



# CONSTRUCTION CAREERS AND APPRENTICESHIPS POST-CORONAVIRUS: THE IMPACT OF EARN WHILE YOU LEARN

Fifth edition of Redrow's annual apprenticeship report which analyses the state of apprenticeships and construction careers in the UK



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## EXECUTIVE SUMMARY

by Karen Jones, Group HR Director

**The past twelve months has seen the nation rocked by the Coronavirus pandemic, and the shockwaves are still being felt by all industries, including construction.**

Unemployment has reached its highest level in five years and as of January 2021 more than 1.7 million people are out of work<sup>1</sup>. Six out of 10 employers stopped all new apprenticeships with immediate effect in April 2020, and now, apprenticeships starts are down 18% on the year before<sup>2</sup>.

But as success from the vaccine rollout and lockdown restrictions clear the way for a roadmap for a gradual re-opening of UK PLC, businesses can now start thinking about rebuilding and what the future looks like for them. It is vital that young people can play a vital part in 'building back better,' and apprenticeships will be critical in tackling the skills gap and helping to deliver the homes and infrastructure the country needs.

The government has been broadly supportive of apprenticeships during the pandemic. Last summer it announced incentive payments for employers hiring new apprentices between August last year and March 2021<sup>3</sup>.

It has rolled out measures supporting more online learning and assessment, enabling apprentices to continue training and complete their apprenticeships despite lockdown conditions. Looking forward, Chancellor Rishi Sunak has unveiled his "flexi-job" apprenticeship scheme<sup>4</sup>, which will allow young people to sign up to agencies which will place them in posts with a series of employers within a sector over the course of an apprenticeship, to increase opportunities.

Now in its fifth year, Redrow's annual report analyses the barriers to entry-level recruitment into the construction and the housebuilding sectors, as well as Redrow's recommendations to overcome these. This year, we were especially interested in understanding the impact the pandemic has had on views towards apprenticeships vs attending university.

We once again canvassed 2,000 parents and young people, as well as 100 of our apprentices, and benchmarked our findings against previous years. We reveal that while there have been changes to perceptions over time, fundamental barriers to uptake remain.

1. <https://www.bbc.co.uk/news/business-52660591>

2. <https://www.aelp.org.uk/news/news/press-releases/apprenticeship-starts-falling-off-a-cliff/>

3. <https://www.gov.uk/guidance/incentive-payments-for-hiring-a-new-apprentice>

4. <https://inews.co.uk/news/politics/budget/plans-lexi-job-apprenticeships-43000-more-trainees-rishi-sunaks-budget-890440>



As a result of collective efforts from industry, fewer parents and young people hold negative stereotypes about careers in construction. At the same time, the financial benefits of undertaking an apprenticeship are increasingly well understood and well-perceived.

However, we also found that with less time spent in school, the number of young people who had information on apprenticeships given to them at school has dropped from 63% in 2018 to 57% in 2021, to reach a four-year low. This will have a knock on effect on the number of young people considering these schemes.

Routes that combine working and education should have an even greater appeal this year as young people continue to question the culturally entrenched narrative that traditional academic routes are somehow 'better', in a world where social interaction is restricted and the jobs market is tougher. In fact, 37% of young adults, we surveyed say that the Coronavirus pandemic has decreased the chance of them attending university in the future.

The construction sector, which has largely been able to push ahead with new projects throughout the pandemic period, should look to harness talent over the next couple of months to futureproof its workforce as activity

ramps back up. However, changing perceptions and educating both children and parents still play a major role in attracting more young people.

We believe that today's changing landscape offers a real opportunity to innovate in the way apprenticeships are being delivered. Therefore, we have made three pragmatic recommendations on how the system can be improved:

- Expand the apprenticeship levy to allow larger firms to transfer more of their levy bill, and expand what the levy funds can be used for
- Introduce a living wage for apprenticeships which is calculated according to what employees and their families need to live, and that is reflective of the of part of the UK in which they live
- Make careers advice digital to help motivate and inspire students, when an increasing amount of their time is spent online



## CAREERS IN CONSTRUCTION AND APPRENTICESHIPS: CHANGING PERCEPTIONS

**For the fifth consecutive year, we have asked more than 2,000 parents, young adults, and our own apprentices about their perceptions of apprenticeships and careers in the construction industry. This year, amidst the global Coronavirus pandemic, we were especially interested in understanding the impact it has had on them and their views towards apprenticeships.**

We sought to find out how much attitudes towards apprenticeships have shifted since we started this annual survey in 2017, whether they are deemed more or less attractive at this time, and views on how the UK's apprenticeship system could be reformed to encourage more young adults into apprentice roles in the future.

### Perceptions and misconceptions in 2021

Overall, perceptions towards careers in construction continue to improve, albeit slowly. As a result of combined efforts from the industry and government, efforts to convince society that construction is not just for boys are paying off; fewer young people (42%) now believe a career in construction is dominated by men. This is a 2% decrease on the year, but a significant 12% decrease since 2017. In addition, fewer young people now believe that a career in construction involves mainly manual labour (38% vs 55% in 2017) and there's been a drop in the number who think a career in construction mostly involves being on a building site (32%). While some construction roles involve being based on a building site, these jobs are just a small proportion of the myriad roles out there. At Redrow 20% of our apprentices are office based.

While improvements have certainly been made, we still have a long way to go to banish misconceptions completely.

Despite perceptions becoming more positive, the number of young people considering either an apprenticeship or a career in construction remains low and has in fact fallen when compared with recent years. 47% of respondents said they would consider applying for an apprenticeship scheme (vs. 49% in 2020, and 54% in 2019), while just over a quarter (26%) say that a career in the construction sector is a possible choice for them (8 percentage points lower than 2018).



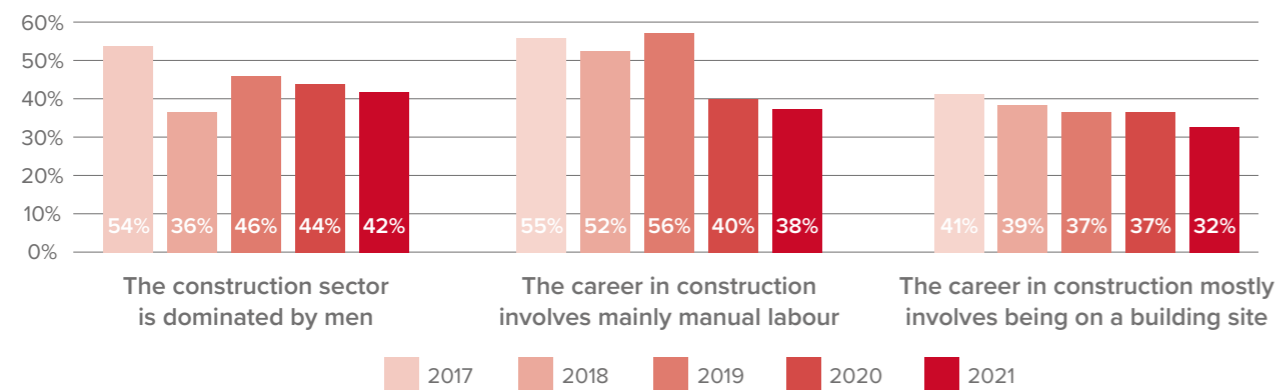
We surveyed:

**1001** Young people  
(16-21-year-olds)

**1001** Parents of  
16-21-year-olds

**80** Redrow  
apprentices

**Graph 1: Which of the statement do you believe is true?**  
 (% of young people who believe this is true)



Unlike other sectors, housebuilding has been able to push ahead with building new homes throughout the vast majority of the UK's lockdowns, making the construction sector one of the bright spots in the UK economy over the past 12-months. That the sector is so resilient and prioritised by government should resonate with young people going forward.

However, gender differences are still apparent among young people with females remaining less likely to consider a role in the construction sector. Just 1 in 5 (20%) women said that a career in construction is a possibility for them vs. more than a third of men (36%), and young men are nearly twice as likely to say their parents think a career in construction is a good opportunity for them (44% vs 26% of women).

On the ground the statistics are improving as a result of several campaigns spearheading change, including #NotJustForBoys, Changing the Face of Construction and Go Construct.

While women make up just 14% of the construction industry at present, in 2020 they made up 37% of new entrants into the industry coming from higher education<sup>3</sup>, which shows real progress is being made.

Despite this, there is much work required at leadership level as only a minority of senior or board level roles (16%) are held by women industry-wide<sup>4</sup>. This needs to change as senior role models are a vital step in encouraging more women into the sector. Recent research by construction recruiter Randstad found that 49% of employees in the construction industry had never had a female manager and 2 in 5 (40%) thought that there was a lack of female leadership in their organisation<sup>5</sup>.

To increase the proportion of women in middle and senior management, Redrow has launched a mentoring programme for women. The programme aims to provide inspiration and support to the next generation of aspiring women leaders within the business, and the wider housebuilding sector, by identifying female role models across all levels and providing one-to-one mentoring.

2: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/924957/october\\_2020\\_release\\_main\\_text.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/924957/october_2020_release_main_text.pdf)  
 3: <https://www.goconstruct.org/why-choose-construction/diversity-in-construction/women-in-construction/>  
 4: <https://www.goconstruct.org/why-choose-construction/diversity-in-construction/women-in-construction/>  
 5: <https://www.randstad.co.uk/employers/areas-of-expertise/construction-and-property/women-in-construction/>



**Top three sectors for apprenticeship starts 2020<sup>2</sup>**

**118,650** Business, Administration and Law

**97,720** Health, Public Services and Care

**22,530** Construction, Planning and the Built Environment

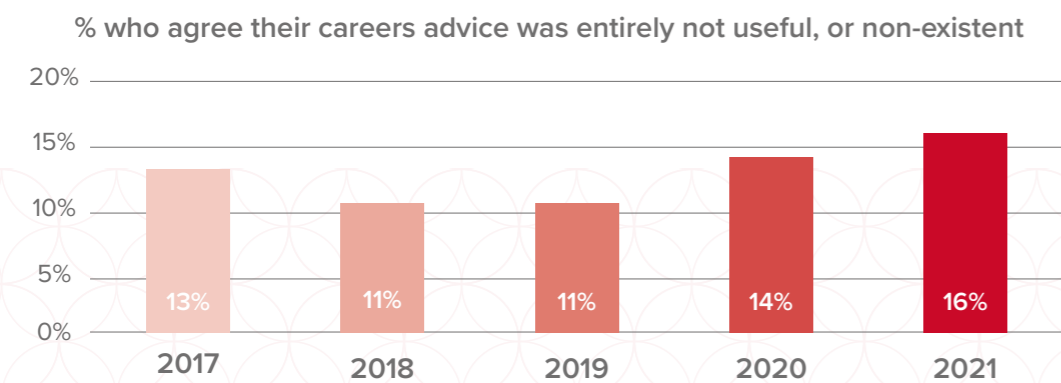
**Schools continue to prioritise traditional further education over apprenticeships**

Schools have been under close scrutiny in terms of the quality and thoroughness of the careers provision they provide over the past few years. However, with schools physically closed and operating remotely for a large part of the past 12 months, some pupils are even more likely to be missing out on important careers advice.

Despite this, our research shows that around two thirds (65%) feel the career education they have received, or are receiving from school, is in some degree useful, up from 63% last year and 62% in 2017. But at the same time, the percentage who say their advice was entirely not useful, or non-existent has increased to a five-year high (see graph 2).

Young adults' access to information regarding construction careers via teachers, careers advisers, and literature has also improved, and 38% say this information has been discussed with them via the avenues mentioned, up from 36% last year.

**Graph 2: How useful was the careers education, information, advice and guidance you received at school, or are currently receiving at school, in your opinion?**

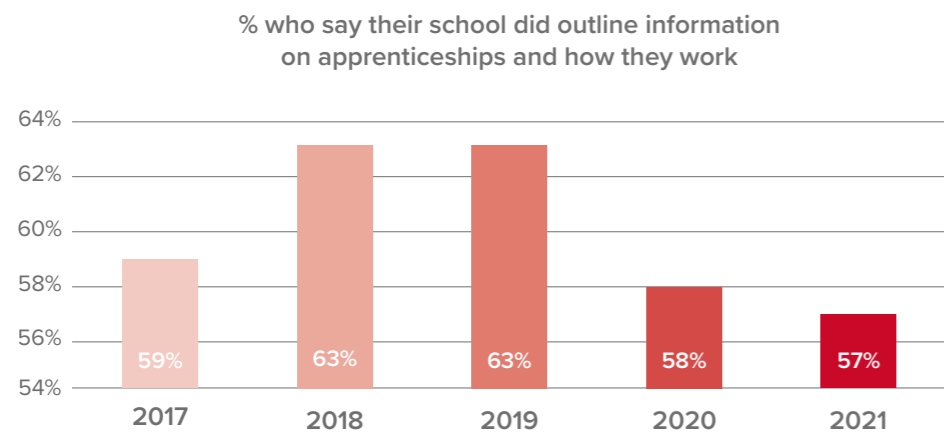


“Young adults’ access to information regarding construction careers via teachers, careers advisers, and literature continues has improved, and 38% say this information has been discussed with them via the avenues mentioned, up from 36% last year.”

## MOTIVATORS AND BARRIERS | SCHOOLS

Despite improved awareness of construction careers, the proportion of young adults who have had information on apprenticeships outlined to them at school has dropped from 63% in 2018 to 57% in 2021, to reach a four-year low.

**Graph 3: Has anyone at school outlined information to you on apprenticeships; how they work and their benefits?**



This chimes with data from our own apprentices. As a result of a lack of careers advice, most of our own apprentices found out about the roles at Redrow via friends or family (44%), up from 38% last year. Whereas just **11% said they were encouraged to enrol on an apprenticeship through career advice they received at school** – a result that hasn't altered since last year. These results are still shocking considering that almost 65% of the apprentices surveyed were previously in full time education before embarking on their apprenticeship. In fact, the majority (67%) stated that they believe that schools do not promote apprenticeships in the same way they do other educational routes.

Regional differences exist when it comes to careers advice. Londoners were also significantly more likely to have received information about apprenticeships at school (69%) compared to young people in the Yorkshire and the Humber (33%, the lowest).

Gender stereotypes are also still present when encouraging and informing young people on construction careers. Only 33% of female respondents had discussed construction careers at school compared to 46% of young males. Change needs to happen throughout the education system to ensure that young people are not being consciously or unconsciously discouraged from studying subjects based solely on their gender.

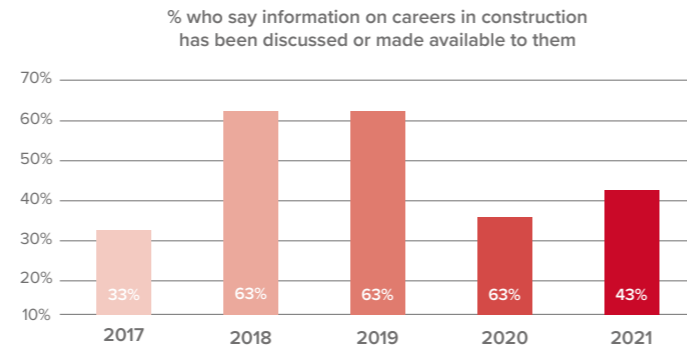


**“Young people based in London were significantly more likely to have discussed a career in construction at school than young people based in other parts of the UK.”**



## MOTIVATORS AND BARRIERS | SCHOOLS

**Graph 4: Was/has information on careers in construction (including housebuilding) ever been discussed with you verbally by a teacher or a careers adviser or been made readily available in careers literature?**



Coronavirus has massively hit jobs nationwide. Latest data shows that between September and November 2020, 1.72 million people were unemployed, with a record 395,000 made redundant during this time period. UK unemployment is likely to reach 2.6 million in the middle of 2021, according to the government's economic watchdog, the Office for Budget Responsibility (OBR). That is 7.5% of the working-age population.

With so much movement in the jobs market since the start of the pandemic, it's more important than ever that we improve young people's access to high-quality careers education. Skills minister Gillian Keegan announced in parliament earlier this year that the government will be providing an extra £32 million to the National Careers Service, and a new careers strategy is also being developed as a part of the further education and skills reform and White Paper, which says it will 'make sure that young people have access to the independent advice and guidance they need to progress'. Once more, in his summer statement the Chancellor announced that employers taking on apprentices aged under 25 before the end of January will be entitled to a grant of £2,000.

The government also extended the Coronavirus Job Retention Scheme to apprenticeships, allowing employers to claim a percentage of apprentice monthly wages while they are furloughed. They also introduced flexibilities to help furloughed apprentices to continue their apprenticeship training, so long as they do not provide services or generate revenue for their employers.

The challenge now is to consider how this knowledge can be most effectively communicated in a more virtual world, ensuring that people from all backgrounds have the opportunity to make informed decisions and take control of their own future.

Some schools and colleges are working with employers to offer virtual placements, which is an important substitute right now. Virtual tours of workplaces and the setting of virtual project briefs are all part of the solution; helping young people to navigate our changing world, spot opportunities and get access to national and international employers.



**“Only 33% of female respondents had discussed construction careers at school compared to 46% of young males.”**

6. <https://www.fenews.co.uk/featured-article/57550-gillian-keegan-needs-to-free-the-national-careers-service-to-do-its-job>  
7. [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/957856/Skills\\_for\\_jobs\\_lifelong\\_learning\\_for\\_opportunity\\_and\\_growth\\_web\\_version.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/957856/Skills_for_jobs_lifelong_learning_for_opportunity_and_growth_web_version.pdf)

## MOTIVATORS AND BARRIERS

### Communicating benefits of apprenticeships construction roles during a pandemic

This year Redrow was involved with the BBC's latest series, The Nine to Five with Stacey Dooley. Aimed at school-age teenagers, The Nine to Five follows presenter Stacey Dooley as she takes a group of 15-18 year-olds into different industries that are hungry for young recruits, for the ultimate hands-on work experience, including on site at Redrow's Ebbsfleet development.

The programme, which aired on CBBC and BBC iPlayer, gave five teenagers the chance to learn real-life lessons as they work and live away from home. Not only do the teenagers get to experience different industries, but they are also able to receive help from top bosses and recruiters across the UK and be introduced to key employment skills that will help them to kickstart their careers.

While on site at Redrow's flagship Ebbsfleet Green, the teens were put to the test with a timed breeze block bricklaying task, test their skills by learning how to lay outer bricks for the home, and one recruit was taught what it takes to prepare a show home for a customer.

“

It was a pleasure to work with Stacey Dooley and the BBC and TwentyTwenty productions on The Nine to Five series with Stacey Dooley, which provides young people with an insight into different career options across a variety of sectors nationwide. Through our involvement, we hope to have opened young people's eyes to the prospect of a career in construction, and to have demonstrated that a wide variety of roles are available in this sector. ”

Zara Barrow,  
Redrow's Group construction manager



“

Inspiring the next generation to build is a key priority for us and we're committed to broadening the career horizons of young people and giving them insight into the wide range of jobs and rewarding careers the modern construction industry has to offer.

We are working to build strategic partnerships with schools and working hard to dismantle the misconstrued and out-dated perception that many teachers, parents and young people have of the industry. Still too many people think a career in construction involves mainly manual labour, when in fact, our apprenticeships and graduate programmes offer so many more options, from roles in commercial, planning and administration, which do not involve manual labour at all. ”

Ian Randell,  
New Entrants Officer at Redrow

### THE ROLE OF PARENTS IN CAREER CHOICES

Parents serve as a significant influence on their children's career development and career decision-making.

However, some have pre-conceived, and sometimes outdated, beliefs about success, how to be successful and what constitutes a 'good career choice', and children and teenagers absorb these attitudes and expectations as they grow up.

Lockdowns have provided a unique opportunity for many parents and older children to reconnect and evaluate priorities.

Benefits have ranged from young people feeling more secure with their parents and the family unit being strengthened. With more time spent together, parents influence is likely as strong as ever.

As a result, parents' perceptions of careers in construction and apprenticeships are vital in encouraging more people into the industry moving forward.

However, our research shows that biases and misconceptions about careers in construction are still held among a significant number of parents.



“We are working to build strategic partnerships with schools and working hard to dismantle the misconstrued and out-dated perception that many teachers, parents and young people have of the industry.”

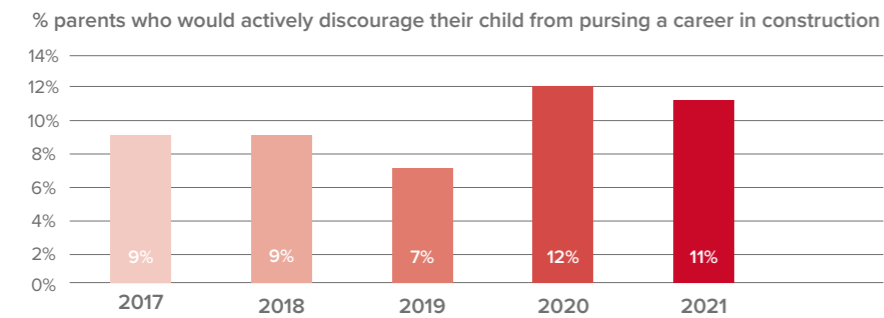
Ian Randell,  
New Entrants Officer at Redrow

## MOTIVATORS AND BARRIERS | PARENTS

Almost 1 in 5 (17%) believe that a career in construction does not require any qualifications beyond GCSEs.

This is a decrease of 7-percentage points since 2017. As a result, 1 in 10 (11%) would still actively discourage their child from pursuing a career in construction.

**Graph 5: Percentage of parents who say they would actively discourage their child from pursuing a career in construction**

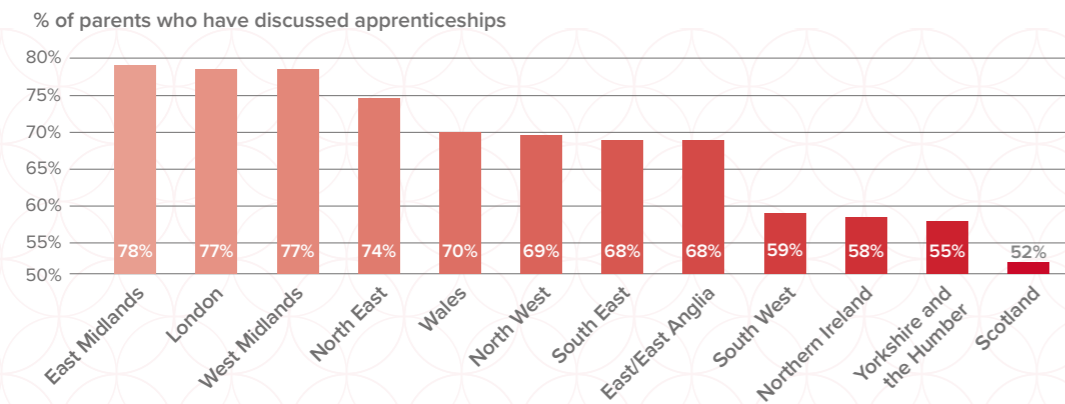


However, parents' views of apprenticeships are more promising. The majority (69%) say that they have discussed the prospect of their child undertaking an apprenticeship. This has increased from 65% in 2017.

Gender differences are present among parents too. Fathers are more likely to have spoken with their child regarding a career in construction (47% vs 37% of mothers), but mothers are more likely to have spoken with their child about undertaking an apprenticeship (70% vs 66% of fathers).

There are also disparities among parents' advice depending on where in the country they are based. Parents in London are the most likely to have spoken with their child regarding a career in construction (72% vs a national average of 41%), while parents in the East Midlands are the most likely to have spoken with their child about undertaking an apprenticeship (78% vs a national average of 69%).

**Graph 6: Have you ever discussed with your child the prospect of them undertaking an apprenticeship?**



Helping parents to understand the breadth of jobs in construction is vital to encouraging uptake among more young people. To create change, the industry and government must consider how to distribute knowledge and communicate with parents, as well as young people.



“The majority (69%) say that they have discussed the prospect of their child undertaking an apprenticeship. This has increased from 65% in 2017.”

## MOTIVATORS AND BARRIERS | FINANCIAL IMPLICATIONS

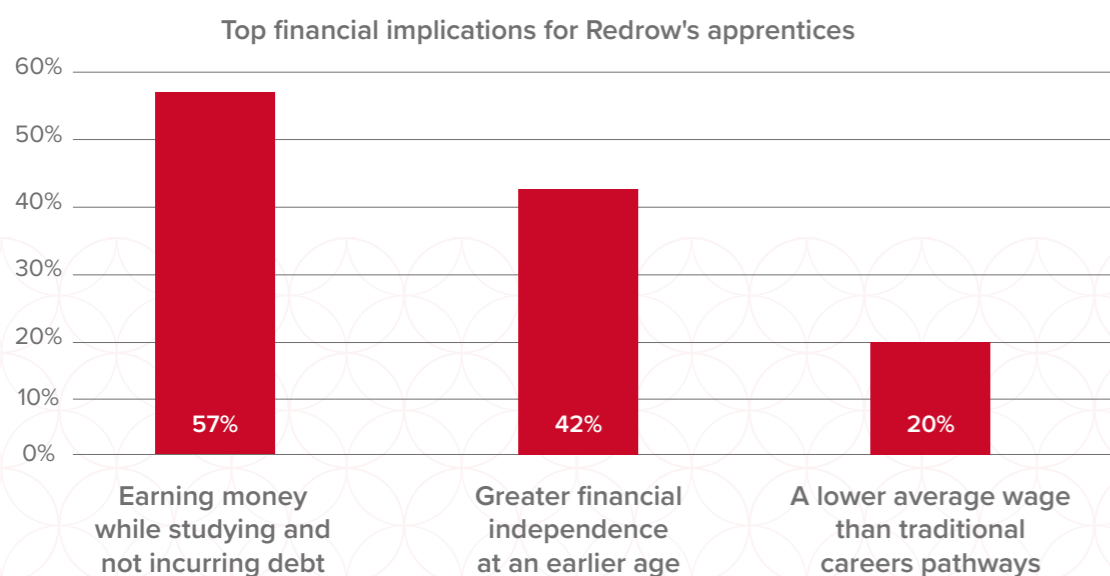
The financial benefits of undertaking an apprenticeship are well understood by both young people and their parents and are increasingly well-perceived. When asked what financial implications they associated with undertaking an apprenticeship, a significant 62% of young people stated they best associate the role with “earning money while studying and not incurring student debt”. This is a statement that over half (57%) of our own apprentices agreed with.

The average debt of a student who pursued higher education in 2019/2020 is £50,000, with poorer students being stung more with an average owed of £56,000. This consists of £27,000 in student loan to pay for fees and between £16,290 and £27,000 over the three years as a maintenance grant for rent, bills, and loans<sup>6</sup>.

Instead of incurring mountains of debt or having to take on a part-time job in addition to what they already do, apprentices will finish their training with a new qualification and no new debts to be repaid.

On the ground the sentiment towards finances is promising. A significant majority of our own apprentices (80%) thought that they were earning the same or a higher wage than if they undertook a more traditional graduate pathway.

**Graph 7: Which of the following financial implications do you associate with doing an apprenticeship?**



<sup>6</sup> <https://www.timeshighereducation.com/student/advice/cost-studying-university-uk>



“A significant majority of our own apprentices (80%) thought that they were earning the same or a higher wage than if they undertook a more traditional graduate pathway.”

## MOTIVATORS AND BARRIERS | FINANCIAL IMPLICATIONS

However, 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 are important.

The majority of parents (51%) and 40% of young people said that an increase in starting wages would be the biggest motivation, followed by improving careers advice in school. However, for young people this was a 9 percent point drop on the year. Apprentice starting wages were increased in April 2020 which may have alleviated some financial concerns among younger people.

The Coronavirus pandemic has disproportionately impacted younger workers, who face the highest risk of unemployment due to the crisis, with more than 890,000 working in either hospitality, or arts, entertainment, and recreation. It is also estimated around one in three 18-24 year-olds have lost jobs or have been furloughed, compared to one in six UK older adults<sup>7</sup>.

With young people increasingly feeling the squeeze, it is important to eradicate untruths about apprenticeships, particularly in the construction sector. Official data shows that in the crucial first five-year period from leaving fulltime education, young people who undertake apprenticeships have an opportunity to earn more than their peers who opt for the higher education route<sup>8</sup>.

It is clear the financial benefits are felt by current apprentices. The next step is to communicate this among young people in school who are thinking about what they should do next, and whether an apprenticeship is right for them, over higher and further education.



**“Monetary incentives are considered of greater importance to lower income parents with 58% of parents earning a household income below £25,000 citing increased starting wages as the biggest incentive. This compares to just 40% earning between £75,999 and £100,000.”**

7: <https://www.resolutionfoundation.org/publications/young-workers-in-the-coronavirus-crisis/>  
8: ONS' Annual Survey of Hours and Earnings

## CORONAVIRUS'S IMPACT ON APPRENTICESHIPS AND FURTHER EDUCATION

### A changed landscape for education – a renewed appeal for learning whilst earning?

The Coronavirus pandemic has transformed so many aspects of our lives, in some instances only temporarily, but many changes will endure for years to come. The way children and young people learn has had a radical shakeup with schools being closed for significant periods of time, home learning becoming the norm, and older students having to undertake remote college and university learning alone in their bedrooms at home. A third (34%) of young adults we questioned admitted they are struggling to manage their time in the absence of structured learning.

Against this backdrop, children and young people are understandably questioning the culturally entrenched narrative that the value of traditional academic routes is greater than other more vocational options. With the economy shrinking and fewer job opportunities out there, routes that combine working and education (such as apprenticeships) have an even greater appeal, allowing skills to be put into practice sooner. 37% of young adults we surveyed say that the Coronavirus pandemic has decreased the chance of them attending university in the future. This was highest for young adults in the North East where more than half (51%) of respondents reported feeling this way.

At the same time, 42% of young people say they are now more likely to consider on the job learning such as an apprenticeship

The onset of the pandemic has also led to a significant proportion of young people to be worried about their career prospects in the future, no doubt their thinking is fuelled by what they are seeing in the jobs market and the impact on older people. More than a third (36%) of young people we surveyed say they are concerned about their job prospects since the onset of the pandemic.

It is important that we overcome this hurdle, and it is encouraging that the Government introduced incentive payments for employers hiring new apprentices between 1 August 2020 and 31 March 2021<sup>11</sup>. As we now move forward, it is Redrow's view that apprenticeships are a key part of the road to recovery for the UK economy. They are also ideal for providing our young people with the vital skills that are needed in the workplace. And, when it comes to construction and housebuilding, apprentices in these fields are on the path to becoming leaders in their respective fields, on track to deliver the vital infrastructure and housing this country needs to continue to be a leading global economy.

<sup>11</sup>: <https://www.gov.uk/guidance/incentive-payments-for-hiring-a-new-apprentice>



**34%**

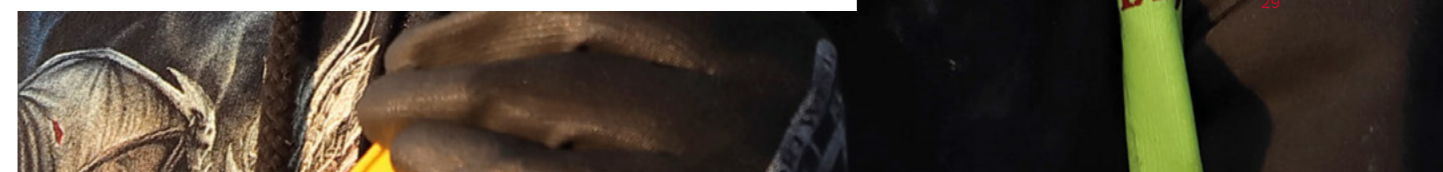
of young adults we questioned admitted they are struggling to manage their time in the absence of structured learning.

**37%**

of young adults we surveyed say that the Coronavirus pandemic has decreased the chance of them attending university in the future.

**42%**

of young people say they are now more likely to consider on the job learning.



## CASE STUDY | JORRDANE RICHARDS-NEVILLE

**27-year-old apprentice electrician, Jorrdaine Richards-Neville, is currently based at Redrow's Westley Green. Jorrdaine joined Redrow's apprenticeship programme in 2018 from training to be an accountant.**

“After leaving school I wasn't too sure what to do and ended up at college studying accountancy. I wasn't enjoying being at a desk all day, and it felt like my career wasn't moving quick enough. At the same time, I was witnessing one of my friends succeed as an apprentice carpenter. He joined his course with no prior experience, and was now moving up the ranks quickly, taking on more responsibility, and earning money while he studied for his qualifications. After talking it through with my family, who also work in the construction industry, I knew I wanted to leave my office role and find an apprenticeship scheme that would take me.

Now in his third year of his apprenticeship at Redrow, Jorrdaine said: “The best thing about the apprenticeship is learning on the job and discovering something new every day. There is always a clear plan of action for the day and it is so satisfying to see my work come to fruition. I am 100% glad I made this career decision; it was the best choice for me, and my skillset and now I'm able to work with a great team of people who all enjoy what they do. I really enjoy learning how things work and feel a real sense of achievement when I learn new skills such as writing a board or fitting my first fixing.

“With so much uncertainty in the jobs market in the moment, I feel safe in the knowledge that I'm working in an industry that continues to perform, and that there's a number of routes I can go down once I finish my course, whether it be commercial, industrial or a maintenance role. In fact, we are busier now due to the backlog of work that built up over the first few weeks of the first lockdown.

“From day one my supervisor saw I saw keen to learn more and they are equipping me with the right skills and qualifications needed to fulfil my ambitions. One day I'd love to own my own business, servicing domestic households, and am already looking into taking my 2391\* qualification exam, which will help me achieve this aspiration!”

\*2394 is a level 3 qualification to train you in initial verification and certification of installations



“After leaving school I wasn't too sure what to do and ended up at college studying accountancy. I wasn't enjoying being at a desk all day, and it felt like my career wasn't moving quick enough. At the same time, I was witnessing one of my friends succeed as an apprentice carpenter.”



## RECOMMENDATIONS

### 1. EXPANSION OF APPRENTICESHIP LEVY

Squeezed finances felt by some SME businesses have only been intensified as a result of the pandemic. As a result, more than one in five companies (22%) that usually hire apprentices took on fewer in 2020. Currently large firms can only transfer up to 25% of their annual levy bill to other companies. If this was reformed to allow the transfer of more money that can be paid to smaller companies, funds could more readily be used to support apprenticeships.

Expansion of what levy funds can be used to pay for would also allow smaller business to boost hiring of apprenticeships. Currently the following are excluded: wages, statutory licences to practise, travel and subsidiary costs, work placement programmes or the setting up of an apprenticeship programme. For SMEs at least, this should be reviewed and expanded to allow more businesses to set up apprenticeship schemes.

### 2. INTRODUCE LIVING WAGE FOR APPRENTICES

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 are important. The national minimum wage for apprentices has risen to £4.15, but we believe this is still not enough for many young people who are having to support themselves and is putting off many people who could otherwise be attracted to an apprenticeship programme.

An apprenticeship living wage which is calculated according to what employees and their families need to live, and that is reflective of the of part of the UK in which they live, would go some way to alleviate the UK's skills shortage. As a result, a significant majority of our own apprentices (80%) say they are earning the same or a higher wage than if they undertook a more traditional graduate pathway.

### 3. INTRODUCE LIVING WAGE FOR APPRENTICES

Careers guidance is not only about presenting opportunities and information. Critically, it helps people make the best decision for their future. While face-to-face contact remains limited,

it's vital that schools and industry pioneer virtual and interactive ways to enable young people to connect with workplace leaders.



## METHODOLOGY

Research of 1,001 young people aged 16-21 and 1,001 parents conducted on behalf of Redrow by media, January 2020. Young people are defined as people aged between 16-21 throughout the report.

An online survey of 100 of Redrow's apprentices was conducted January 2021. All Redrow regions are represented.





A BETTER WAY TO LIVE