



IN ASSOCIATION WITH



REPORT 2016





@ASIANAPPRENTICESHIPAWARDS



ASIAN APPRENTICESHIP AWARDS



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FOREWORD

The Asian Apprenticeship Awards took place on the 10th November 2016 at the Holiday Inn Birmingham City Centre. The aim of the awards was to celebrate and showcase the best of British Asian Apprentices and the people that employ and train them. In doing this, we hope that we will encourage more young British Asians to consider apprenticeships and more employers to provide opportunities to benefit from the skills that apprentices bring. Apprenticeships provide value for individuals, businesses and the economy.

There is a universal commitment in the UK of being able to extend opportunities for everyone regardless of their race, gender or religion. In this respect, a number of government targets have been placed to improve the labour market chances for all. These include increasing the quantity of apprenticeships taken on by young people deriving from BME backgrounds by 20% and also increasing BME employment by another 20%, by the year 2020. The Asian Apprenticeship Awards are all about doing something practical to make a positive difference. We believe at least in a small way that we have made a difference and will continue to do so by highlighting, recognising and celebrating apprenticeship success both with individuals, employers and learning providers that support them.

We all recognise that for the success of businesses and therefore the economy and the country as a whole, we have to be able to draw upon a skilled and motivated workforce. It is also clear that our apprentices are vital to providing these skills. However, there are not enough of them and especially not enough from the British Asian communities. So the challenge for us is how to address this issue. Our aspiration is that the Asian Apprenticeship Awards will make an important contribution by raising awareness, celebrating success and inspiring others.

With the success of the 2016 inaugural event, we will be returning again in 2017 and we look forward to your continued support.

Thank you

Safaraz Ali (Saf)

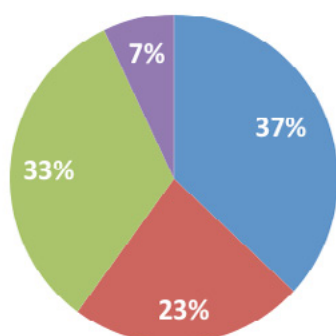
Founder & Chair of
The Asian Apprenticeship Awards



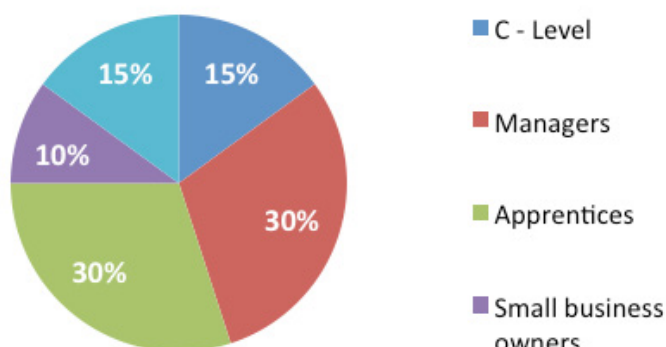
CONTEXT & BACKGROUND

Attendees

■ Employers ■ Apprentices ■ Learning Providers ■ Other



People Attending



When we began planning for the awards, our rationale was to increase awareness of apprenticeships within the British Asian community across England, and to work with organisations to increase their ethnic minority uptake of apprentices in line with the Government target.

We surveyed our sponsors and a random sample of 50 people who attended the awards with a range of questions looking at the awards, their understanding of the rationale and vision behind the awards and whether it served its purpose in promoting and celebrating British Asian apprentices, their employers and learning providers. Our sample consisted of CEOs of large and small companies, apprentices and learning providers to give a cross-sectional review of the awards and its impact.

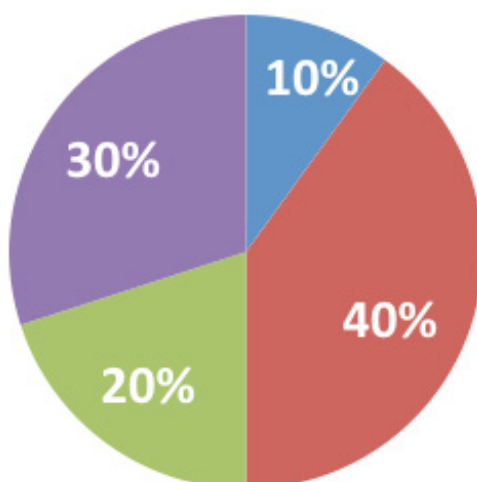
This report was conducted and written up by Isa Mutlib – Project Director for the Asian Apprenticeship Awards.



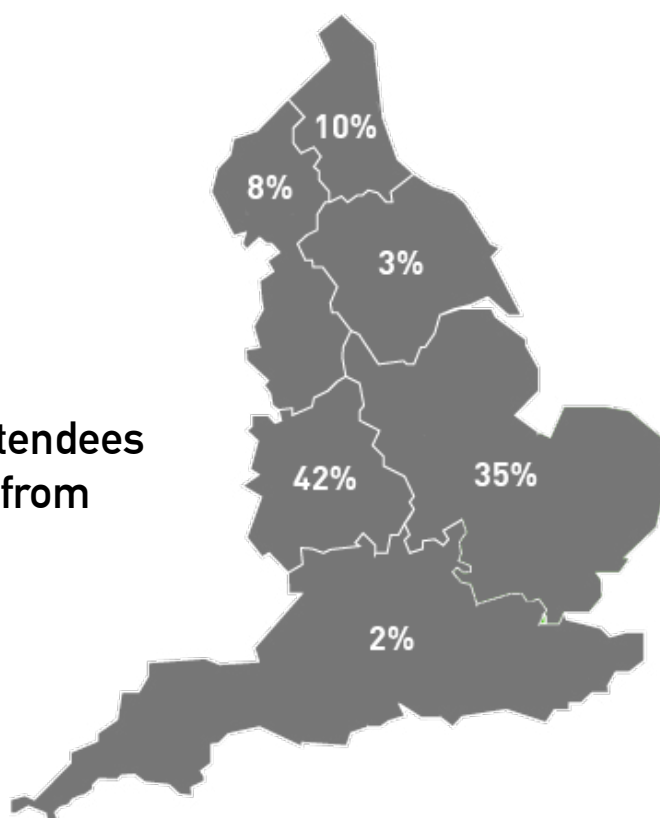
COMPANIES IN ATTENDANCE

Types of companies present

■ FTSE ■ Large Employers ■ Small Employers ■ Training Providers



Where attendees travelled from

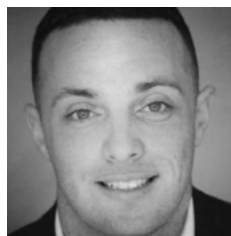




2016 JUDGES



**STEVE
LAWRENCE**



**HENRY
JOSEPH-
GRANT**



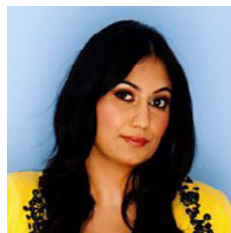
**LINDSAY
MCCURDY**



**NINDER
JOHAL**



**NAZIR
AFZAL OBE**



**SHAZIA
AWAN**



**SAROSH
ZAIWALLA**



**SALLY
EAVES**



**SHEIKH
BILAL
KHAN**



**AJ
JOSHI**



2016 AMBASSADORS



**STEWART
SEGAL**



**STEPHEN
RAM KISSUN**



**OLGA
BOTTOMLEY**



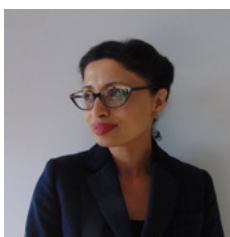
**SHARON
WALPOLE**



**ROB
GEORGE**



**SANJEEV
OHRI**



**MUSHALL
KHAN**



**PETER
LANGLEY**



**MOUSUF
CHOWDHURY**



**SAJ
RASHID BEM**



**ABDUL
SHAKUR**



2016 PHOTOS





2016 SPONSORS



MEDIA PARTNERS



CHARITY PARTNER

EVENT SUPPORTERS





SOCIAL MEDIA STATISTICS



Twitter Account (@asianappwards)

501,320

Impressions

4,645

Retweets

9,989

Likes



Facebook Page (@asianapprenticeshipawards)

53,394

People reached

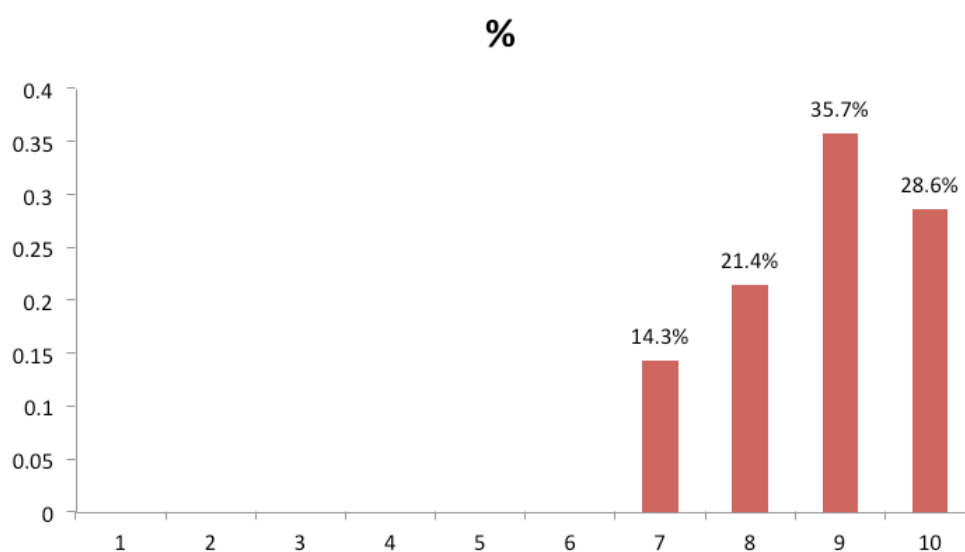
27,653

Post Engagement

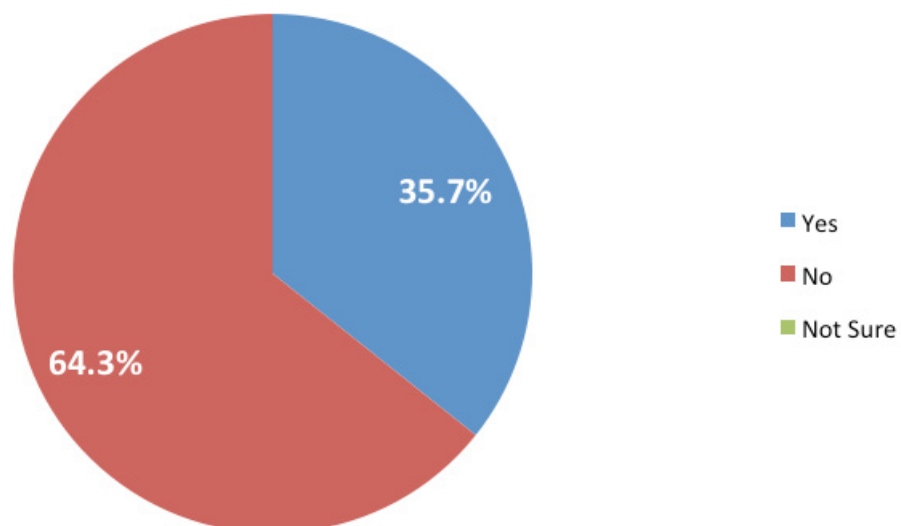


SURVEY RESPONSES

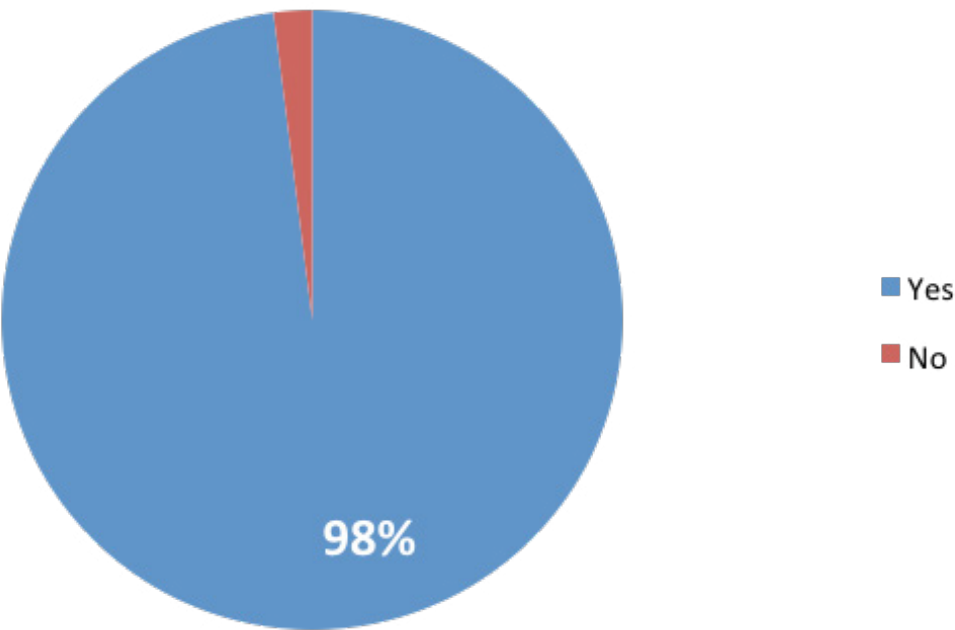
How would you rate the organisation of the awards?
On a scale of 1 to 10 with 1 being Very Poor and 10 being Excellent



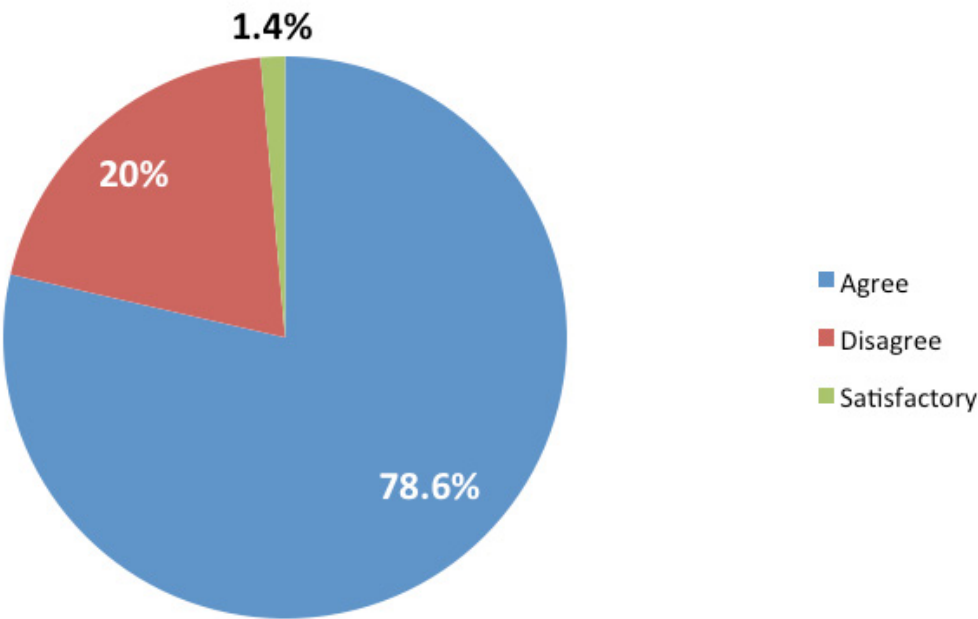
Did you know about and understand the stigma attached to apprenticeships within Asian communities before the awards?



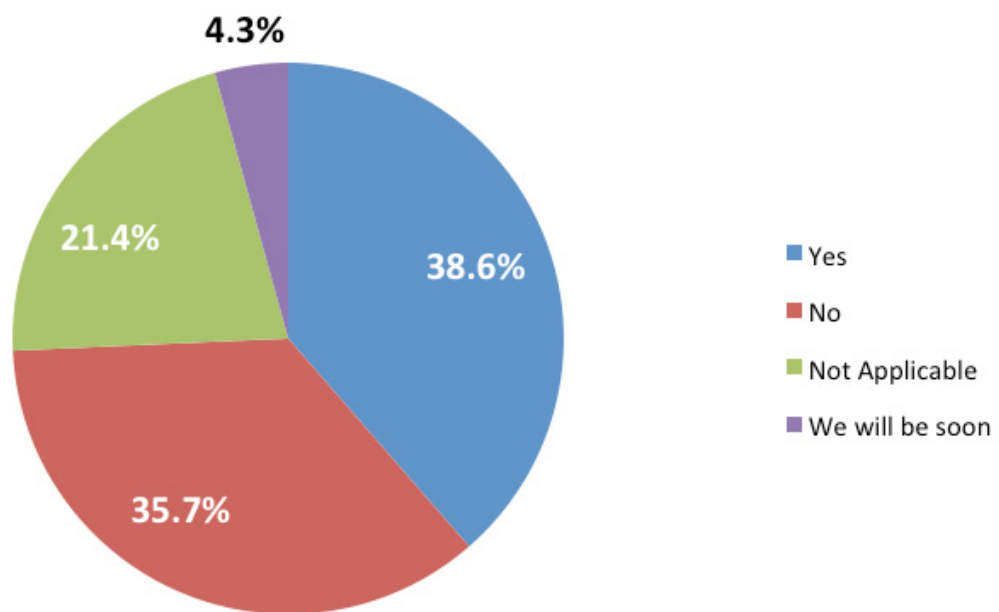
Did you understand the rationale and vision behind the awards?



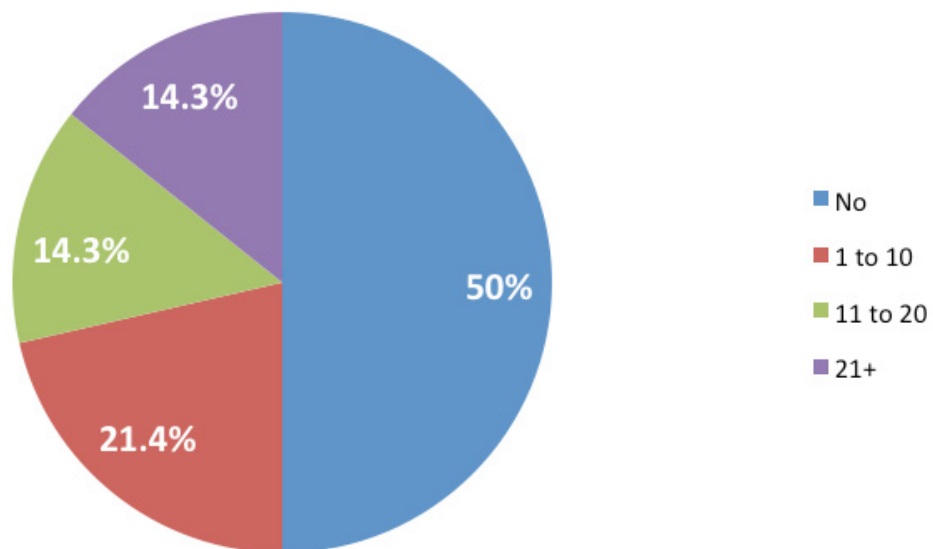
Did you feel the awards served its purpose in promoting apprenticeships to Asian Communities?



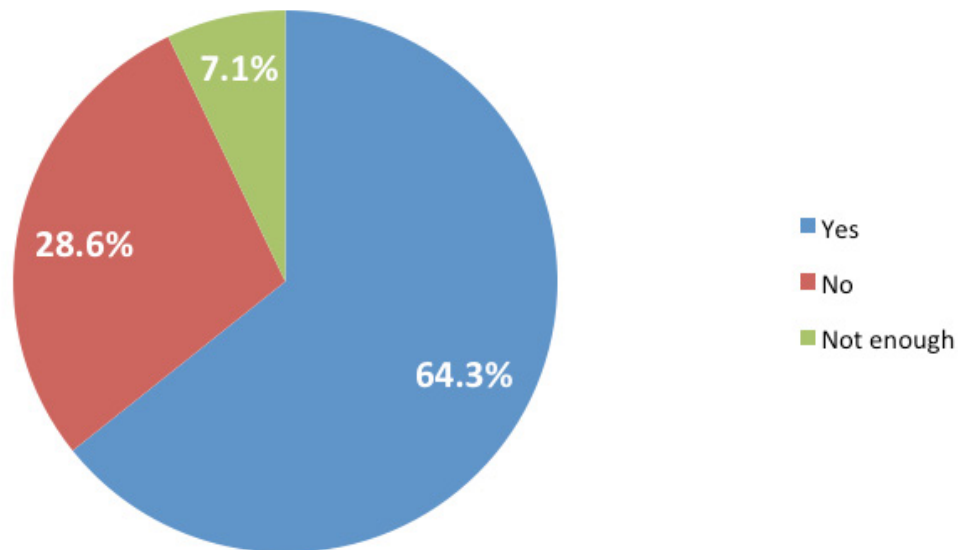
Does your organisation have targets set for taking on Asian apprenticeships?



Does your organisation currently have any Asian apprentices? If so, how many?



Do you believe companies/organisations are doing enough to ethnic minorities?



What do you believe companies should do to recruit more from ethnic minorities?

COMMUNITY ENGAGEMENT AND OUTREACH

- Understanding localisation
- Recruitment transparency
- STEM Focus
- Targeted marketing
- Understanding barriers
- Community relations through SMEs
- Look at Diversity Policies
- School Engagement
- Apprenticeship Diversity champions



CONCLUSION

The awards attracted an audience with a mixture of perceptions about diversity within apprenticeships and why the awards was held. Those who knew about the low percentages of Asian's within apprenticeships knew about the stigma attached to apprenticeships within British Asian communities. Those who didn't, the awards increased understanding of why there is a significant challenge within the British Asian community and the uptake of apprenticeships. Hence, almost 97% of attendees understood the rationale and vision behind the awards.

With the apprenticeship levy coming into effect from April 2017 and set targets for increasing the diversity of apprenticeships, businesses have expressed their intention to increase the diversity of the apprenticeships uptake.

Businesses and learning providers believe that although companies are starting to take action in addressing diversity issues across their workforce, more work is needed. At the forefront was the need for outreach initiatives from industry to communities to bridge the gap in mutual understanding.

Overall, it is good to see that the inaugural Asian Apprenticeship Awards had a significant impact upon the industry and businesses. We wait to see how employers will react to the forthcoming changes and the measures they will take to actively diversify their talent.

We will be launching the BME Apprenticeship Alliance – a think tank which promotes diversity of apprenticeships within the BME Community through policy, advocacy and conversation – later this year to work with organisations on increasing their BME outreach for apprenticeships.

We will continue to inform the industry as a whole about the latest trends in diversity of apprenticeships through our events, blog posts and media. We hope to bring you the next report in April 2017

Author of the report:
Isa Mutlib
Project Director



ABOUT PATHWAY GROUP

Pathway Group is a workforce development solutions holding company. The Group, under its divisions, manages apprenticeship programmes; training provision and funding outcomes. They are a prime Skills Funding Agency (SFA) contractor delivering apprenticeship qualifications throughout West Midlands themselves and through a supply chain in other areas of the country.

The Pathway Group have delivered various programmes across the region and over the years ranging from Train to Gain, Youth Contract, various ESF activity such as Skills Support for Workforce, Skills Support for Unemployed, Skills Support for Redundancy, Skills Support for Work Programme and also English and Maths Qualifications. The subject matters being very diverse such as Cleaning and Support Services, Health and Social Care, Food Industry Skills, as well as Team Leading & Management qualifications.

Clients include voluntary organisations to small traders and national businesses, all of whom they value with equal importance, as they strive to maintain the consistent quality and high customer service standards that Pathway have become known for.

Safaraz Ali (CEO of Pathway Group) will be speaking at:

CELEBRATION OF APPRENTICESHIPS CONFERENCE 7TH & 8TH MARCH 2017

www.app4eng.info





ABOUT THINKFEST

ThinkFest Ltd is an events and networking business and a division of The Pathway Group.

Since 2012 it has been running business networking events with an initial focus in the Midlands and now expanding in certain key regions. The networking business has grown in planned manner with keeping its differerials in mind. The brands that we operate under ThinkFest for networking are Pathway2Grow, Coffee and Natter, Chutney and Chat, Samosa Saturday womens networking and Peer Meetup.

There are plans to run a breakfast event and also to expand our offering in other areas.

In addition to its work with the Asian Apprenticeship Awards which is its flagship event, there are other events that are planned including an awards event for Adoption and Fostering, and Business Book Awards.

Some numbers:

Over 3000 business owners have attended our events
Just over 200 public speakers have participated and delivered sessions

Online Digital following -
Linkedin group has over 1000 members, our Facebook groups have 4000 members and Twitter with 1000 plus as well and growing.

We have a number of Whatsapp groups with over 1000 business people and over 300 messages daily!

We'd love to see you at our next event. We are running a number of events throughout the year, to allow local businesses to Network, Learn and Grow.

Contact Kasim Choudhry (National Director) on 07825 751 635 if you wish to get involved in any way.

Report written by Isa Mutlib.

January 2017

**For more information, please contact Isa Mutlib at:
isa.mutlib@pathwaygroup.co.uk**

