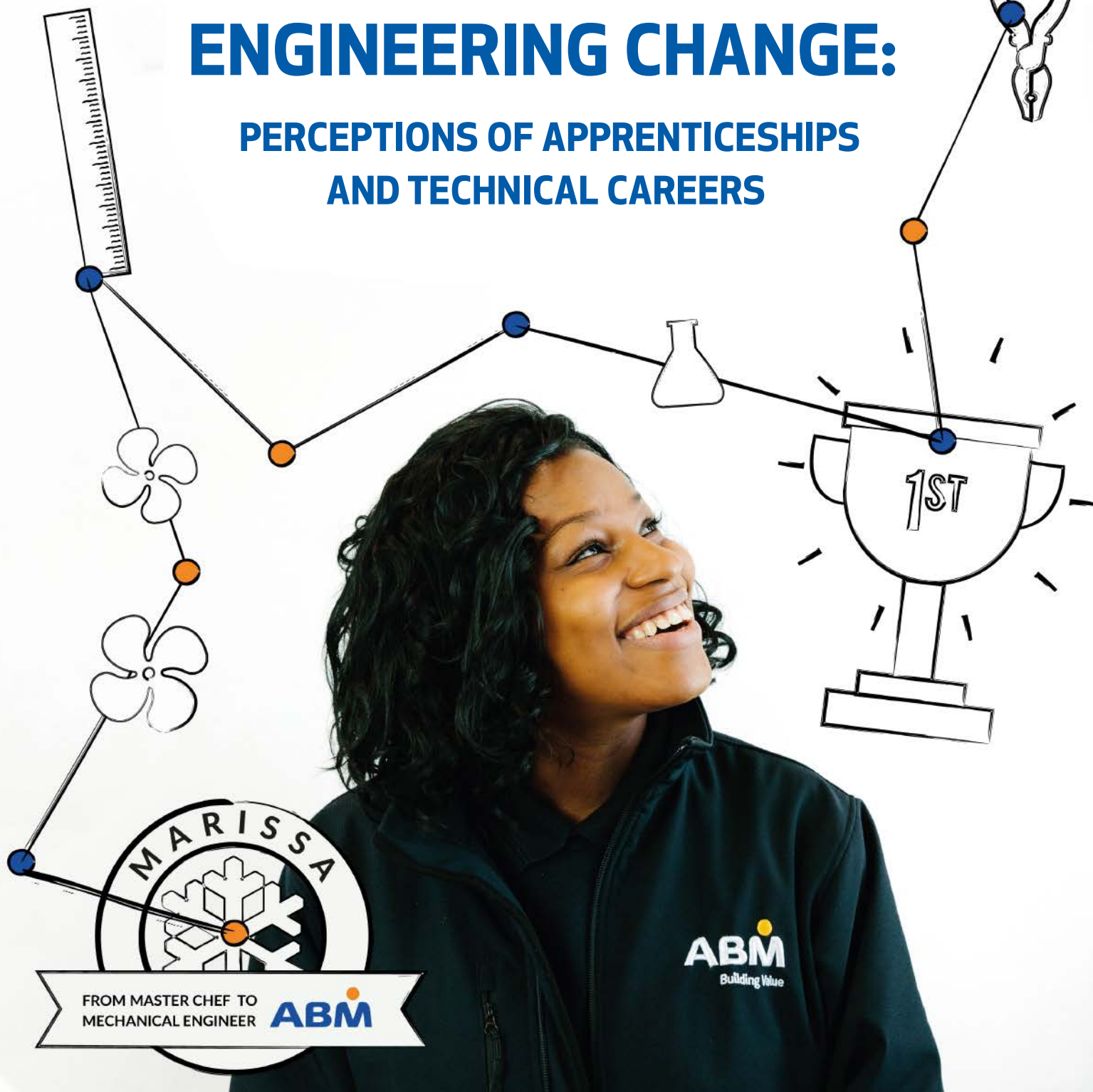


ENGINEERING CHANGE:

PERCEPTIONS OF APPRENTICESHIPS AND TECHNICAL CAREERS



FROM MASTER CHEF TO
MECHANICAL ENGINEER



Foreword

Jason Pease

We're determined to change the face of technical careers in the UK and inspire a new and enthusiastic generation of young talent.

The research in this report is the voice of those who can really make this happen; UK parents and young people.

For UK youngsters, mum and dad really influence career choices, but our findings show that lots of UK parents don't actually know what an apprenticeship is. This means that many young people aren't being presented with the incredible opportunities and careers they can offer.

It's therefore no surprise that figures from the government show a decline in new apprentices for March 2018, which are down 28 per cent year on year.

Initiatives like the apprenticeship levy and the introduction of T-levels are set to help but filling the knowledge gap doesn't solely sit with the government or parents. It's everyone's responsibility – including industry bodies and commercial enterprises – to collaborate in fixing the problem.

Through our Junior Engineering Engagement Programme (J.E.E.P) – which aims to attract young talent into the industry – we hope to change people's perception about the engineering and facilities management industries and give apprenticeships a more unified voice.

It's time to shake off the view that technical careers are about oily rags and no prospects. In reality recruits in this sector are in such high demand that graduate apprentices are earning between £26,000 and £30,000 just a year after qualifying – usually before they're 20 years old.

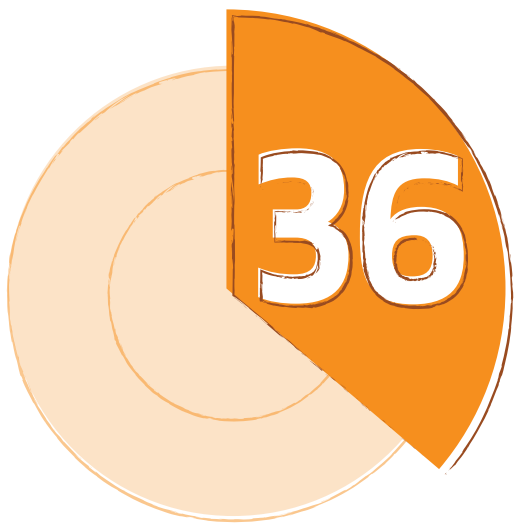
We need to ensure that apprenticeships are profiled alongside university as a credible pathway to fulfilling and lucrative careers. We also need to ensure parents and young people are fully informed of the options available to them with a long-term view of creating a pipeline of fantastic talent for the industry.

For more information on the J.E.E.P programme, please visit: jeep-abm.org



Jason Pease
Technical Solutions Managing Director
at ABM UK

Perception of apprenticeships



36% of UK parents don't know what an apprenticeship is

There's less than a decade between parents who are most likely to know what an apprenticeship is, and those who are least likely.

Parents aged

56+

are the most likely

Parents aged

46-55

are least likely

Parents in London are the least likely to know what an apprenticeship is compared to parents in the North East who are most likely to know.

26%
North East

London
43%

68%

of young people don't know what an apprenticeship is

Knowledge increases as children get older, peaking at 16. However, even at its best, only half of young people know what an apprenticeship is at this age.

In comparison, it's fair to assume that almost every young person in the UK will know what a university degree is by the time they are 16.

The areas of the country where parents are least likely to encourage young people to do an apprenticeship are:

1. London
2. North West
3. West Midlands
4. East of England
5. East Midlands & Yorkshire and the Humber

Parents in Northern Ireland are the most likely to encourage their children to take up an apprenticeship.

6. South East
7. Scotland
8. Wales
9. South West
10. North East



The top reasons why parents wouldn't encourage young people to do an apprenticeship are:

43%

It's poorly paid

37%

It's a last resort for those who fail their exams

17%

It won't lead to a successful career

10%

of young people say that an apprenticeship is something you do if you fail your exams

Of parents who know what an apprenticeship is:

42%

of parents want their children to attend university

vs

14%

of parents think an apprenticeship would be a good option

This is despite crippling fees and long-term debt.

Perceptions of engineering and facilities management

60%

of young people say that they are unlikely to consider working in engineering or facilities management

Over a third of young people cite lack of knowledge as the reason why.

British Institute of Facilities Management CEO Linda Hausmanis said:



The facilities and workplace management industry is currently experiencing a serious skills gap, preventing it from reaching its full economic potential. This is a diverse industry with relatively low barriers to entry and yet excellent prospects, supported by a career pathway from entry to executive level.

The awareness gap to potential opportunities highlighted by this research evidences a long-suspected need for concerted, early intervention to promote facilities management as a career of choice and its technical education route of entry.



The gender barrier is starting to break down

Just **16%**
of young people
consider technical
roles to be 'for boys'

Just **21%**
of girls say the word
'engineering' makes them
think of a boy's job, and
11% of boys think the same

Despite **89%**
of the UK's current
engineering workforce
being male⁴



84%

For the vast majority of young people, a gender barrier has been crossed, placing engineering and facilities management in a position to set the standard for better balance in the future.



The report told us that just 16 per cent of young people considered technical roles to be 'for boys', but we know that 89 per cent of the UK's current engineering workforce is male⁴. That means that for 84 per cent of young people, a gender barrier has been crossed and that engineering and facilities management is well positioned to set the standard for better balance in the future. To make this happen we need to leverage the influence that parents and teachers have by giving them the right information."

"University is often publicised as the 'only' route but this is not true. Apprenticeships are a fantastic viable alternative, which allows young people to earn while they learn and then, often before they are 20 years of age, have debt-free foundations from which to build a solid, well-paid career. For many, this is the perfect route to a fulfilling and successful career - not enough people know about the breadth and availability of apprenticeships."

Advocate of ABM UK's J.E.E.P programme,
Stemettes co-founder and CEO,

Dr Anne-Marie Imafidon



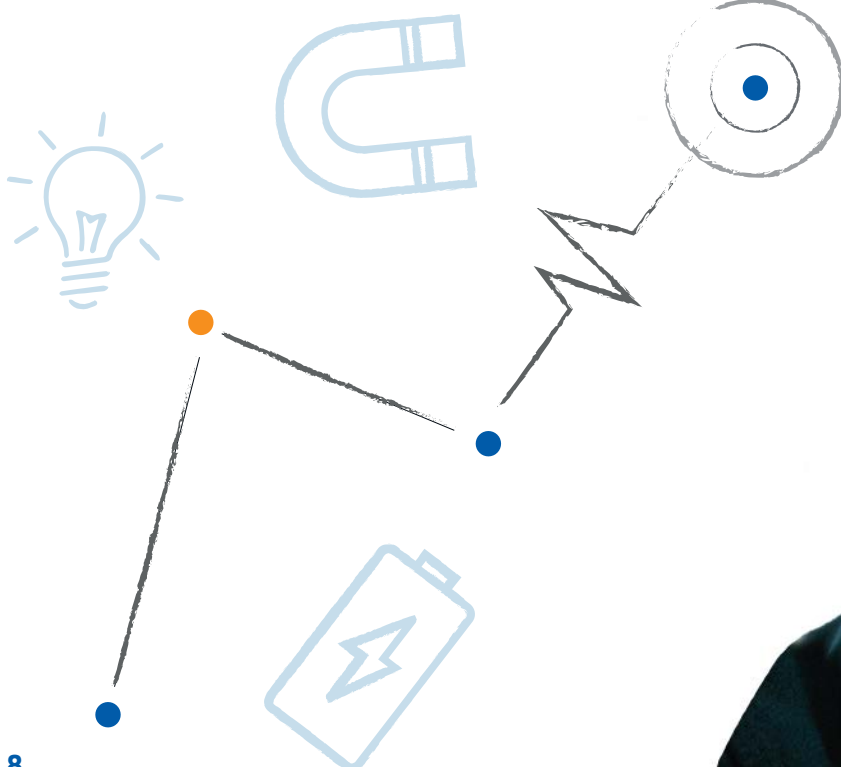
Influences and aspirations

Young people consider the following most important when they leave school:

- 24%** Having qualifications that will help them in the job they want.
- 17%** Passing the subjects that they need for the job they want.
- 16%** Having good grades in all their subjects.
- 12%** Having a place at university.
- 10%** Having good grades in core subjects (science, maths, english).
- 10%** Making their parents proud.

Parents consider the following most important for their children when they leave school:

- 32%** Having qualifications that will help them in the job they want.
- 18%** Passing the subjects that they need for the job they want.
- 11%** Having good grades in core subjects (science, maths, english).
- 9%** Making me proud.
- 9%** Having a place at university.
- 8%** Having good grades in all subjects.



Influences and aspirations

In terms of who or what influences young people's decisions on career choices:

41% Teachers and school.

39% Mum.

31% The lessons they enjoy.

25% Dad.

14% Friends.

When asked what makes them want to work hard at school young people agreed that the top motivations are:

46% Because they enjoy doing well.

45% Thinking about the job they'll have when they're older.

27% To please parents and teachers.

26% Earning lots of money.

14% Because their parents make them.

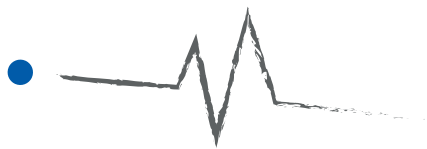
"Teachers have the most influence and should be better armed to inform young people of their options".

Jason Pease

Technical Solutions Managing Director
at ABM UK

This research was commissioned by ABM UK and independently carried out by Censuswide, which surveyed 2,000 British parents of young people aged 11 to 16 and 2,000 young people aged 11 to 16.





Supported by:



"Edmundson Electrical is a firm believer in developing new talent. It is a pleasure for us to support ABM with an initiative which is so close to our hearts. Without our people we are nothing!"

"Edmundson Electrical locations are managed by 'entrepreneurially-minded people' who enjoy operating freedom and sharing in the rewards of their success. We are always interested in hearing from people who are interested in becoming managers of the future and our flexible development programme combines on-the-job training and further education depending on current qualifications."

Adam Funnell, Key Account Manager at Edmundson Electrical



"Diversey is very proud to support ABM UK's Junior Engineering Engagement Programme. The whole ethos of the programme is inspired, as it engages youngsters at the very age that they are making decisions for their future, and offers them greater opportunities to achieve their potential. Diversey has always been at the forefront of change for people across the globe, and so this is a great fit for both companies."

Lindsay Childerhouse, Marketing Manager UK and Ireland



"Investing in the future workforce and supporting young apprentices plays such a crucial role in safeguarding the long term sustainability of business. We are proud to be supporting an initiative that provides those with what they think is limited choices, the opportunity to succeed and contribute positively in the future."

Harvey Laud, CEO at Helistrat



"We recognise the importance of providing training, work experience opportunities and mentoring for the next generation of innovators. Our experience has shown us that apprenticeships provide the ideal learning environment and support to invest in new talent. By offering young people a hands-on, practical approach to gaining new skills, we sustain our business through a positive and empowering model of career development. As a result, we are very proud to be supporting ABM UK's Junior Engineering Engagement scheme."

Mark Davis, Key Account Director, SMI



"Trinity have for many years been strong advocates of apprentice schemes, as we recognise the importance of bringing the next generation of fire and security engineers into the industry."

"The Trinity apprenticeship training programme has always been a fundamental part of our long term business strategy and we have recruited almost 40 apprentices in recent years. Moving forward, we are looking to continued success for the apprenticeship scheme via our new apprentice training facility based at the national service hub."

"Both ABM and Trinity share a common goal of breaking down many of the misconceptions surrounding facilities management and building services engineering, the J.E.E.P initiative is a great start!"

Shaun Corbett, Operations Director at Trinity



"We are delighted to be involved with this initiative alongside ABM UK. Enabling young adults to see the diversity of careers available in the facilities management and Engineering world can only benefit the industry in the long run. Apprenticeships offer a real alternative to university and should at least be considered by all those looking towards a career in engineering."

Mark Vine, Sales Director at Westbury Group



For more information on the J.E.E.P programme, please visit:
jeep-abm.org