



Increasing diversity in apprenticeships

1. BAKER CLAUSE

With the Baker Clause now in force, you can advertise your training in schools. Go to a diverse range of schools in your area – from small grammar schools to massive comprehensives – to spread the word about apprenticeships.

2. ADVERTISE ONLINE

You've heard of GetInGoFar, right? It's been such a successful campaign because they advertised online, on social media and on TV – where young people consume content. Make sure you advertise your roles online so a diverse range of people view them.

3. REDACT NAMES

No matter your gender, people tend to favour male applicants over female ones. To combat this, get a colleague to redact the names on CVs before your review them so you can make unbiased decisions.

4 DEGREE APPRENTICESHIPS

High-level apprenticeships are really popular. Apprentices earn while they learn and don't pay student fees, so it gives people from all backgrounds the opportunity to gain a degree-level qualification.

5. GO ON TOUR

Don't wait for apprentices to come to you – head out and find them yourself. Tour around different areas and speak to a range of people. It's a great way to increase diversity, plus it boosts your brand awareness.

6. BUT REMEMBER LOCAL

Whether you're based in a big city or a small town, there's plenty of talent to be found in your local area too. Open your roles up to the locals and keep an open mind when you're recruiting.

7. BIG UP THE BENEFITS

Apprentices earn while they learn, get real-life experience, and can even gain a degree-level qualification without paying student fees. The benefits of apprenticeships are big and appeal to everyone – so use them to attract a diverse range of applicants.