



**BUILDING BETTER
FUTURES THROUGH
APPRENTICESHIPS**

 **REDROW**

CHALLENGING MISCONCEPTIONS

Foreword by Karen Jones, Group HR Director



As an industry we need to do everything we can to attract new talent. Central to the challenge of getting young people to undertake an apprenticeship are the misconceptions around what they can offer. These challenges resonate across construction and housebuilding, manifesting in a misunderstanding about what a career in construction entails and what that looks like beyond an apprenticeship. By interrogating these misconceptions, it is clear there are fundamental barriers in place hampering entry-level recruitment into the construction and housebuilding sector.

In an industry particularly challenged by gendered preconceptions, this year we're pleased to have seen more young women say that they'd consider a career in construction to be a viable prospect for them. Indeed, the number of young people who perceive the sector to be heavily dominated by men has fallen substantially year-on-year (40% in 2022 vs 54% in 2017), indicating a steady improvement in how the industry is viewed.

However, there is still opportunity for further progress. Roughly a third of parents still see a career in construction as involving manual labour and a requirement to predominately be on a building site – virtually unchanged from when we first asked the question in 2017. With young people, we can see the impact of the pandemic disrupting time in the classroom, with 54% saying they'd had information on apprenticeships outlined to them at school, the lowest response seen since 2017. Covid disruption aside, with parents and teachers once again shown as being the greatest influencers in a young person's career choices, this can still feel like a fairly damning step backwards.

Yet in many respects, things are moving in the right direction. In contrast to the parents surveyed, the misconceptions about construction are resonating with fewer young people – with 35% seeing a career in construction centred on manual labour in contrast to 55% in 2017.

Indeed, more parents have discussed the possibility of an apprenticeship scheme with their child and for the first time, parents are almost evenly split on whether they have discussed a career in construction with their child, with 51% saying they haven't and 49% saying they have. We've also seen an improvement in the quality of careers advice young people are receiving from their schools.

35%

of young adults see a career in construction centred on manual labour in contrast to **55% in 2017**

51%

of parents have not discussed a career in construction with their child

49%

say they have

40%

of young adults perceive the sector to be heavily dominated by men. Falling from **54% in 2017**

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Previously, results have shown young adults overwhelmingly associate apprenticeships with positive financial implications. However, this year perceptions are moving in the opposite direction with young adults resonating less with these positives. In fact, positive associations around financial implications are at their lowest since 2019. Interestingly, parents are matching this apprehension, with one in five parents saying they would be concerned about their child's career prospects upon finishing an apprenticeship.

These concerns can undoubtedly be pinned to wider societal anxiety around the power of the pound in our pocket, and what the future looks like.

This shows that there is still work to be done in educating parents and young adults on the potential of a career in construction, and how apprenticeships can be a steppingstone to fulfilling and beneficial careers.

How we work, and perceive work, has been turned on its head by the pandemic. At its simplest, we believe that this ever-evolving landscape offers a renewed opportunity to ensure young people are aware of all the options available to them. This includes changing the way apprenticeships are being delivered, as well as providing more reassurance for the future.



Faiz Mohammed – Redrow apprentice

To make apprenticeships an increasingly attractive career path, we believe three key things need to be done:

1 Inspire Influencers:

Proactively use social media to target the key influencers of young people – parents and teachers – with tailored content, to empower them to pass on options, not misconceptions.

2 Restructure the Apprenticeship Levy:

Expansion of what levy funds can be used to pay for would allow smaller businesses to boost the hiring of apprenticeships, whilst also allowing larger businesses to use the levy effectively without having to return it to the Treasury.

3 Establish a fair apprenticeship wage:

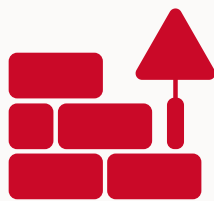
Which is calculated according to what employees and their families need to live, and that is reflective of the part of the UK in which they live.



Luke Twigger
Redrow apprentice

CAREERS IN CONSTRUCTION AND APPRENTICESHIPS

KEY FINDINGS



40%



The number of young people who agree that the sector is heavily dominated by men is falling substantially year-on-year (40% in 2022 vs 54% in 2017)

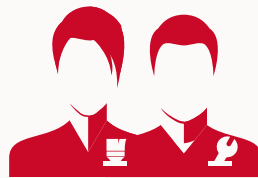
35%

of young adults see a career in construction centred on manual labour in contrast to 55% in 2017



34%

of young people think that an apprenticeship has lower average career earnings than a traditional graduate career pathway



72%

of parents have now discussed the prospect of their child undertaking an apprenticeship

4 in 10



female respondents have discussed construction opportunities at school with careers advisors compared to 3 in 10 in 2021

- This year more young women responded saying that they see construction as a possible career path (27% vs 20% in 2021)
- More than a quarter (27%) of parents say they are more likely to encourage their child to do an apprenticeship now than they were before the pandemic
- Just 59% of young adults in 2022 (vs. 65% 2019) agree that apprenticeships equate to earning money while studying and not incurring student debts
- The proportion of young adults who have had information on apprenticeships outlined to them at school has dropped from a high of 63% in 2018 to 54% in 2022





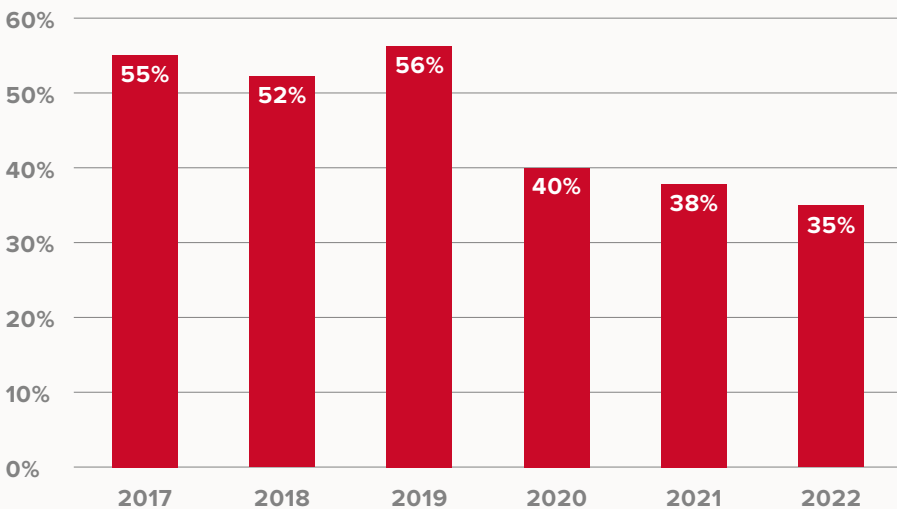
Apprentice training session day at Coleg Cambria, Wrexham.

MANAGING MISCONCEPTIONS

There has been clear progress in terms of the number of young people considering apprenticeships as a viable pathway, and amongst the same demographic perceptions of what a career in construction can offer have also improved.

Having long prevailed as an industry misconception, fewer young people now believe that a career in construction involves mainly manual labour. There has also been a drop in the number who think a career in construction mostly involves being on a building site (31% vs 41% in 2017). This is the lowest this figure has been since we started running this survey and is testament to the combined efforts from both the industry and the Government.

A career in construction mostly involves manual labour



% of young adults who perceive a career in construction mostly involves manual labour

Additionally, 31% now say that a career in construction is a possibility for them. 43% have never considered it, however, down from 47% last year and down considerably from when we first asked this question in 2017 (52%).



Mason Edwards – plumbing apprentice Colindale Gardens



CLOSING THE GENDER GAP

It is also clear that gender differences that have long permeated perceptions of construction are improving, albeit slowly. The number of young people who agree that the sector is heavily dominated by men has fallen substantially year-on-year (40% in 2022 vs 54% in 2017).

This year more young women responded saying that they see construction as a possible career path (27% vs 20% in 2021). Whilst young men are more likely to say their parents think a career in construction is a good opportunity for them (47% vs 30% of young women), young women are increasingly discussing the possibility of a career in construction with their parents, with the percentage of those saying they hadn't discussed it dropping from 46% last year to 39% in 2022.

However, these positives are contrasted with a decrease in the number of people starting apprenticeships. Whilst the pandemic will of course have played its part in this, our results indicate that one in five (19%) young people wouldn't ever consider an apprenticeship scheme, which is broadly unchanged from pre-pandemic.

UNSPENT INCENTIVES

Since August 2020 employers have been able to cash in on an incentive to encourage hiring new apprentices, yet the 2020/2021 academic year saw an 18% drop in apprenticeship starts from 2018/2019.¹

Indeed, 48% of businesses are recently reported to have returned unspent levy funds to the Treasury.² With the incentive for new apprentices only being extended to those who already pay the levy, and SMEs capped on how many apprentices they can allow to start each year, businesses are facing a skills shortage whilst also encountering challenges on how apprenticeships can be facilitated.

The desire to hire school leavers to address the biting skills shortage is there,³ and reaffirms our recommendation to see the Apprenticeship Levy reformed to allow the transfer of more money that can be paid to smaller companies, so that funds could more readily be used to support apprenticeships.

THROUGH THE REDROW LENS

We can see this wider national sentiment trickle down to our own apprentices. Whilst only 9% say that apprentices are not as highly valued by employers compared to 21% last year, this year, 51% believe that there is a stigma associated with being an apprentice, 4% higher than last year. We can also see that the positive associations around apprenticeships compared to graduates that previously ranked highly amongst young people, have dropped slightly.

With the generational wealth gap widening, The Resolution Foundation has said that the pay squeeze in the labour market will be one of the defining features of 2022.⁴ We've seen this reflected in our survey data, with the financial implications of apprenticeships returning a lower level of positive associations than previous years. In addition to difficulties in employer implementation, we believe that the misconceptions around apprenticeships are now married to general society anxiety about what comes next, especially when it comes to our finances.

BREAKING DOWN BARRIERS

SCHOOLS UNDER SCRUTINY

Key to inspiring the next generation of construction professionals is the careers advice that is offered in schools, which have been under scrutiny in recent years in terms of the quality and thoroughness of the careers service they provide. Successive governments have acted not only to improve the quality of technical education, but also to ensure that it is recognised as an equally valid step towards a career pathway.

The disruption to the nation's classrooms throughout the pandemic will mean that pupils will have been even more likely to miss out on careers advice. This is something we've seen reflected in our own apprentices, who for the last two years have indicated that second to speaking to friends and family, they were encouraged to enroll in an apprentice through their own research.

Table 1 – Young adult responses when asked where they get the most useful information about careers⁵

TOP 10	
PARENTS	31%
TEACHERS	27%
FRIENDS	25%
CAREERS COUNSELLOR	25%
TIKTOK	17%
INSTAGRAM	16%
INDUSTRY MENTORS	15%
LINKEDIN	14%
TV PROGRAMMES	14%
NONE OF THESE / I DON'T KNOW	13%

Table 2 – Question: Has anyone at school outlined information to you on apprenticeships; how they work and their benefits?

RESPONSE	2022	2021	2020	2019	2018	2017
YES	54%	57%	58%	63%	63%	59%
NO	32%	27%	28%	24%	28%	32%
CAN'T RECALL	14%	16%	14%	12%	9%	10%

After parents, teachers lead the pack in terms of where young people get information on careers (27%), but the proportion of young adults who have had information on apprenticeships outlined to them at school has dropped from a high of 63% in 2018 to 54% in 2022.

Once again, we can see things heading in the right direction. When asked if a career in construction, including in housebuilding, had ever been discussed with them verbally by a teacher or a careers adviser; 45% said they had, versus 38% last year and a significant increase from 24% in 2019.

68% say the career education they received, or are receiving from school, is in some degree useful, up from 65% last year and the highest it has been since 2018 (70%). Nearly a quarter (24%) say it is very useful, and that they receive high quality information and advice that is well guided.

THE NORTH-SOUTH DIVIDE

Those in Yorkshire and the Humber were the most likely to say that someone at their school had outlined information to them on apprenticeships (63%), whilst those from London were the most likely to have not received any information on apprenticeships from their school (38%).

One in four young people say they get the most useful information about careers from their friends, despite the fact friends are likely to still be in education or exploring their future options themselves. When we pair this with the proportion that cite social media as their source of information, it further highlights the importance of equipping young people with the information they need to make decisions about their future.



Table 3 – Young adult responses regionally when asked if anyone outlined information on apprenticeships at school

	TOTAL	EAST MIDLANDS	EAST/EAST ANGLIA	LONDON	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	WALES	WEST MIDLANDS	YORKSHIRE AND THE HUMBER
YES	56%	61%	48%	53%	61%	55%	57%	60%	50%	56%	63%
NO	30%	23%	37%	38%	26%	30%	29%	27%	36%	29%	27%
CAN'T RECALL	14%	16%	16%	9%	13%	15%	14%	13%	14%	14%	10%

Whilst gender stereotypes are still present when encouraging construction careers, there has been a slight improvement against last year, with 4 in 10 female respondents⁶ having discussed construction opportunities at school with careers advisors.

We're also seeing that conversations are more inclusive. In 2021, the gap between male and female responses as to whether they've discussed a career in construction at school has roughly halved since last year.⁷

57% of young women had discussed apprenticeships at school, up from 54% in 2021, and higher than young men (51%). This shows that whilst marginal, there is change happening throughout the education system to ensure that young people are not being consciously or unconsciously discouraged from studying subjects based solely on their gender.

INSIGHT

PRINAL SHAH APPRENTICESHIP AND NEW ENTRANTS MANAGER AT REDROW

“The modern construction industry offers a wide range of rewarding jobs that can build skills and inspire a rewarding career. At Redrow, we’re committed to building thriving communities, and we can’t do that without inspiring the next generation to build.

“We’re working hard to dismantle the misconceptions that many teachers, parents and young people have of the industry, and we’re pleased to see that this is heading in the right direction. However, there are still too many people that see manual labour as the defining characteristic of a career in construction.



Prinal Shah

“Through our apprenticeships and graduate programmes, young people can of course learn valuable construction skills, but they can also explore careers in many professional areas such as commercial, planning, marketing and administration.

“Key to this is ensuring that young people know the options available to them. We’re committed to working with schools and young people so that they know there are multiple routes into an enjoyable, well-paying and satisfying career path, and with our apprentices so that they know the wealth of options available to them post-training.”



PROBING PARENTS' PERCEPTIONS

Typically, we've seen that despite wielding significant influence over their child's career choices, responses from parents have previously shown that they are broadly unaware of the myriad of benefits that an apprenticeship and a career in construction can offer.

Positively, this year we've seen perceptions heading in the right direction, with 49% of parents confirming that they've discussed their child undertaking a career in construction – over 20% higher than when the question was first asked in 2017.

Discussions around undertaking apprenticeships have also become more commonplace as 7 in 10 parents (72%) have now discussed the prospect of their child undertaking an apprenticeship.

Parents cited careers counsellors (41%), teachers (37%) and industry mentors (30%) as the sources they think young people access to obtain the most useful information about careers. In contrast, young people say they get the most useful information about careers from their parents – showing that parents don't necessarily realise the extent of their influence.

Table 4 – Where parents think young people find the most useful information about careers⁸

CAREERS COUNSELLOR	41%
TEACHERS	37%
INDUSTRY MENTORS	30%
PARENTS	29%
SOCIAL MEDIA	25%
FRIENDS	21%
TV PROGRAMMES	17%
COMMUNITY MENTORS	17%
NEWSPAPERS AND MAGAZINES	13%

This really drives home how important it is to proactively challenge misconceptions of apprenticeships, and especially of careers in construction and housebuilding with caregivers. We are seeing demonstrable improvements in this area. In 2022, for example, 41% of parents believe the construction industry is dominated by men, down from 55% pre-pandemic (2019), and down from 58% in 2017.

Almost 1 in 5 (16%) believe that a career in construction does not require any qualifications beyond GCSEs. This view has grown in popularity year-on-year, showing that awareness has grown amongst parents of apprenticeships as a valid entry-level career.

Furthermore, a quarter (27%) of parents say they are more likely to encourage their child to do an apprenticeship now than they were before the pandemic.

Parents in London were most likely to discuss a career in construction with their child (71%), whilst the North West and South East were the least likely with 67% in each region saying they hadn't discussed this.

When looking at two prevailing misconceptions around careers in constructions, parents in Wales were most likely to say that a career in construction mainly involved manual labour (42% vs 32% nationally) and parents in London were most likely to say it involved working on a building site (45% vs 28% nationally).

The approach to discussing careers can also vary depending on the gender of the parent. 60% of men have discussed the prospect of a career in construction with their child, whereas just 40% of women have done so.



MONEY MATTERS

Historically, the financial benefits of undertaking an apprenticeship have been well understood by both young people and their parents and were increasingly well perceived. However, this year we can see that there is a wider concern permeating around money, and the cost implications of undertaking an apprenticeship.

The economic climate in the UK is feeling particularly turbulent. Inflation has recently risen at the highest rate in 30 years, food prices are continuing to rise, and consumer price inflation is projected to hit 6% this spring. When paired with a rise in NI payments in April and the energy price rise taking effect, spiralling costs of living are placing immense pressure on household finances.

Throughout the pandemic Government interventions like the Coronavirus Job Retention Scheme and the Self Employment Income Support Scheme protected jobs and incomes. These have now come to an end, and whilst a big rise in unemployment has been successfully avoided, the concern now lies in the falling of real earnings and stagnating wages in the face of a cost of living crisis.⁹

Understandably, perceptions of positive financial implications are at their lowest since 2019. Just 59% of young adults in 2022 (vs. 65% 2019) agree that apprenticeships equate to earning money while studying and not incurring student debts. This isn't the only area where confidence has dropped, with those believing an apprenticeship brings greater financial independence at an earlier age compared to studying full time dropping from a high of 41% in 2019 to just 28% in 2022 – the lowest it has ever been.

This extends to 65% of parents, who associate apprenticeships with earning money while studying and avoiding student debt, lower than before the pandemic in 2019, when 73% of parents made this association. 34% of parents associate them with greater financial independence at an earlier age – down from 43% in 2021.

The results also show that the current apprenticeship set-up means that for some parents there is a perceived negative impact on family finances that results from a child entering an apprenticeship. 22% of parents revealed that the loss of benefits a family receives (including cuts to child benefit and child tax credits) were a financial implication they associated with doing an apprenticeship. Regionally this was highest in the North East (39%) and lowest in East Anglia (14%).

When asked what incentives could be deployed to encourage more young people to study an apprenticeship, both parents and young people agreed that monetary incentives were the most important.



Overwhelmingly, each demographic surveyed believed that starting wages could be increased to encourage more young people to study apprenticeships, with 52% of parents and 41% of young people saying that an increase in starting wages would be the biggest motivation.

At Redrow, our people are the driving force of our business and we are committed to paying them a fair day's wage for a fair day's work. Currently, the national minimum wage is set at £4.30 per hour for apprentices under 19, rising to the National Minimum Wage / Living Wage for those aged over 19 and having completed their first year. This is scheduled to rise in April 2022 to £4.81 – the starting salaries for our apprentices starts at £5.85 per hour or 22% higher.

Whilst a fair wage is the foundation to a person's career, we can see that 1 in 5 young believe that having spare time for family, friends and hobbies is important to them in their career, with a similar proportion citing the importance of having a positive impact on society. We've recognised this amongst our own colleagues and responded by pledging 1000 days of volunteering to local communities and initiatives, and giving employees two days of volunteering leave.

However, this doesn't negate wider concerns around the cost of living. Young people today are entering the workforce in the economic wake of the pandemic and will shoulder these impacts for years to come. As real wages look to be squeezed throughout 2022 it can only be expected that this concern will be passed down to younger people looking at their entry to a career pathway.

WHAT COMES NEXT?

Our data has shown that the work to date undertaken by businesses and the Government to encourage apprenticeships is changing the tide in perceptions. However, this can be a little short sighted, and focused on that initial entry-level step.

As such, perceptions of the working landscape beyond completing apprenticeships can vary. This reflects both wider anxieties around financial implications of an apprenticeship whilst also showing a lack of understanding of what exists beyond the completion of training.

IN THE DARK

Firstly, this is due to the lack of information available for young people to educate themselves around onward career paths.

We know that schools are missing the mark when it comes to talking to young adults about next steps post-GCSE's, but they're also failing to paint a picture beyond the years immediately after leaving education.

65% of our own apprentices indicated that they didn't receive enough careers advice at school to help them to find a fulfilling career path. When we asked young adults what they thought was available to them following an apprenticeship, they selected staying employed (41%) followed by 39% recognising the potential to train for an advanced, higher or degree apprenticeship.

Redrow's own cohort of apprenticeships already have a greater awareness of what potential lies beyond their initial training. 71% recognise that an apprenticeship can lead to becoming self-employed, compared to 32% of young adults nationally. 55% of our own apprentices also recognise that they can go on to train for an advanced, higher, or degree apprenticeship, in contrast to 39% nationally.

Jennifer Prosser – Award Winning apprentice



CHALLENGING THE STATUS QUO

Secondly, following a significant period of disruption to their education, children and young people are understandably questioning the status quo on the value of traditional academic routes. As the economy recovers, routes like apprenticeships that combine paid work and education have an even greater appeal and allow skills to be put in to practice sooner.

Positively, the number of young adults who believe that apprenticeships are not as highly valued by employers as a traditional degree has dropped, from a high of 39% in 2018 to 21% in 2022. 31% of young adults also believe that apprentices have greater opportunities for career progression and promotion at an earlier age than graduates, up from 27% last year and significantly higher than the 18% recorded pre-pandemic.

This is contrasted by parents. Whilst 36% of parents think their child will receive the same quality of education as an apprenticeship, one in five (21%) parents said they would be concerned about their child’s career prospects upon finishing an apprenticeship. Just under half (45%) of parents believe apprentices are more likely to gain qualifications and learn skills that are relevant to their career path, down slightly from 48% last year.

We’ve also seen that young adults aren’t aware of their career earning potential compared to those that require a degree. 34% of young people think that an apprenticeship has lower average career earnings than a traditional graduate career pathway, but when using National Careers Service Data to compare vocational roles that traditionally require a degree, we can see that experienced earnings are comparable, if not better.

Table 5 – National Careers Service Annual Average Salary¹⁰

JOB TITLE	APPRENTICESHIP TRAINING		DEGREE TRAINING	
	ELECTRICIAN	BRICKLAYER	NURSE	TEACHER
ANNUAL STARTER SALARY	£18,000	£17,000	£25,654	£25,714
ANNUAL EXPERIENCED SALARY	£42,000	£40,000	£31,533	£41,604

CONSTRUCTING A CAREER

As we move beyond the pandemic, we are presented with a prime opportunity to reinforce the benefits of both apprenticeships and careers in construction. Majority of respondents said that the pandemic has changed what is important to them in terms of a career (49%), and when asked whether they thought a career in construction could offer what they wanted from a career, 48% of young people said yes.

This is based on the same set of respondents indicating that what they value most from a career is finding the work interesting (34%), job security (28%) and the potential to achieve a higher-than-average income (22%). More than a third (37%) of parents said that they think an apprenticeship will meet their child’s career aspirations.

Whilst apprenticeship starts are down, the recognition of the potential of an apprenticeship is there. However, as we move beyond the pandemic, encouraging young people into apprenticeships needs to be met with clear action.

This needs to involve all businesses, including the construction and housebuilding industries, working in tandem with parents, schools, and Government to inspire the next generation and demonstrate that a career in housebuilding can be both valuable and rewarding.



Luca Winkler
South Midlands apprentice of the year

REDROW APPRENTICE CASE STUDY

Bricklaying apprentice Kai Green is currently based at the Redrow's Eagle Gate in Amington. Kai joined Redrow's apprenticeship programme in 2021.

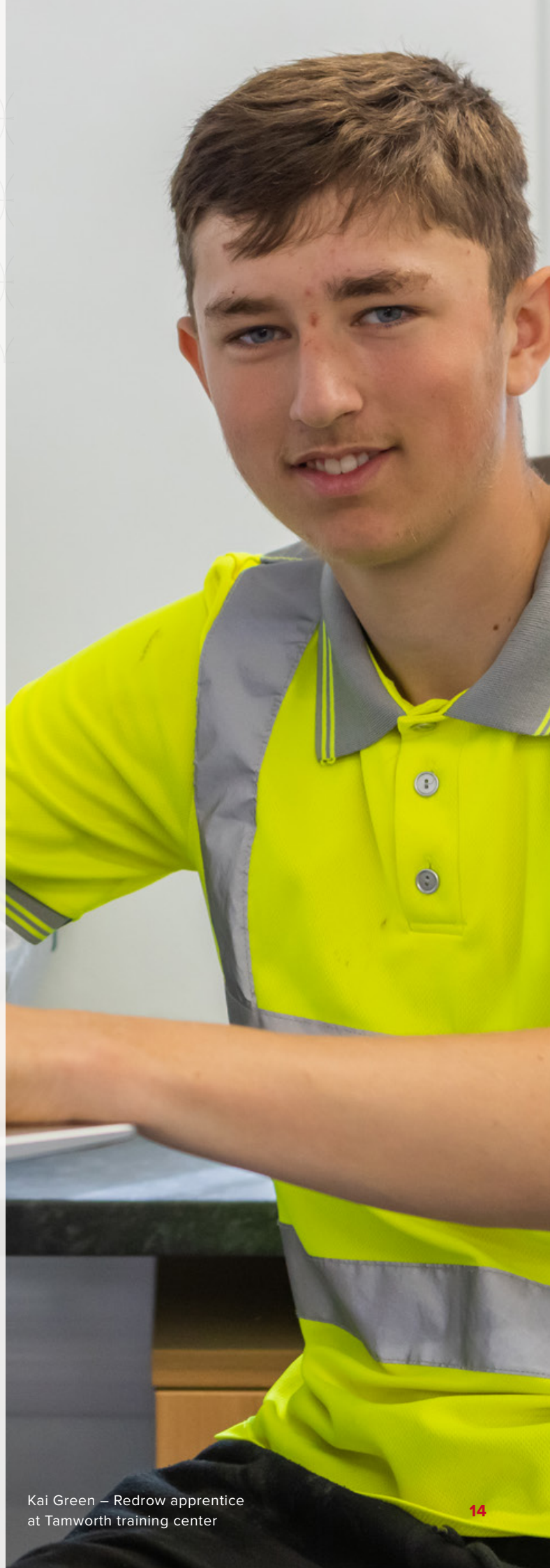
"In terms of careers advice, my school was very traditional and focused a huge amount on pushing students to sixth form and then onwards to traditional degree subjects like law, accountancy and medicine. I've always known that wasn't for me and towards the end of my time at school, I didn't know what I wanted to do next but felt very much in the dark about what my options were.

"My dad is an engineer and when I was younger, I'd sometimes help him out at the weekend and loved being out and about finding solutions to practical problems. I knew that I wanted something that allowed me to work beyond a desk and use my hands as well as my brain.

"I told my Dad I was thinking about doing an apprenticeship and that I thought bricklaying might be the best one for me. He was incredibly supportive and together we researched it, found the apprenticeship scheme at Redrow and I applied online via the careers site. My Mum, however, did need a little more persuading. Like many others, she thought a construction apprenticeship was for those who'd failed at school and didn't have other options – but knows now that this is far from the truth.

"My friends are currently at university, but I value being able to go spend each day learning on the job and I'll come out of it with a qualification, having also gained so much experience along the way. Of course, it is nice to get paid as I train, but the real benefit is being able to explore the different opportunities and pathways that an apprenticeship can offer whilst also getting real world working experience.

"I think more could be done in schools to highlight that just as much ambition can be poured into an apprenticeship than into an accountancy degree, and that the skills needed to work in construction are of just as high a value to our economy. Eventually, I want to own my building company and I'm confident that my apprenticeship lays a great foundation to getting there."



KEY TAKEAWAYS



1 EDUCATE AND INSPIRE INFLUENCERS

Young people identified their key career influencers as being their teachers and their parents. Whilst there have been improvements, both parties are falling short when passing on practical and actionable advice to young people making decisions about their future. Careers guidance is not only about presenting opportunities and information, and teachers and parents need to be supported to help young people.

The best way to do this is maximise the opportunity presented by digital communications. By identifying the most appropriate channels for connecting with these audiences, businesses can tailor content for these key influencers, including workshops and targeted information campaigns to challenge stereotypes. Through engaging parents and teachers, young people could be provided with a better gateway to see all options available to them.

2 RESTRUCTURE THE APPRENTICESHIP LEVY

Squeezed finances are being felt across the apprenticeship lifecycle, and businesses should be empowered to invest in the future engine room of the economy. Expansion of what levy funds can be used to pay for would allow smaller businesses to boost the hiring of apprenticeships, whilst also allowing larger businesses to use the levy effectively without having to return it to the Treasury.

3 ESTABLISH A FAIR APPRENTICESHIP WAGE

This is calculated according to what employees and their families need to live, and that is reflective of the part of the UK in which they live. As well as a fair wage, businesses need to ensure they're providing an employment experience that meets a young person's wider needs, such as promoting a positive work/life balance and including volunteering days.

METHODOLOGY

For the sixth year we asked parents, young adults, and our own apprentices about their perceptions of apprenticeships and careers in the construction industry.

It is only through challenging misconceptions about the industry that we'll be able to change people's views, and consequently see hiring trends move in the right direction.

We were particularly interested to find out how much attitudes had shifted since we started our annual survey in 2017, as well as what young people and their parents believe lies beyond an apprenticeship. We also have looked at how the UK's apprenticeship system could be reformed to encourage more young adults into roles in the future.

WHO WE SURVEYED	NO. OF SURVEY RESPONSES
YOUNG PEOPLE (16-21-YEAR-OLDS)	1,001
PARENTS OF 16-21-YEAR-OLDS	1,001
REDROW APPRENTICES	94



CAREERS

Redrow is serious about nurturing young talent. The apprenticeship schemes at Redrow provide young people, as well as those looking to make a career change, the opportunity to kick-start a successful career in a skilled trade, administration, or a technical or commercial role, through on the job training and classroom learning.

As a member of the 5% Club, Redrow is committed to having apprentices, graduates and trainees make up at least 5% of the workforce in the next five years. However, in practice, Redrow goes beyond this with 15% of its total workforce currently working towards qualifications or on the job training, such as apprenticeships.

Redrow has fantastic retention rates, and after the scheme is complete typically 5% of apprentices remain with Redrow, and 85% are employed within its supply chain. The business also rolled out workshops to support those apprentices who wish to become self-employed. All staff and apprentices have the opportunity to study additional qualifications like health and safety certificates.



Michael Kimberley – Redrow apprentice



ABOUT REDROW



Redrow was established in 1974 and today is one of the most successful and acclaimed homebuilders in the country. For the year to 27th June 2021, Redrow built more than 5,500 premium new homes across England and Wales.

Over Redrow's history, spanning more than 45 years, it has earned a unique reputation for quality, building beautiful homes, and creating a better way to live. Redrow strives to develop Thriving Communities by Building Responsibly and Valuing People, all while engaging with colleagues and stakeholders. This enables Redrow to deliver significant value to investors and the wider community. Redrow is listed on the London Stock Exchange and is a constituent of the FTSE 250 index. For the year ending 27th June 2021, the Group reported revenue of £1.9bn.



In Q3 2020, Redrow achieved the Global Good Company of the Year Silver award in recognition of its social impact and launched its 'Nature for People' biodiversity strategy, established as part of a long-standing partnership with charity The Wildlife Trusts. In June 2021, Redrow was included in the FT's inaugural listing of Europe's Climate Leaders for achieving significant reductions in its greenhouse gas emissions between 2014 and 2019.

Over the past year, Redrow has consistently been rated as 'excellent' on Trustpilot and once again achieved the Five Star Customer Satisfaction award from the Home Builders' Federation (HBF). Redrow is also one of just eight UK construction companies to be named a Diversity Leader in the Financial Times' inaugural list of European leaders for workplace diversity and inclusion. Visit redrow.co.uk for more detail.



APPENDIX

[1] <https://explore-education-statistics.service.gov.uk/find-statistics/apprenticeships-and-traineeships/2020-21>

[2] <https://www.thetimes.co.uk/article/half-of-firms-return-unsent-apprenticeship-levy-funds-to-treasury-hzpt2c2df>

[3] <https://www.ft.com/content/5def6c76-4669-4e7c-8a07-b4bd5f153914>

[4] <https://www.resolutionfoundation.org/comment/januarys-labour-market-data-confirms-2022-will-be-the-year-of-the-pay-squeeze/>

[5] Respondents could select three options

[6] 3 in 10 female respondents discussed construction careers in school in 2021

[7] A difference of 13 percentage points in 2021 vs 6 percentage points in 2022

[8] Respondents could select three answers

[9] <https://www.resolutionfoundation.org/publications/labour-market-outlook-q4-2021/>

[10] <https://nationalcareers.service.gov.uk/explore-careers>



