

IMPACT REPORT 2018





ASIAN APPRENTICESHIP AWARDS



ASIAN APPRENTICESHIP AWARDS



@ASIANAPPAWARDS



@ASIANAPPAWARDS

FOREWORD



Isa Mutlib Project Director of The Asian Apprenticeship Awards

 @IsaMutlib

 /IsaMutlib

I am delighted to share the Impact Report for the Asian Apprenticeship Awards 2018.

When we launched the awards back in 2016, our aim has been to celebrate the talent and diversity of British Asian Apprentices, their employers and learning providers.

Our aim has also been to raise the profile of apprenticeships within British Asian communities through finalists and winners who become great role models across the country. And I am pleased to share that this is happening. However, there is still a lot of work to do.

Since the announcement of reforms for vocational training and apprenticeships, there has been an increased focus on apprenticeship diversity. A target was set to increase the diversity of apprenticeships by 20% by 2020.

The Government have since announced initiatives such as the Five Cities Project to focus on BAME diversity in five core cities and boosted its support for Apprentice Ambassadors Network and the Apprenticeship Diversity Champions Network to strengthen the promotion of apprenticeships across the country. We have also seen a new approach to the Government marketing of apprenticeships with the new theme of 'Blaze A Trail'.

Within this report, we will explore the positive impact apprenticeships have had upon apprentices, their employers and their communities. Apprenticeships must be seen as a force for changing lives and bringing social mobility to the most disadvantaged and hard to reach individuals.

Carrying the 2018 theme of 100 from the RAF, we were incredibly proud to have celebrated and recognised our 100th British Asian Apprentice since we began the awards back in 2016.

This means that there will be 100 apprentices who have gone forward from the awards process to become recognised role models for their communities, their companies and this country.

Just two examples are the overall apprentices of the year from 2016 and 2017 Sanna Shabir and Naila Bibi. Since winning, Sanna was one of the first 8 apprentices on the institute for apprenticeships apprentice panel and also went onto becoming an apprenticeship ambassador. In 2018, Naila was featured on the BBC sharing her journey as an apprentice and the empowerment of being the Asian Apprentice of the year. As a result, she became a BBC Bitesize ambassador for apprenticeships.

This is incredible proof that apprenticeships are working and changing lives.

The Asian Apprenticeship Awards fits into a larger discussion around BAME diversity of apprenticeships. This is why these awards are very important, to bring to light these success stories to inspire and motivate the next generation of future apprentices.

I would like to personally thank the Patrons, Sponsors, Judges, Ambassadors for their support which allows us to run the awards to a high standard and importantly, allow us to meet our mission and vision.

A handwritten signature in black ink, appearing to read 'Isa Mutlib'.

Isa Mutlib

FOREWORD



Rt Hon Anne Milton MP
Minister of State for Apprenticeships and Skills

I was delighted to read about the continued success of the Asian Apprenticeship Awards since their launch in 2016, and to read more about the background to the project and your achievements as detailed in your 2018 report that you have kindly shared.

I am passionate about developing people's skills and careers so that they can achieve their full potential and so that we can have the expertise our economy and workforce needs for the future. Apprenticeships offer a great route into skilled employment for people of all ages and backgrounds, whether that is a young person starting out in their first job, an existing employee upskilling, or a more experienced worker retraining or re-entering the workforce.

The apprenticeship reforms are the largest changes to apprenticeships the government has ever made, and we are committed to reaching 3 million apprenticeship starts in England by 2020, to deliver the skills that employers need and the economy need for growth.

I applaud your commitment to recognising, highlighting and celebrating apprenticeship successes, and in addressing the challenge of encouraging British Asian communities to participate in apprenticeship schemes. Celebrating the best of British Asian apprentices, as well as their employers and trainers, will inspire others to raise the profile of apprenticeships, which in turn will, as you note, help an increase in Black, Asian and Ethnic minority apprentices.

I look forward to hearing of your future initiatives over the coming year. I would be most grateful if you would pass on my congratulations to the award winners and to all those involved in making the Asian Apprenticeship Awards such a resounding success.

A handwritten signature in black ink, appearing to read 'Anne Milton'.

Rt Hon Anne Milton MP
Minister of State for Apprenticeships and Skills

SUMMARY

The Asian Apprenticeship Awards has completed its third year in operation since being founded in 2016, and our aim hasn't changed: to celebrate the talent and diversity of British Asian Apprentices, their Employers and Training Providers.

Since inception, we have noticed a significant transition among those within the skills sector about some of the stigmas behind apprenticeships within British Asian and BAME communities generally. Through the support of the Government and key partner organisations, we have been able to use this platform to propel our message into new communities across the country to encourage more people from British Asian communities to consider an apprenticeship route.



2018 also saw a sectoral shift response with a 25% increase in involvement from employers compared with training providers and FE colleges which saw a decrease.

The male and female split among finalists was quite interesting. Generally, females outweighed males in many of the sectors. However, the gender balance overall was affected by the male dominated sectors of Construction and Engineering & Manufacturing. When speaking with sector leaders, this was no surprise.

"It is really disappointing to see the proportion of finalist as 100% male in Construction as well as Engineering and Manufacturing. Whilst recognising that a large proportion of the workforce in these two sectors are male there are still a significant number of females employed and many of these are excellent and well deserving of a place in the finals. We need to encourage them to come forward as entrants and show the skills and talent they possess"

**- Graham Hasting-Evans
President of the British Association of Construction Heads
Group Managing Director NOCN**

Lastly, we saw from our data a significant increase in organisations supporting initiatives locally and nationally to raise the profile of apprenticeships within diverse communities. More people were using the platform of the Asian Apprenticeship Awards to not only encourage more people to enter and celebrate their successes but as a tool to raise awareness of diversity internally.

Key Survey Findings

- Attitudes towards apprenticeships have taken a noticeable change within the British Asian community
- Optimism seen among employers in meeting the apprenticeship diversity target
- Regionalise stakeholder engagement approach to diversity to get more effective uptake from diverse backgrounds
- Government needs to invest more in addressing apprenticeship diversity

JUDGES 2018



OLGA BOTTOMLEY



PAUL EELES



STEPHEN RAM KISSUN



SUSANNA LAWSON



PAUL CADMAN



LESLEY MCCORMACK



SHARON WALPOLE



ANGELA MIDDLETON



SANNA SHABIR



ABDUL SHAKUR



ROB GEORGE

“Some of the stories we read were inspirational. The way apprentices were making a difference, applying their skills and becoming role models, all to encourage others to do an apprenticeship, was just fantastic.”

Paul Eeles, CEO of Skills and Education Group

AMBASSADORS 2018



EUAN BLAIR



STEWART SEGAL



JILL WHITTAKER



DR NEIL BENTLEY



JOANNE ICETON



JASON PHIN



SANJEEV OHRI



STEVE LAWRENCE



SUE FIELDING



KAM PENG LIN

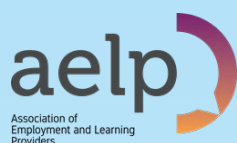


NAILA BIBI



ANEESAH AZIZ

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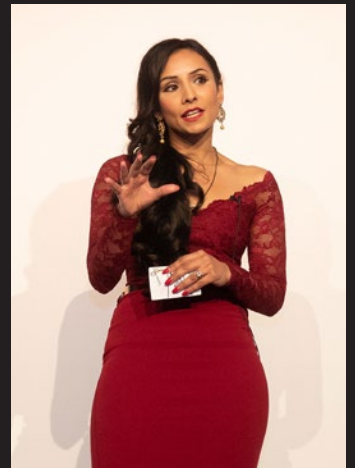


OFFICIAL CHARITY PARTNER



EVENT SUPPORTERS







WINNERS 2018

FINANCIAL, LEGAL & PROFESSIONAL SERVICES

APPRENTICE

Marjana Uddin
BBC

EMPLOYER

Admiral Recruitment

HIGHLY COMMENDED

Afeefa Ali
Lloyds Banking Group

HEALTH, MEDICAL & SOCIAL CARE

APPRENTICE

Muryim Bi
Well Springs Nursing Home

EMPLOYER

Aspects Care Ltd

RETAIL, HOSPITALITY & TOURISM

APPRENTICE

Maitam Rashid
Morrisons

EMPLOYER

The Midcounties Co-Operative

CHARITY, VOLUNTARY ORGANISATIONS & PUBLIC SERVICES

APPRENTICE

Sonia Cardozo
Guy's & St Thomas' NHS Foundation Trust

EMPLOYER

Walsall Council

HIGHLY COMMENDED

Sheroze Arif
Birmingham & Solihull Mental Health NHS Trust Foundation

CONSTRUCTION

APPRENTICE

Shaheeb Mohammed
Fortem

EMPLOYER

NG Bailey

HIGHLY COMMENDED

Kobir Hussain
Editquest

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ENGINEERING AND MANUFACTURING

APPRENTICE

Ahmed Munshi
BAE Systems

EMPLOYER

Bombardier

HIGHLY COMMENDED

Imran Lulat
Jaguar Land Rover

CREATIVE AND DIGITAL

APPRENTICE

Niraj Gurung
Royal Air Force

EMPLOYER

Liquid Print

HIGHLY COMMENDED

Jaspreet Panesar
Severn Trent

JUDGES' CHOICE AWARD

Rumana Chaudhury
Sage UK

HIGHLY COMMENDED

Yasemin McClure
Crabtree Property Management

LEARNING PROVIDER OF THE YEAR

JTL

SMALL, MEDIUM EMPLOYER OF THE YEAR

Perinatal Insitiute

LARGE EMPLOYER OF THE YEAR

BBC

APPRENTICE OF THE YEAR

Ahmed Munshi
BAE Systems

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SOCIAL MEDIA STATISTICS



Twitter (@AsianAppAwards)

688,00

Impressions

5,270

Retweets

7,290

Likes



Facebook

165,050

People Reached

36,620

Post Engagement

SOCIAL MEDIA TWEETS



Mike Hopkins
@MikeHopkins13

#asianappawards South & City College Birmingham is proud to be supporting the Awards. It's always great to celebrate success in Birmingham and to raise the profile of apprenticeships

12:41 PM - 29 Nov 2018



Baasit Siddiqui #gogglebox
@baasitsiddiqui

Thankyou to the lovely @StraplanLtd for the invite to @asianappawards very excited to celebrate the fantastic work done by apprentices, providers and employers tonight 😊 & great to have the boys with me too #asianappawards #EducationForAll



11:26 AM - 29 Nov 2018



Paul Feles
@PaulFeles

Fantastic to be @asianappawards great start to what is going to be a great evening #AsianAppAwards



11:23 AM - 29 Nov 2018



Smita Jamdar
@smitajamdar

#Asianappawards really rousing and passionate advocacy for apprenticeships from the ever impressive Dame Asha Khemka



4:25 PM - 2 Nov 2017



LBG Diversity
@LBGDiversity

Good luck to Afeefa Ali from our Group Transformation division who has been shortlisted in the Financial, Legal and Professional Services Apprentice category at the #AsianAppAwards tonight @asianappawards



7:27 AM - 29 Nov 2018



AVM 'Bunny' James
@RAFGender

A winner! Niraj Gurung of @RoyalAirForce as the Creative & Digital Apprentice of the Year at the #AsianAppAwards



1:25 PM - 29 Nov 2018



BAE Systems
3 December 2018 · G

Ahmed, a talented young apprentice from our Air business, has won a prestigious award at this year's Asian Apprenticeship Awards in the Engineering and Manufacturing category. Find out more about Ahmed's achievement at <http://www.co/06a10y005>.



SOCIAL MEDIA TWEETS



NAVIN KUNDR ✓
@NavinKundra

Brilliant night @asianappawards! Congrats to all the nominees, winners & businesses! Great hosting by @TommySandhu & @SuziMann - brilliant keynote speech by @jasminekundra & hilarious standup by @ForSukhsSake! Well done #AsianAppAwards 🙌



FROM FINALIST TO WINNER!

Congratulations to Muryim Bi of Well Springs Nursing Home who has won Apprentice of the Year in the Health, Medical and Social Care sector at The @asianappawards in Birmingham. We're so proud of you, what an achievement!! #AsianAppAwards #TeamMuryim



11:53 PM - 29 Nov 2018



Massive congratulations to our apprentice from #Rotherham, Shaheeb Mohammed, who walked away as the winner of Construction Apprentice of the Year at the @asianappawards last night #AsianAppAwards socsi.in/86III



4:51 AM - 30 Nov 2018



Steve Dharamraj
@Steve_387

A great evening at the Asian Apprentice Awards 2018 and we managed to find Jasmine Kundra, my favourite BBC Apprentice Contestant! 🥳 @asianappawards @RAFAApprentices @JasmineKundra #AsianAppAwards

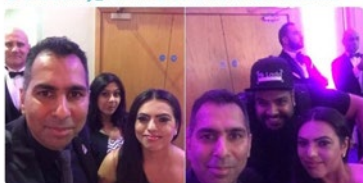


9:48 AM - 30 Nov 2018



Ifraz Ahmed
@Ifraz_1

Ready for a fantastic night celebrating #asianappawards - great atmosphere in the room brilliant hosts @TommySandhu @SuziMann well done @ThinkFest team room looks amazing @anitachumber @PaulCadmanUK @dinamche @MrLaddMedia @DeniseTAG @choudhry_kasim @SafarazAli @isamutlib

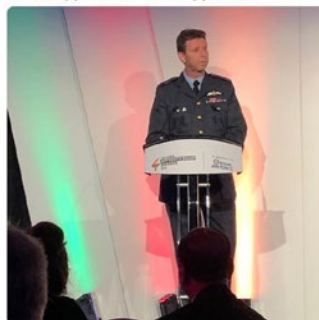


11:45 AM - 29 Nov 2018



Paul Eeles
@PaulEeles

Great to see fellow @windsorleaders alumni @RAFGender welcoming guests to @asianappawards #AsianAppAwards



11:42 AM - 29 Nov 2018



NG Bailey
@NGBaileyUK

Last night we were named as the Construction Employer Winner at the @asianappawards 2018! 🥳🏆 Well done to all the teams and apprentices involved! #Passion #Integrity #Excellence #AsianAppAwards



4:23 AM - 30 Nov 2018

PRESS SCREENSHOTS

CASE STUDIES

LIFE STORIES

What's it really like to be an apprentice?
We asked a few people to share their experiences.



AHMED MUNSHI
BAE SYSTEMS

A project management apprentice and student mentor who defied his family's wish for him to go to university has been crowned Apprentice of the Year at the Asian Apprenticeship Awards.

Ahmed Munshi of BAE Systems, who has mentored nine school and college students alongside his work and studies, took home the top accolade at the award ceremony in Birmingham.

Although his family hoped he would follow the traditional route to university, Ahmed was convinced a higher apprenticeship would be the perfect combination of academia and work.

Ahmed says, "The apprenticeship has enabled me to improve my personal qualities, to be a more well-rounded individual, not simply from an occupation perspective. BAE Systems has helped me to become socially conscious, participating in activities that go beyond my day-to-day work life."

"I strongly believe a person should wake up in the morning with two feet on the ground and feel that they are making a difference to someone's life."

Olga Bottomley, Head Judge, said Ahmed was chosen as the winner because he had "embraced working life and his studies" and had an "incredibly strong social-responsibility ethic".

"He had to persuade his family of the wisdom of applying for an apprenticeship, and since that point, he has become a fantastic ambassador for his company and apprenticeships more widely."

"Ahmed works closely with his local mosque and he mentors other young people. He is truly someone to watch as his career develops."



BAE SYSTEMS

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Asian Apprenticeship Awards: the winners

News

Pippa Allen-Kinross

Fri 7th Dec 2018, 10:30



A project management apprentice and student mentor who defied his family's wish for him to go to university has been crowned apprentice of the year at the Asian Apprenticeship Awards.

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News

JTL double at Asian apprenticeship awards

17 December 2018



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JTL celebrates success at Asian Apprenticeship Awards



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JTL SUCCESS AT ASIAN APPRENTICESHIP AWARDS 2018

11th December 2018 News 585 Views

Leading apprenticeship training organisation JTL had a highly successful night at the recent Asian Apprenticeship Awards held at the imposing Edgbaston Cricket Ground, the home of Warwickshire County Cricket Club.

The organisation was awarded the Learning Provider of the Year Award for 2018 and one of its apprentices – Shabeeb Mohammed from Rotherham – won Apprentice of the Year in the Construction sector. Shabeeb, a plumbing apprentice, works for Fortem in Yorkshire.

JTL has been highly influential in increasing the numbers of apprentices joining the electrical and heating and plumbing industries from the black, Asian and minority ethnic sectors. For a number of years, it has been running an Ambassador programme to encourage apprentices from under represented communities to enter the apprenticeship field, with the more than thirty young ambassadors participating in activities to encourage others from their communities to consider applying for apprenticeships through JTL into the building services sector.

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Refugee turned apprentice barber makes the cut

Asian Apprenticeship Awards seek positive stories like that of nominee and former refugee Ali Mohabatti

By Stephen Exley 20 June 2018

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Ali Mohabatti arrived in the UK at the age of 11 as a refugee from Afghanistan. He went to live with foster carers who have supported and cared for him, but he struggled academically, with English and maths.

onrec The Online Recruitment Resource

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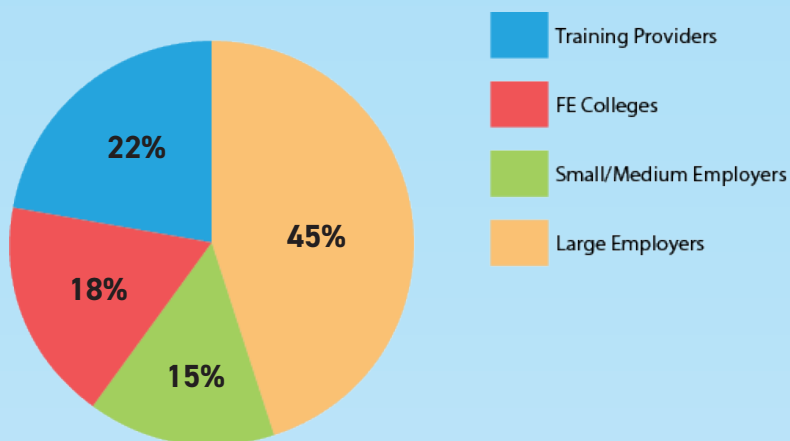
Admiral Recruitment wins Asian Apprenticeship Award 2018



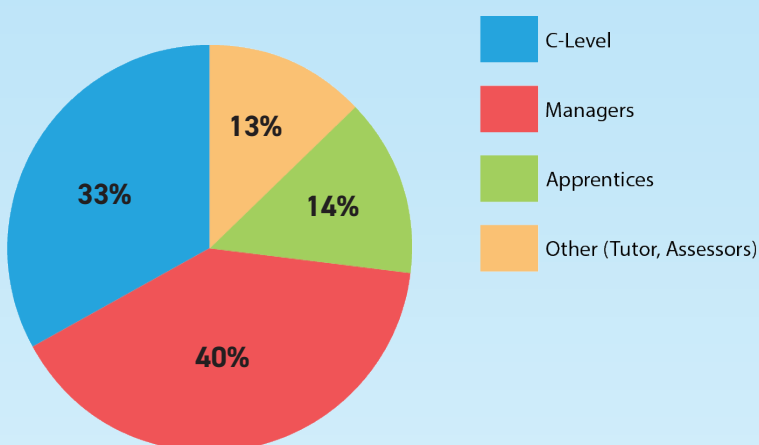
Posted in News archive on 18 Dec 2018

CONTEXT & BACKGROUND

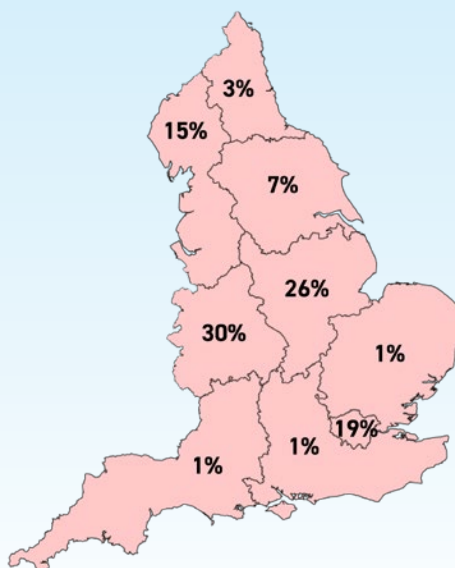
Attendees by Organisation Type



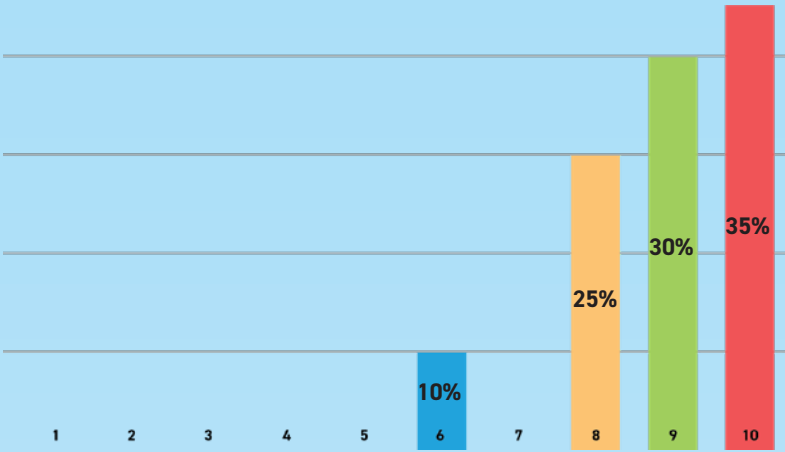
Attendees by Role



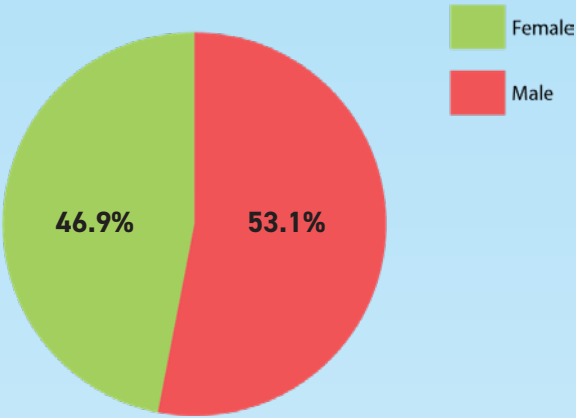
Where attendees travelled from



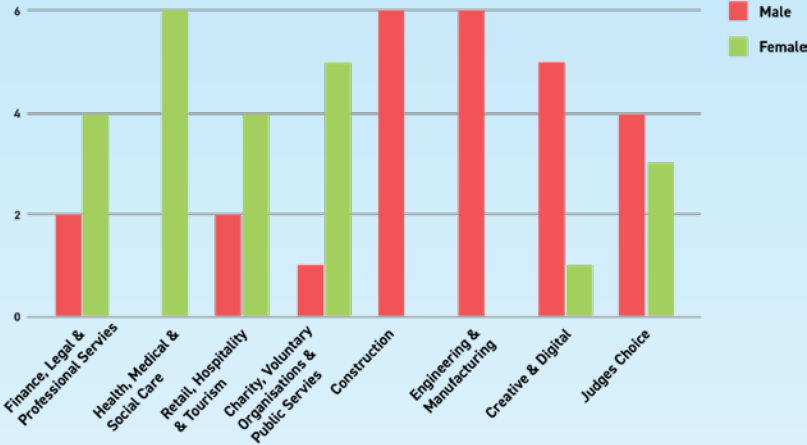
How would you rate the organisation of the awards? (1 - Very Poor 10 - Outstanding)



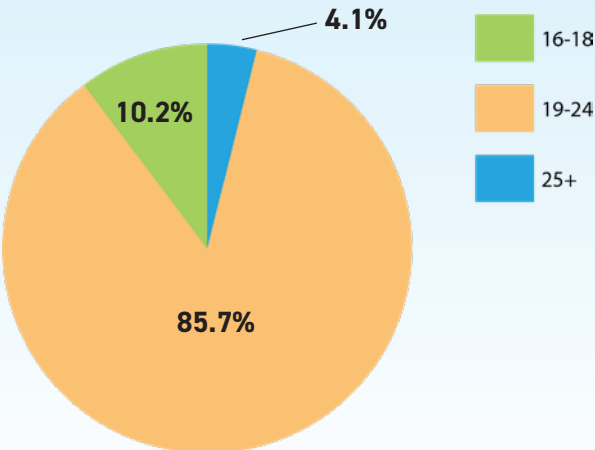
Overall Male : Female Split



Male : Female Split Per Category

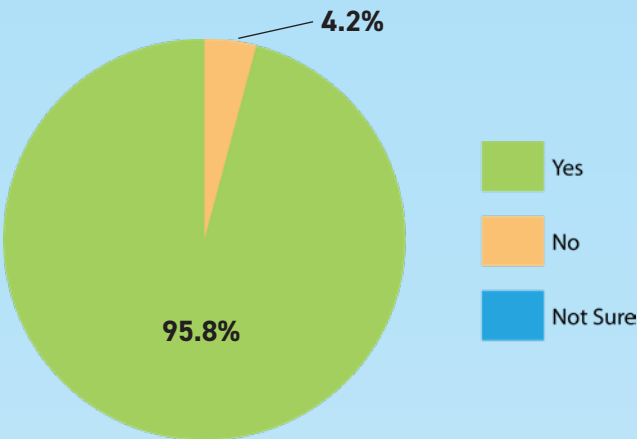


Age of Finalists

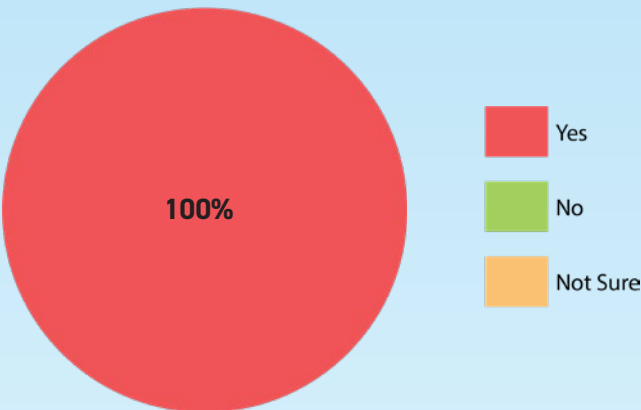


KEY SURVEY FINDINGS

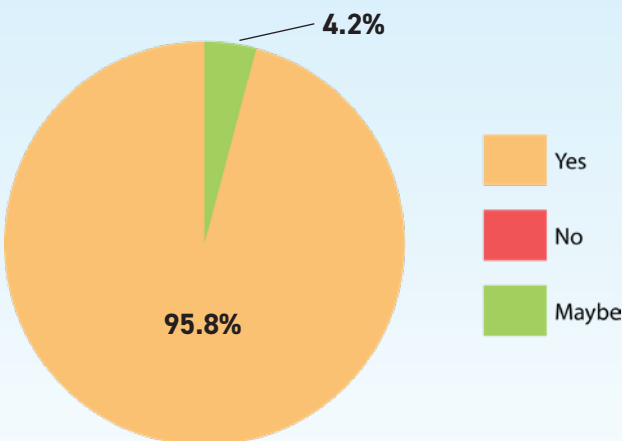
Did you know about the stigma attached to apprenticeships within British Asian communities before the awards?



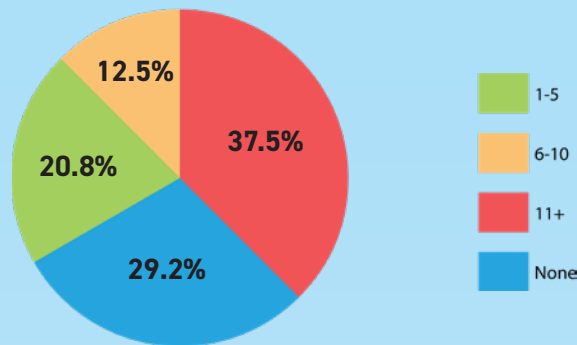
Did you understand the rationale and vision behind the awards?



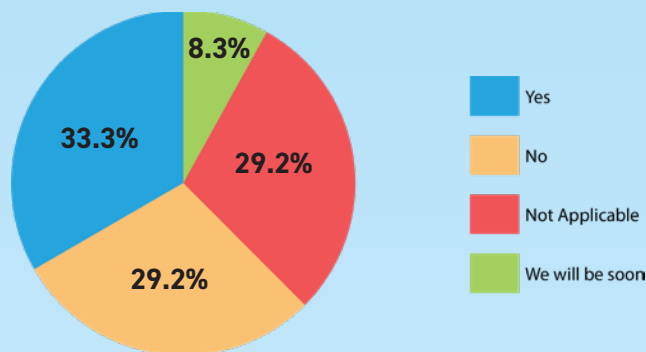
Did you feel that the awards served its purpose in promoting apprenticeships to British Asian communities?



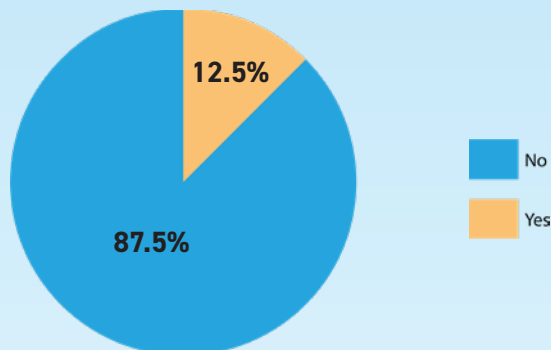
Does your organisation currently have any apprentices? If so, how many?



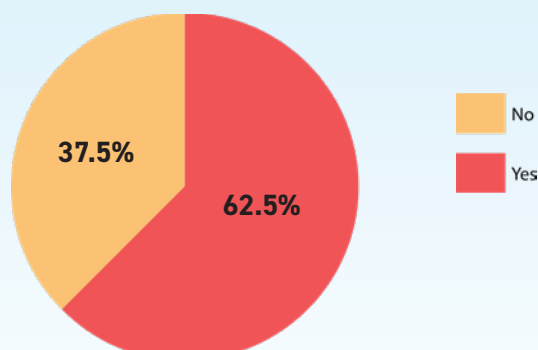
Does your organisation have targets set for taking on apprentices from the British Asian or BAME background?



Do you believe companies/organisations are doing enough to promote apprenticeships to BAME communities?



The Government has a target of raising apprenticeships from BAME communities by 20% by 2020. Do you believe this is achievable?



KEY SURVEY FINDINGS

Attitudes towards apprenticeships have taken a noticeable change within the British Asian community.

Over the course of the three years of holding the Asian Apprenticeship Awards, we have been monitoring responses from the apprentices that have engaged through the awards to get a further understanding of how their community is responding to the successes of the apprentice, and subsequently, their perception to apprenticeships. In 2016, we had zero parents attend. However, in 2018, we saw a significant number of parents who attended the awards.

From our survey, we found a 25% increase in individuals understanding the stigma attached to apprenticeships within British Asian communities prior to the awards taking place. What this indicates is that the work the team does behind the Asian Apprenticeship Awards including working with apprentices from previous years is having an impact on the wider outreach for apprenticeships.

Optimism seen among attendees in meeting the apprenticeship diversity target

A remarkable change was seen among attendees about their thoughts on reaching the diversity targets set by the Government, that being, to increase the number of apprentices from BAME communities by 20% by 2020.

A staggering 63% felt that the Government's target could be achieved compared to 2017 where only 29% thought that this would be achievable and 55% being unsure. This shows a huge sense of optimism among attendees.

When speaking with the attendees, they believe that this is down to increased efforts from Government to promote apprenticeship diversity, and a rise in initiatives to drive uptake from diverse backgrounds. For instance, the Apprenticeship Ambassadors Network, a sub working group of regional and national employers who promote apprenticeships, work closely with the Apprenticeship Diversity Champions Network and its employers to ensure that the messages we are getting out about apprenticeships are right and fit for purpose, but also serving as ambassadors to champion apprenticeships within their respective communities.

Attendees were aware of the Government's 'Blaze A Trail' campaign, a new approach to promoting apprenticeships. The story telling aspect became a key part with some of the case studies reflecting the impact an apprenticeship has upon the life of an apprentice. However, they felt that these campaigns lacked a direct-to-community approach.

Regionalise stakeholder engagement approach to diversity to get more effective uptake from diverse backgrounds

Nearly all attendees felt that the Government's approach to diversity felt quite broad. In certain communities where BAME populations are lower than others, it would bring difficulty to achieving intended targets. As mentioned, a direct-to-community approach needs to be established.

Attendees mentioned smaller initiatives such as the Ladder For Greater Birmingham which has a localised approach to apprenticeships but need strategic support to work with BAME communities.

The Government's Five Cities project which aims to address apprenticeship diversity across five cities (Birmingham, Manchester, London, Bristol, Leicester) was seen as a start but not many were aware of it. Considering it had been launched in January 2018, its impact from a stakeholder perspective hasn't really been established.

Government needs to invest more in addressing apprenticeship diversity

Every employer and training provider attendees that we surveyed stressed that there is a lack of funding available to focus on grassroot efforts in addressing underrepresentation within apprenticeships. With funding, initiatives could be created to support organisations working with specific BAME communities to promote apprenticeships, and having those within the community to lead on it with the aim of local people empowering the next generation of local talent.

Through our survey, we have identified the following key stakeholders

- Employers
- Training providers
- Apprentices winners and finalists
- Apprenticeship Ambassador Networks
- Trade bodies
- Local Authorities
- Institute for Apprenticeships and Technical Education
- Education and Skills Funding Agency
- Local and national press
- Regional key people of influence
- Schools/Colleges
- Apprenticeship Diversity Champions Network

Some of the suggested ways in which stakeholders could collaborate:

- Have employers promote apprenticeships to schools/colleges that have a high percentage of students of BAME communities and encourage them to apply
- Hold parent-teacher forums to address social stigmas of apprenticeships within BAME communities
- Have apprentices from BAME communities to travel down to schools/colleges/sixth forms to discuss their personal stories in an attempt to inspire and encourage young people to uptake apprenticeships
- Make more use of their social media platforms to promote apprenticeships as this is what young people are most active on
- Increase recruitment efforts within different communities
- BAME Apprentices need to become part of the language of success - who is the most well known/successful BAME Apprentice? Such an individual should become a figurehead for the awards and continuously promote the opportunities apprenticeships provide
- Be more focused and honest about the challenges and engaging with BAME communities

CONCLUSION

Over the last few years, the success of the Asian Apprenticeship Awards has truly been defined by the apprentices who share their stories and the employers and training providers who get recognised for their hard work in employing and training the next generation of talent. A rise on role models championing apprenticeships from BAME communities to BAME communities is a positive sign for the diversity of future workforces.

What this report highlights is that progress is being made in addressing apprenticeship diversity. In fact, in 2017/18, almost 5 times as many apprenticeships were started by people from the Black and Asian ethnic groups as in 2002/03, with an increase by 10% from 2017/2. This no doubt has brought in a sense of optimism among employers on the progression that has been made whilst remembering the ongoing collective and collaborative response that is needed to achieve the set targets from central Government.

Critical to achieving the intended targets is the need for funding. Funding will allow projects and initiatives such as the Five Cities Project to work closely with the BAME community, employers and training providers with the right tools to promote apprenticeship diversity. It is important that these facilities exist to create an ecosystem within the BAME community where apprenticeships can thrive as an alternative route after school.

Going forward, we will utilise platforms such as the BAME Apprenticeship Alliance to continue to bridge the gap between employers and the BAME community to promote apprenticeship diversity.

From an events perspective, we have maintained a strong sector representation on the evening and before and after the awards which has strengthened our mission. Feedback that was given on the evening to improve the event has been taken onboard and any necessary changes will be incorporated into the 2019 awards evening.

The Asian Apprenticeship Awards team would like to thank the Headline Sponsor The Royal Air Force and all category sponsors, the Judges and Ambassadors, our Partners and Advisors for being an integral part in making the awards a success.



PATHWAY GROUP



Pathway Group

Pathway Group is a leading Regional skills provider with a vision of Changing Lives Through Skills and Work. For the past 15 years, we have been at the forefront of supporting individuals through their journey into and during employment delivering qualifications tailored to job outcomes linked to employers. We exist to encourage and advance employment opportunities by matching the needs of business, individuals and the communities.

Pathway Group have extensive experience in delivering training, support and pre-employment guidance to priority groups and place considerable importance on supporting the individual in their general well-being. We take a bespoke approach to identifying customer needs, existing skills, aspirations and ability and providing information, advice and guidance to overcome any barriers they may face in gaining and sustaining employment. We also have an extensive network of employer/employment opportunity/placement links.

Pathway Group founded Thinkfest, its events division which holds over 100 free B2B events a year across the country; established The Asian Apprenticeship Awards to celebrate the talent and diversity of British Asian Apprentices, their employers and training providers; and is the founding member of the BAME Apprenticeship Alliance which is a network of employers that strives to address apprenticeship diversity through policy, advocacy and conversations.



Find us online at pathwaygroup.co.uk or call 0121 707 0550



THINKFEST

THINKFESTTM
Simply great events

Recognised for hosting 'Simply Great Events', ThinkFest is an events management organiser with a difference.

As well as working with partners to deliver their events, we organise our own events, operating in niche specialist areas and having a collaborative approach to working.

With over 15 years' experience in the industry, we pride ourselves on true partnerships, working with an understanding of the "end in mind". We take things personally, offering professionalism, quality, and credibility at the heart of what we do, with an innovative approach to working.

Currently, our team operates a number of annual awards ceremonies, conferences and exhibitions, as well as hundreds of business and professional networking events. We believe events are the single most effective means for organisations to engage with their customers and business community. Award ceremonies offer opportunities to inspire excellence and raise awareness of specific causes and industries.

Get social with us



www.thinkfest.co.uk





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2019

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Report written by Isa Mutlib.

May 2019

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