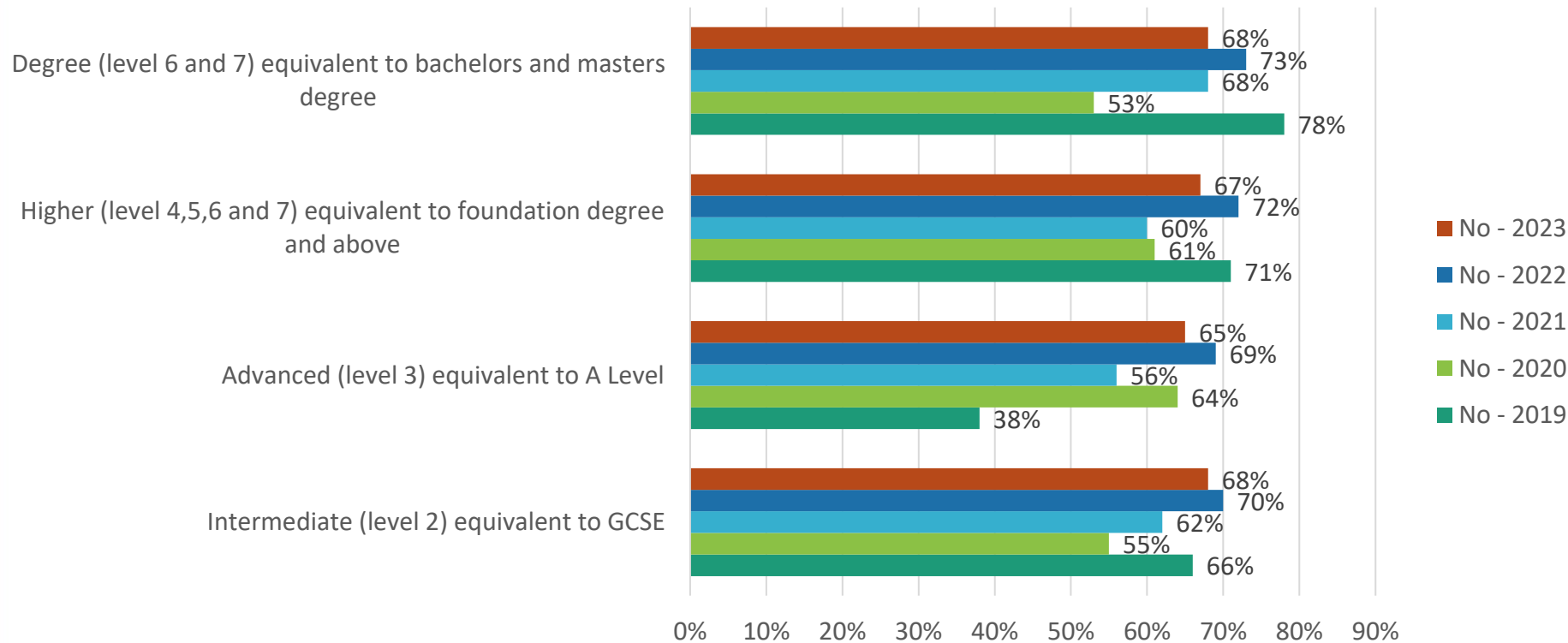
APPRENTICESHIP LEVEL AWARENESS

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

The biggest increases (+5%) in positive awareness was for Higher and Degree apprenticeships compared with 2022 awareness levels.



APPRENTICESHIP LEVEL AWARENESS



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

2023 saw a noticeable **increase in confidence for apprenticeships across all levels.**

QUESTION 10

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 were lowest**, with 73% of total respondents answering that they did not know anything about this option. Respondents felt most confident with A levels and university. Only 10% of respondents felt they knew a lot about apprenticeships, but **65% felt they knew a little**.

Options	I do not know anything	%	I know a little	%	I know a lot	%
A Levels	202	6%	1,097	34%	1,927	60%
University	292	9%	1,436	45%	1,497	46%
FE College	1,435	45%	1,370	42%	420	13%
Apprenticeships	806	25%	2,091	65%	328	10%
Gap Year Options	1,308	41%	1,606	50%	311	10%
T Levels	1,359	73%	774	24%	92	3%

QUESTION 11

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 (86%)** and FE College (39%), even though only 13% 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 the **most unsure about T Levels**.

Options	Yes	%	No	%	Unsure	%
A Levels	2,780	86%	156	5%	289	9%
FE College	1,267	39%	511	16%	1,447	45%
Gap Year Options	1,080	33%	702	22%	1,443	45%
T Levels	663	21%	361	11%	2,201	68%

QUESTION 12

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

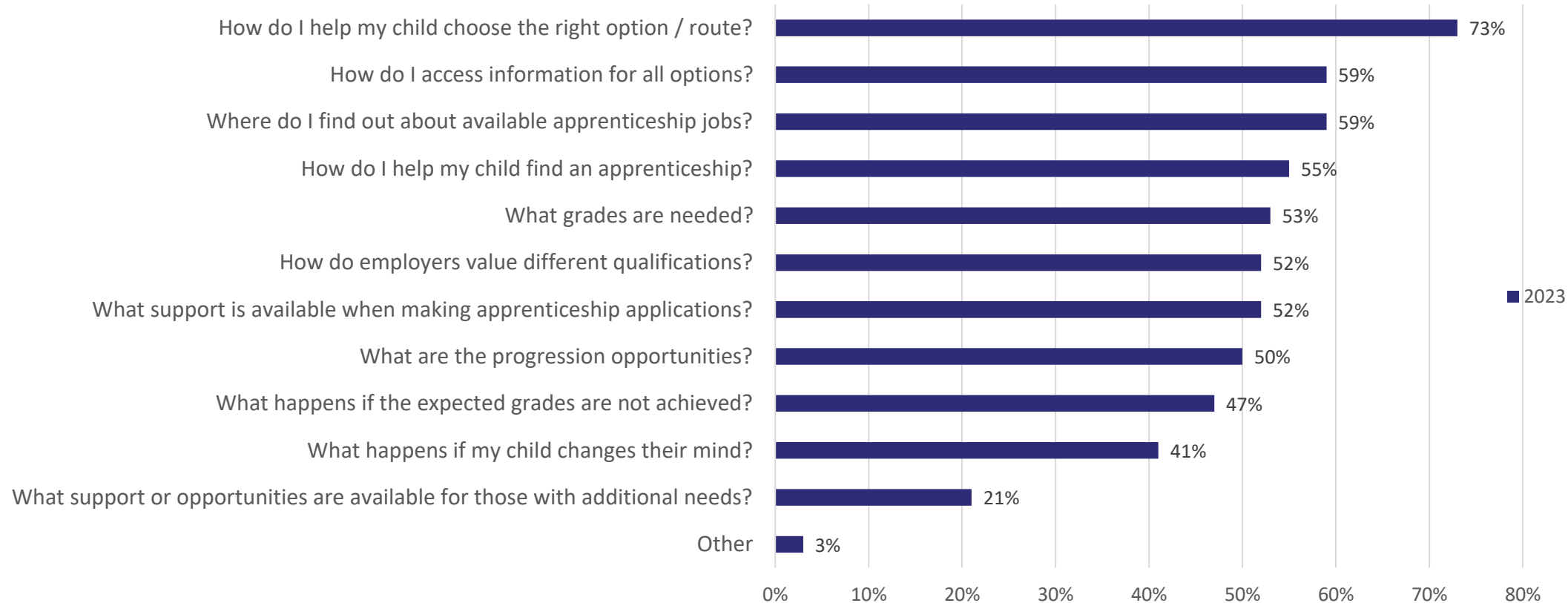
Please select all that apply.



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. **Where do I find out about available apprenticeship jobs?**



QUESTION 13

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





12% of respondents had previously heard of HOP (402).

88% of respondents answered that they had not previously heard of HOP (2,823).

QUESTION 14

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





Of the 402 responses that had previously heard of HOP, **32% answered that they or their child had already used HOP** to explore local career opportunities or support (127).

QUESTION 15

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?



COMMS

PREFERENCES

82%

would like to receive more information.

18%

would not like to receive more information.

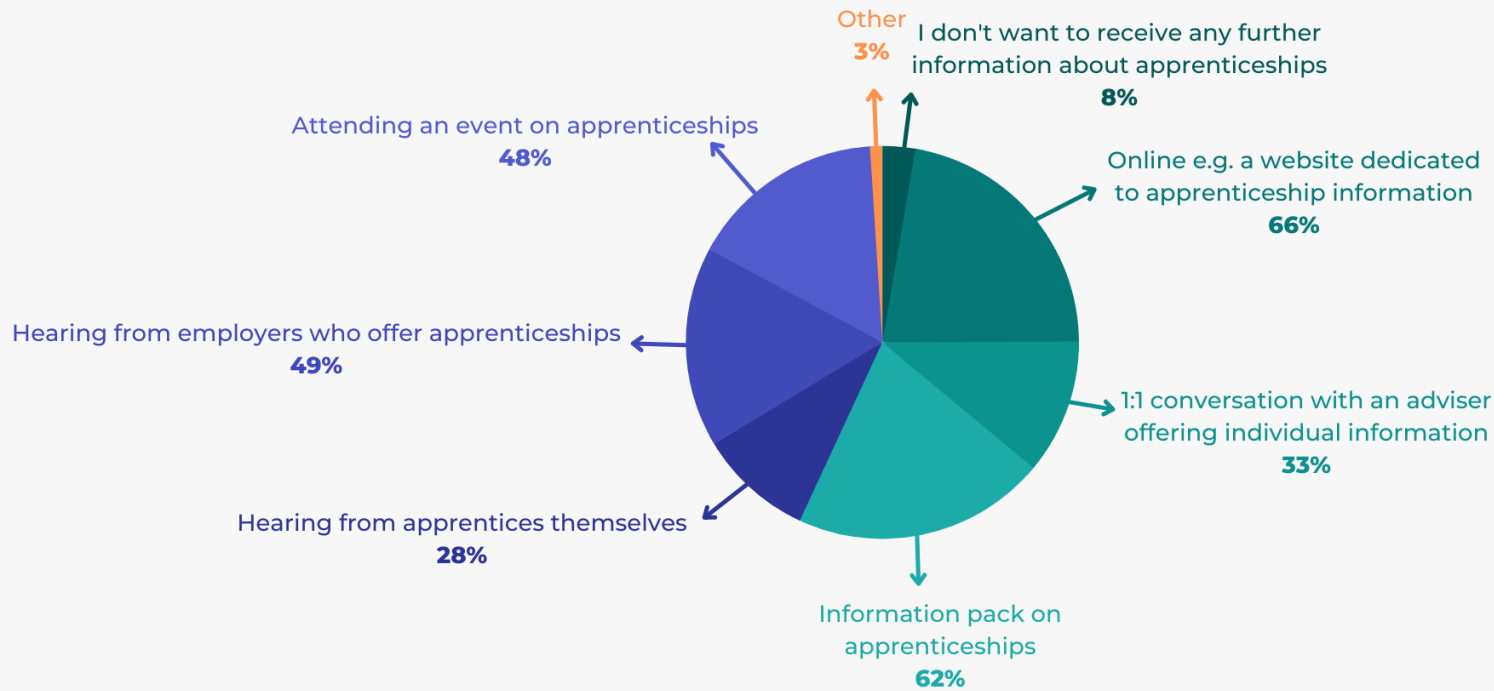
2,311 respondents (82% of the total volume of responses) said that they would like to receive information about apprenticeships and other opportunities in Hertfordshire in the future.

QUESTION 16

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



COMMS PREFERENCES

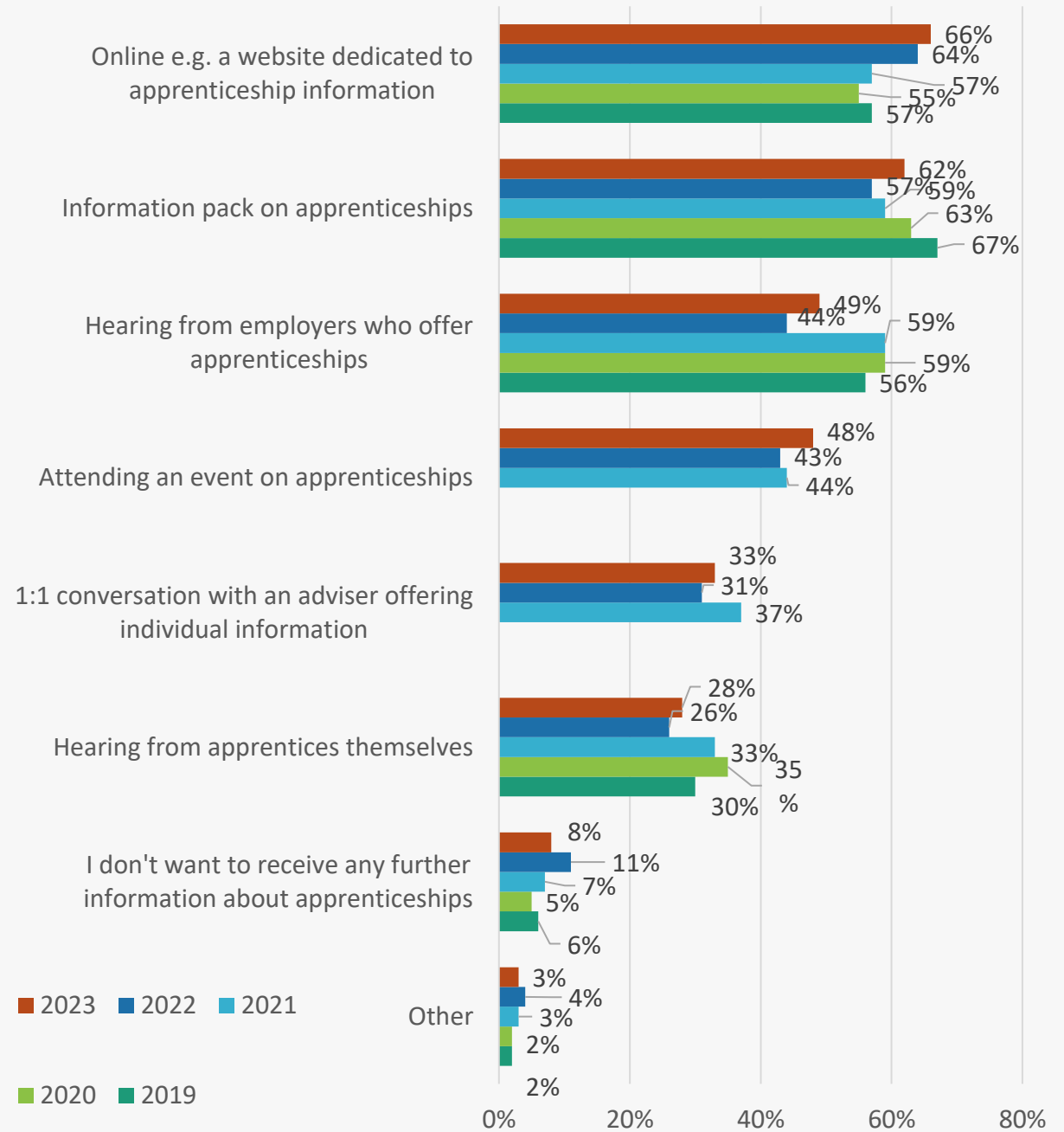


Responses show that the top preferences for how parents/carers would like to receive information about apprenticeships are **Online**, followed by an **Information Pack**.

COMMS PREFERENCES

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

Compared with 2022, the data shows a **+5% increase in respondents who might like to learn more via an information pack**, by **hearing from employers** or by **attending an event**.



QUESTION 17

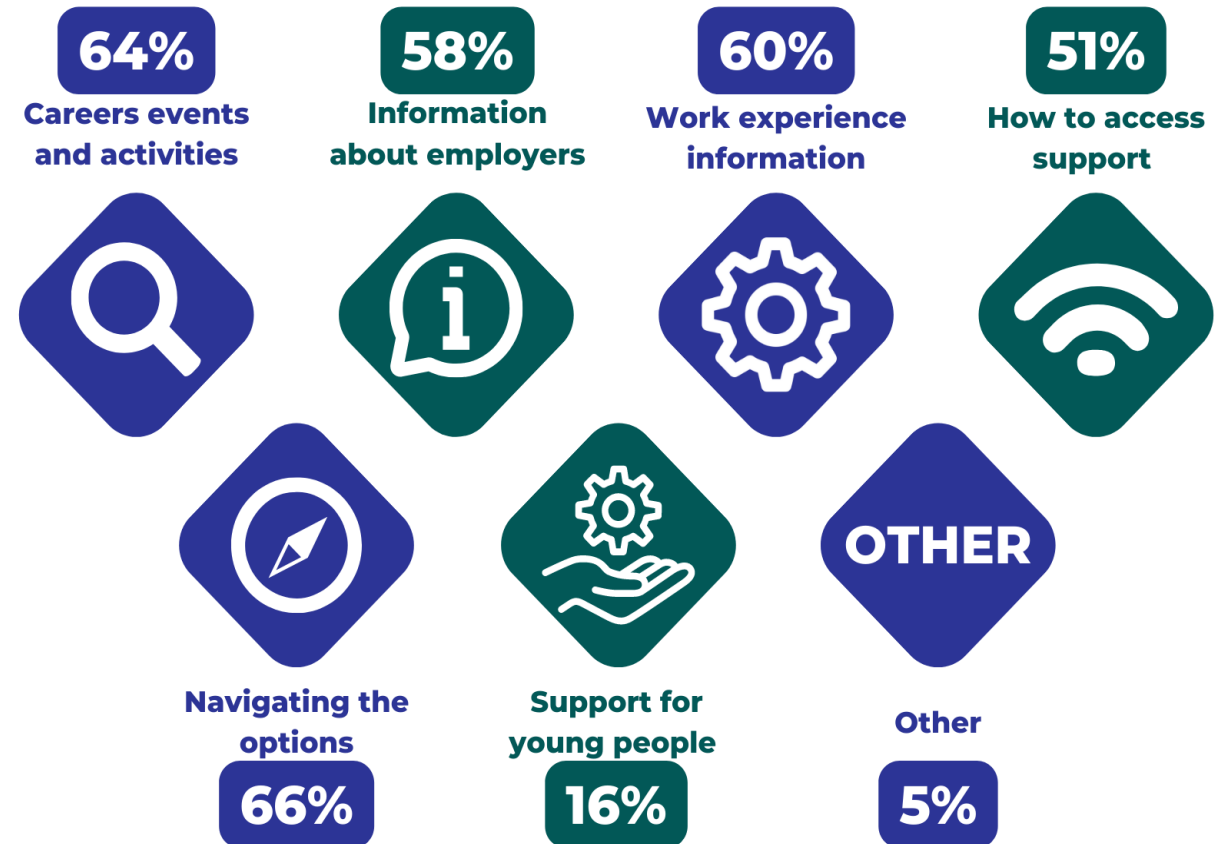
Please select which topics you are most interested in hearing about.



COMMS PREFERENCES

Of the 73% of respondents that indicated they would like to receive further information:

- 66% would like info about navigating the options
- 64% would like info about careers events and activities
- 60% would like info about work experience
- 58% would like info about employers who are recruiting
- 51% would like info about accessing support available online
- 16% would like info about support for young people with additional needs



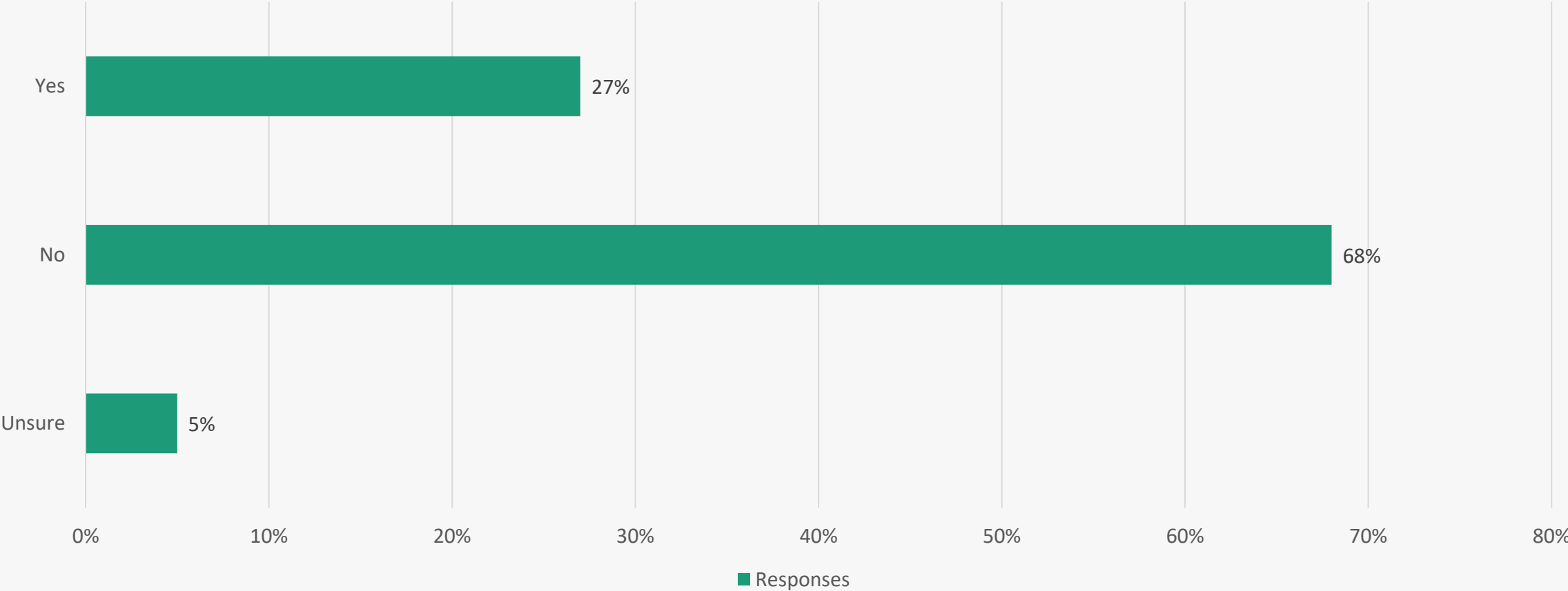
QUESTION 18

Are you aware of any friends, family members or colleagues that have previously completed or are currently working towards an apprenticeship?



PERSONAL ASSOCIATION

27% (760) of parents and carers were aware of a friend, family member or colleague that had previously completed or was currently working towards an apprenticeship.



PERSONAL ASSOCIATION

Respondents who knew of a friend, family member or colleague that had previously completed or were currently working towards an apprenticeship, had higher confidence levels in the apprenticeship application process compared with those who didn't.

	I know the relevant information and how to apply	%	I know some information but would like to know more	%	I have no idea how to apply	%
Knew an apprentice	151	20%	310	41%	286	38%
Didn't know an apprentice	123	6%	504	26%	1,268	66%

These respondents were also **10% more likely to encourage their child to consider an apprenticeship compared with someone who did not know an apprentice directly.**

	Yes I would encourage my child to consider	%	No I would not encourage my child to consider	%	Maybe	%
Knew an apprentice	609	80%	38	5%	113	15%
Didn't know an apprentice	1,345	70%	100	5%	485	25%

QUESTION 19

Do you know what their apprenticeship experience was like, or has been like so far?



PERSONAL ASSOCIATION

78% (592) of those who knew of a friend, family member or colleague that have previously completed or were currently working towards an apprenticeship, thought that their experience had either been **positive or overwhelmingly positive**.

