

**Manchester
Metropolitan
University**

FORCE FOR CHANGE

**THE IMPACT OF DEGREE
APPRENTICESHIPS AT MANCHESTER
METROPOLITAN UNIVERSITY**





FOREWORD

“Universities have a significant role to play in improving the life chances of young people and helping deliver the skills that the country needs to prosper.

“We know for some, the traditional route of a three-year, on-campus degree course is not an avenue that is either available or suits their life.

“We’re extremely proud of being a sector leader in the provision of degree apprenticeships.

“We were one of the first universities to offer this type of programme and five years later we have had more than 2,500 people start a degree apprenticeship with us and have created unrivalled partnerships with sector-leading companies.

“As one of the biggest and most popular providers of degree apprenticeships we thought the time was right to review their impact, to understand whether they deliver on their promises and recommend any learning for the future.”

Professor Malcolm Press
Vice-Chancellor, Manchester Metropolitan University



EXECUTIVE SUMMARY

Degree apprenticeships were established in 2015 as a powerful combination of study and on the job learning. With more than 2,500 apprentice starts to-date, Manchester Metropolitan University is now partnered with 544 employers, is an Ofsted Grade 1 Outstanding provider and has been voted the highest-rated university provider for degree apprenticeships in the UK for three years running (RateMyApprenticeship Awards 2019, 2020, 2021). As Manchester Metropolitan passes the fifth anniversary of delivering degree apprenticeships, this report sets out to examine to what extent our own programme is delivering on the original vision.

Our findings demonstrate that degree apprenticeships can act as a fast-track ladder for social mobility. For many existing employees, leaving work to study for a degree would not have been an option. Apprenticeships provide an option for those who would not have chosen a traditional degree, their uptake has been rapid and they boost earnings and occupational mobility opportunities. They are also benefitting employers by growing talent and reducing skills shortages.

OUR KEY FINDINGS

Degree apprenticeships are directly supporting young people

More than a third of our apprentices are aged 20 or under and more than half are aged 24 or under when starting the programme.

Degree apprenticeships are a powerful vehicle for social mobility

Overall, **40% of Manchester Metropolitan degree apprentices are the first generation in their family to go to university.**

Degree apprenticeships are increasing opportunities for people from disadvantaged backgrounds

According to Index of Multiple Deprivation (IMD) data, **36% of all Manchester Metropolitan apprentices are from the most deprived areas**, a trend that has improved over time, from 26% in 2015/16. This data is even more significant for “mature” learners, with approximately **50% coming from the lower half of the IMD range.**

Degree apprenticeships are increasing opportunities for students from diverse backgrounds

Manchester Metropolitan cohorts are becoming more ethnically diverse, with an increase in Black, Asian and minority ethnic apprentices, from 10% in 2015-16 to **19% in 2020-21.**

Degree apprenticeships champion alternative routes into STEM for women

34% of current Manchester Metropolitan STEM apprentices are women, a substantial improvement on the national undergraduate average of 22%.

Manchester Metropolitan degree apprentices are succeeding

The **overall achievement rate (the proportion of those who pass their apprenticeship out of those who begin one) at Manchester Metropolitan is 83%**, which is significantly higher than the national undergraduate average of 64%.

Degree apprentices are gaining promotions and pay rises

Overall, **78.3% of Manchester Metropolitan degree apprentices received a pay-rise and 64.2% received a promotion** during their apprenticeship. A survey of the first cohort of Manchester Metropolitan degree apprentices to complete their Digital & Technology Solutions apprenticeship, shows an average salary of £39,000 one year after graduating. This is **46% (£18,000) higher than the average** UK computing graduate and 5% (£2,000) higher than graduates from the top five computing courses in the UK (including Oxford and Cambridge).

Degree apprenticeships are helping employers recruit and develop the skills they need

A recent survey of Manchester Metropolitan partner employers asked them to assess the “degree of impact” that degree apprenticeships had had on 15 objectives. The highest scoring objectives were **growing talent (100%), bringing knowledge into the organisation (88%), encouraging progression on the career ladder (81%), and reducing skills shortages (79%).**

OUR KEY LEARNINGS

More promotion needed for degree apprenticeships

It is clear degree apprenticeships represent an effective alternative educational provision, but all stakeholders (universities, the Higher Education sector, Government, employers, and business groups) need to do more to promote them and raise their profile with students, parents, schools, and other educational institutions. This is particularly true within Black, Asian and minority ethnic communities.

Better performance metrics needed

The data in this report gives a clear indication of the impact of degree apprenticeships, but there is a need for more rigorous and comprehensive data to support policy in this area. Stakeholders should look at how performance metrics can be improved on key indicators such as quality, social mobility, skills, and labour market outcomes to ensure continuing improvement and the maximisation of educational and employment opportunities from degree apprenticeships.

INTRODUCTION

Degree apprenticeships were launched in 2015/16. They offer higher education courses combining work with part-time study. Courses are offered at degree and masters level and apprentices are employed throughout the course.

Manchester Metropolitan was one of just five pioneering universities to rapidly offer degree apprenticeships following their launch. During 2015/16, 58 apprentices started, with 15 employer partners. As of summer 2021, more than 2,500 people have now started a degree apprenticeship with Manchester Metropolitan, and we are partnered with 544 employers.

In 2020, the overall National Student Survey satisfaction score for apprentices at Manchester Metropolitan was 93% across all programmes and 100% of employers surveyed said they would recommend Manchester Metropolitan degree apprenticeships to other employers.

Degree apprenticeships have a number of advantages: students are earning while learning and gaining relevant work experience; employers benefit from co-designing courses to meet their skills shortages and by the creation of a pool of work-ready future employees.

According to the Social Mobility Commission (2020), apprenticeships are “one of the few indisputably effective tools of social mobility currently available to the Government”. Yet apprenticeships have faced mounting criticism that the opportunities they present are not reaching the intended beneficiaries: people from disadvantaged socio-economic backgrounds and particularly those with intersectional disadvantage.

Given our involvement in the degree apprenticeship programme from the outset, we thought we would be well placed to assess whether degree apprenticeships are delivering on their impact promises.

THE DEGREE APPRENTICESHIP PROMISE

The purpose of degree apprenticeships as outlined by OAA (2019) was summarised as follows:

- To ensure that public and private sector employers are able to recruit and develop the workforce they need.
- To increase productivity by driving up skills levels in the UK to maximise national competitiveness.
- To act as a vehicle for social mobility by offering a pathway into Higher Education for non-traditional learners, for improving future earning potential and accessing a professional career that might not otherwise have been available.
- To develop transferrable and lifelong learning skills that will enable the graduate apprentice to maintain employment throughout their working life.
- To provide progression opportunities for further (lifelong) study which could include, for example, another apprenticeship at a higher level, professional qualifications, and non-apprenticeship higher education study.



DEGREE APPRENTICESHIPS ARE DIRECTLY SUPPORTING YOUNG PEOPLE

The latest Social Mobility Commission poll (2020) found that overall, apprenticeships were believed to be **the best opportunity for young people to progress**.

At Manchester Metropolitan, we have a good spread of age groups on our degree apprenticeships (Figure 1).

30% of all Manchester Metropolitan degree apprentices were 20 or younger when starting their programme. In the latest intake (2020/21) 25% were under 20, which represents an increase on the national average of 20% reported by the Sutton Trust (2020). The average age at the start of the programme was 29.6 years.

In total, 49% of Manchester Metropolitan starters were female and 51% male. 17% were under 19, 25% were 19-24, 12% were 25-29 and 46% over 30.

Our level 6 provision predominantly supports those in the early stages of their careers; more than a third of apprentices are aged 20 or younger and more than half are aged 24 or under when starting the programme.

We have non-standard entry procedures and offer flexibility around the subject choices young people may have made in their earlier qualifications as part of our admissions processes, which have been key.

Whilst the majority (over 50%) of level 6 apprentices are under 25, those studying level 7 are much more likely to be over the age of 25. This is understandable given the entry requirements, qualifications and experience required to apply for the programme, but not always taken into consideration in broader age-gap analysis.

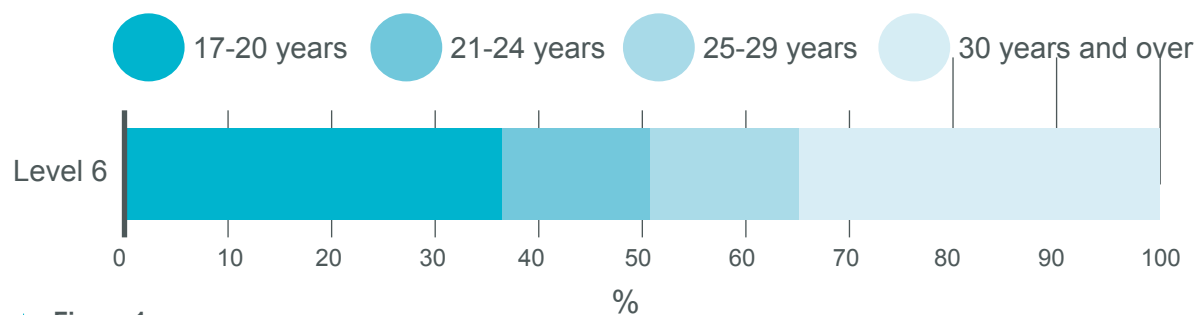


Figure 1
Age profile of Manchester Metropolitan apprentice starts 2015/16 to 2020/21



“I had just turned 18 when I started my degree apprenticeship, and it is one of the best decisions I have ever made. Studying towards obtaining a degree and the work experience I have been accumulating will set me apart from other graduates, giving me a head start in fulfilling my career aspirations to be a Developer.

“During my degree apprenticeship I have been able to experience a variety of opportunities that I would not have been presented with, had I taken the traditional degree route. I have been able to attend virtual TechSkills events and received an award for being the highest academic performer in my apprenticeship cohort and the workplace.”

Ibrahim, Digital and Technology Solutions Degree Apprentice, AutoTrader

“More than a third of apprentices are aged 20 or under and more than half are aged 24 or under when starting the programme.”

DEGREE APPRENTICESHIPS PROVIDE A ‘SECOND CHANCE’ FOR LEARNING

Degree apprenticeships are providing a ‘second chance’ for learners to obtain qualifications in a work-based learning context and secure gainful employment. They also provide existing workers the opportunity to upskill or reskill and improve their employment prospects, or to avoid the risk of redundancy as the skills needs of their organisations change and develop.

Many of our apprentices who applied for their programme beyond their early 20’s describe the feeling that their “chance had passed”. For some, this reflects previous attempts to study at Level 6 or 7 which were hindered by ill-health or family circumstances. For many, having begun to live independently and taken on full-time work, they aspired to develop themselves but found the challenges of reducing work hours and paying to study part time (often alongside family and carer commitments) just too daunting.

Those apprentices who do not join as school-leavers often reflect that the support of their employers has been the key to unlocking this challenge, both in terms of the on-the-job learning and commitment to 20% protected study time, but also in giving them the confidence to grow their talent.

At Manchester Metropolitan, mature learners taking advantage of apprenticeships come from the full spectrum of social disadvantage, with approximately half coming from the lower half of the IMD range (Figure 2).

A slightly greater proportion of apprenticeship starters from disadvantaged backgrounds were aged over 25 at the start of their training (61.7%), than from non-disadvantaged apprentices (56.3%).

The data does not indicate why disadvantaged learners tend to start apprenticeships later, however, we may infer that **degree apprenticeships are providing a ‘second chance’ for those learners who might have missed out previously.**

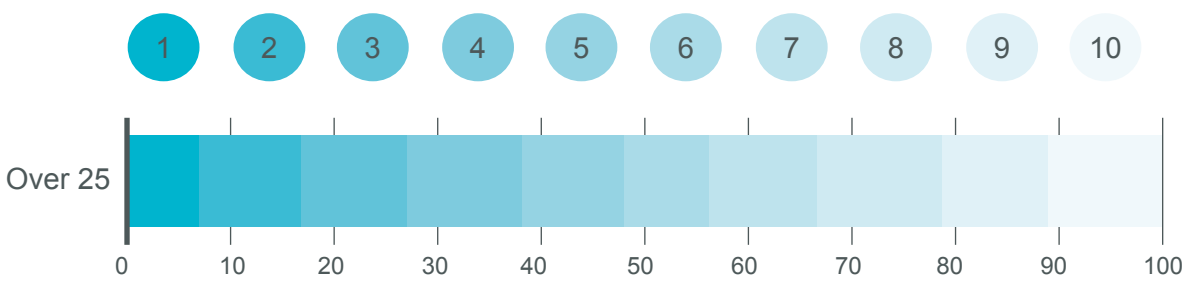


Figure 2
Overall IMD profile of mature apprentices



“I am an Operational Manager within Greater Manchester Mental Health NHS Foundation Trust. My role has led me to the path of becoming an Apprentice Social Work Student with Manchester Metropolitan University on the Social Work Degree Apprenticeship Programme. I aspired to be a Social Worker but life events, children and my career changing direction made this impossible. What I’ve learnt is to never give up on your aspirations, no matter how unobtainable they may seem.

“The programme of study is a journey of self-discovery and one I would recommend to any manager. It requires discipline and differentiating your roles, but it is doable with hard work, determination, and supportive colleagues. Studying has enabled me to have a deeper understanding of my values, beliefs and behaviours, which I have embedded within my practice.”

Angela, Social Work Degree Apprentice, NHS Foundation Trust

“Approximately half of mature learners taking advantage of apprenticeships come from the lower half of the IMD range.”

DEGREE APPRENTICESHIPS ARE A POWERFUL VEHICLE FOR SOCIAL MOBILITY

Apprenticeships are “one of the few indisputably effective tools of social mobility currently available to the Government” (Social Mobility Commission, 2020). There is considerable evidence to confirm the benefits they confer – such as raised aspirations, continued education, enhanced career earnings, and richer, more fulfilled working lives.

Overall, apprenticeships were believed to be the best opportunity for young people to progress. Social mobility is defined as: “The link between a person’s occupation or income and the occupation or income of their parents. Where there is a strong link, there is a lower level of social mobility. Where there is a weak link, there is a higher level of social mobility,” (Social Mobility Commission, 2020). At Manchester Metropolitan, **the proportion of degree apprenticeship starters from disadvantaged backgrounds has increased steadily over time**. Our approach and targeted outreach strategy have enabled us to proactively engage with more disadvantaged areas and achieve greater uptake than the national undergraduate figures.

According to IMD data, **36% of all Manchester Metropolitan apprentices are from the most deprived areas** (IMD 1-4), a trend that has improved over time, from 26% in 2015-16 to 37% in 2020-21 (Figure 3). Conversely, only 13% of all Manchester Metropolitan apprentices come from the most advantaged backgrounds (IMD 10), which is less than half the national average for degree apprenticeships (27%) reported by the Sutton Trust (2020). This data indicates that **degree apprenticeships are a ladder for social mobility**.

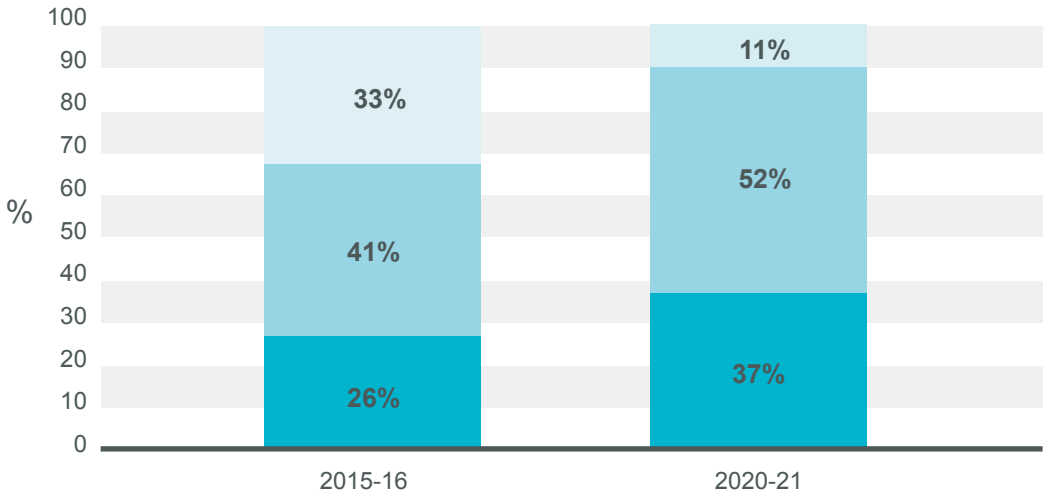


Figure 3
IMD profile of Manchester Metropolitan apprentices 2015/16 and 2020/21

- Most advantaged background (IMD 10)
- Advantaged background (IMD 5-9)
- Disadvantaged background (IMD 1-4)

“36% of all Manchester Metropolitan apprentices are from the most deprived areas.”



DEGREE APPRENTICESHIPS ARE AN ALTERNATIVE ROUTE INTO UNIVERSITY

Apprenticeships offer an alternative route for young people who might not have been motivated to embark on a traditional degree. They provide an opportunity for those who are keen to take a more hands-on route, or ‘earn while they learn’. Overall, 16% of degree apprentices at Manchester Metropolitan in 2020/21 came from low participation neighbourhoods, compared to 25% in the highest participation neighbourhoods.

The Office for Students (2019) found that 25% of apprentices would not have pursued any other form of qualification or training if they had not undertaken their apprenticeship. Those least likely to pursue any other form of qualification or training are those from disadvantaged backgrounds.

Looking at more than 2,500 people who have taken up degree apprenticeships with Manchester Metropolitan, **40% are the first generation in their family to go to university**; this is a significant improvement on a recent survey of young university graduates, where just 18% were the first in their family to go to university (Oxford Review of Education, 2020).

In total, 31% of all Manchester Metropolitan apprentices are from the most disadvantaged deciles (address at enrolment IMD 1-4) for the Education and Skills domain. Of that 31% (801 people), 86% have completed or continue to study on the programme.

As the pool of degree apprentices has increased, we also set up specific role-model, mentoring and application support schemes such as ‘Aspire, Apply, Achieve’, where degree apprentices in the later stages of their courses act as ambassadors and mentors to support potential applicants, who do not have family members able to bring their own direct experience to help.

“40% of Manchester Metropolitan degree apprentices are the first generation in their family to go to university.”



“Given my success at college, I faced a great deal of pressure from family, friends and my teachers to apply for a university place through UCAS and follow the traditional route of obtaining a degree. Once I understood the benefits of undertaking a degree apprenticeship, that I could work and learn simultaneously, I knew that full-time education wasn’t for me.

“Thanks to my apprenticeship, I have transitioned from a newcomer in the cyber security industry with no prior work experience, to being a certified cyber security subject matter expert, managing a small team of cyber security specialists. This means that I have moved up five promotion grades whilst working at Lloyds, in the space of three years. Something that has only been possible due to my apprenticeship.

“I am a tireless advocate for apprenticeships, and I work closely with students and schools to inspire future apprentices.”

**Zaman, Digital and Technology Solutions
Degree Apprentice, Lloyds Banking Group**

DEGREE APPRENTICESHIPS INCREASE OPPORTUNITIES FOR STUDENTS FROM DIVERSE BACKGROUNDS

Despite well documented and persistent challenges in ensuring access for all to Higher Education, degree apprenticeships are a successful intervention for widening participation.

Manchester Metropolitan cohorts are becoming more ethnically diverse, with an increase in Black, Asian and minority ethnic apprentices, from 10% in 2015/16 to 19% in 2020/21. This compares favourably to the latest national apprenticeship figure of 11.8% and is supporting employers to build a diverse workforce.

Manchester Metropolitan has also seen an **increase in starts from Black, Asian and minority ethnic apprentices who are from disadvantaged backgrounds** (IMD 1-5) from 13% in 2015/16 to 25% in 2020/21 (Figure 4).

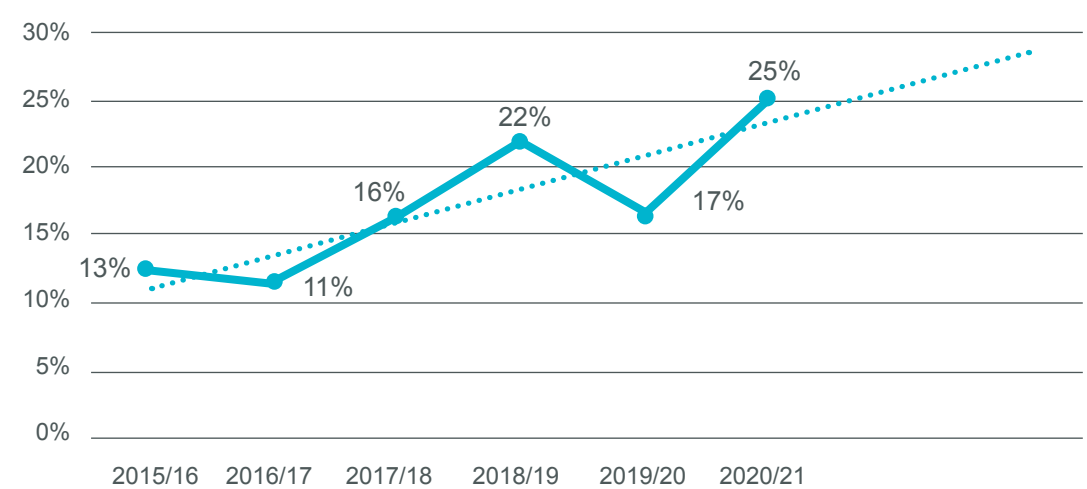


Figure 4
Percentage of BAME starts from disadvantaged backgrounds (IMD 1-5)



“Black, Asian and minority ethnic apprentice starts have increased from 10% in 2015/16 to 19% in 2020/21.”

DEGREE APPRENTICESHIPS CHAMPION ALTERNATIVE ROUTES INTO STEM CAREERS FOR WOMEN

The underrepresentation of women in Science, Technology, Engineering, and Mathematics (STEM) occupations has been widely acknowledged.

Degree apprenticeships are a particularly successful initiative in helping to attract more women into traditionally male-dominated industries, addressing skills shortages and closing the STEM gender gap.

Overall, **34% of current Manchester Metropolitan STEM apprentices are women.** This represents a substantial improvement on the national undergraduate average of 22% reported by the Office for Students (2020) and this has been a sustained uplift for the last five years.

The latest government data shows that across the last five years there has been consistent growth in the numbers of women achieving qualifications in core-STEM subject areas (Wise, 2020).

This general trend of improvement has carried on from education into the workplace, where there were more than one million women (24%) working in core-STEM roles in the UK, almost double the number 10 years ago.

Manchester Metropolitan has worked hard to make more young women aware of the wealth of opportunities opened up by a degree-level STEM apprenticeship and worked closely with employer partners to help them increase the diversity of their workforce.

“34% of Manchester Metropolitan’s current STEM apprentices are women.”



“For women thinking about getting into technology, I’d say engineering is for anybody. The tech industry has no boundaries, it sees no colour, no gender and it has no preference. Anybody can do it. We need more women. It makes it more creative to have a mix of people.

“I finished my A-levels during what was quite a challenging time in my life. My mother was unwell, so when I started looking at my study options, I needed a location that was close to home.

“I wasn’t allowed to consider an apprenticeship, as my mother was really against them. The typical African mentality is to go to university, and I felt my family were quite uninformed about apprenticeships. As she was ill, I didn’t push it and I ended up going to university after my mother’s death.

“I kept hearing more and more about apprenticeships and liked the idea of learning while earning. I’m now encouraging my younger siblings to pursue a degree apprenticeship and they’re all looking forward to the opportunity.”

**Cinderella, Digital and Technology Solutions
Degree Apprentice, Fujitsu**

DEGREE APPRENTICES ARE SUCCEEDING AT MANCHESTER METROPOLITAN

Achievement rates for Manchester Metropolitan degree apprentices are substantially above the latest published national rates at all levels.

The overall achievement rate at Manchester Metropolitan is 83% (the proportion of those who pass their apprenticeship out of those who begin one) for both male and female apprentices, which is significantly higher than the national undergraduate average of 64% reported by the Department for Education (2021). Our programmes, as with many degree apprenticeships, are frequently four or more years in duration, so this represents strong retention, as well as success.

The calibre of the apprentices is very high, and their hard work leads to them achieving at the highest levels. Overall, our most recent completed annual cycle showed that **96% of the EPA results at Manchester Metropolitan were at Merit or Distinction level.**

The success of Manchester Metropolitan apprentices has been recognised at a national level: 25 of our apprentices have won regional and national categories at the National Apprenticeship Awards and by other UK awarding bodies (BAME, RSC, MSP, British Education Awards, Virgin Star etc).

Harriet Willsher (IBM), in the North West region, and Braidey Greenbank (Croda), in the Yorkshire and Humber region, collected the awards for “Higher or Degree Apprentice of the Year”, while Howard Jackson (IBM) was awarded with the “Rising Star” award in the North West region.

The high quality of Manchester Metropolitan provision and teaching has also been recognised at a national level, including being voted the highest rated university by apprentices for the last three years (RateMyApprenticeship Awards 2019, 2020, 2021), the first university to win the AAC Digital Apprenticeship Provider of the Year award in 2020, and Highly Commended for Science and Health apprenticeships in 2021.



**“83% overall achievement
rate for Manchester
Metropolitan apprentices.”**

DEGREE APPRENTICES ARE ADVANCING THEIR CAREERS

Pay for degree apprentices is rising more rapidly than that of traditional graduate roles, with more employers choosing to offer such positions and promote apprentices whilst on programme.

Manchester Metropolitan degree apprentices are highly valued by their employers and making a significant contribution, especially in skills shortage areas. Overall, 78.3% of all Manchester Metropolitan degree apprentices received a pay-rise and 64.2% received a promotion during their apprenticeship.

A smaller survey of 125 recent Manchester Metropolitan degree apprentice graduates looked at pay and progression. Overall, 63% had moved up between 1 and 5 grade brackets during their apprenticeship and 51% were earning over £30,000. It also found that 78% of apprentices from IMD 1-3 received a pay-rise compared with 77% of apprentices from IMD 8-10. Of those from IMD 1-3 who received a pay rise, the majority are now earning £30,000 - £40,000.

Degree apprenticeship graduates from Manchester Metropolitan's Digital and Technology Solutions programme are **earning higher annual salaries than graduates from equivalent courses in the UK** and universities such as Oxford and Cambridge.

A review of the current earnings of the University's first cohort of Digital & Technology Solutions Degree Apprenticeship, shows an **average annual salary of £39,000 one year after graduating**. This is 46% (£18,000) higher than the average UK computing graduate and 5% (£2,000) higher than graduates from the top five computing courses in the UK.

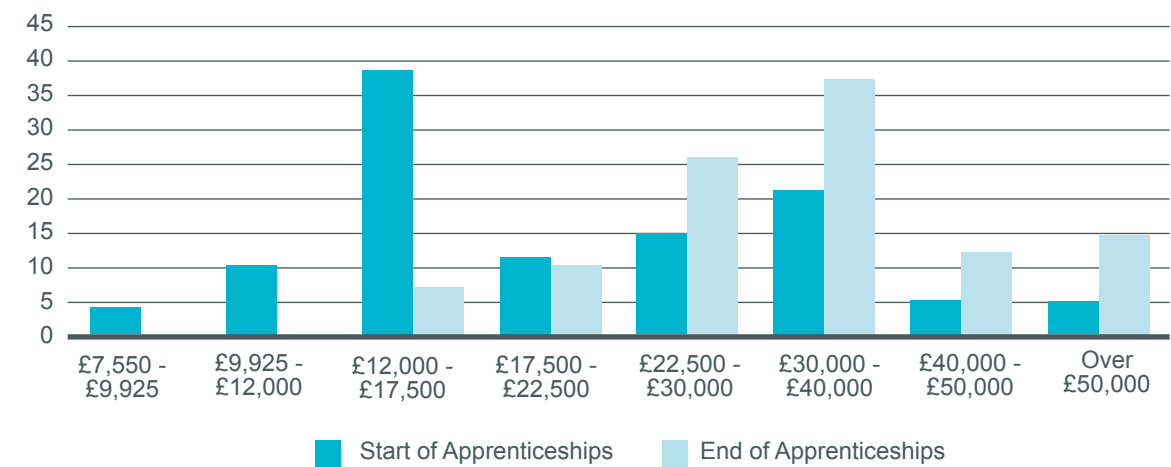


Figure 5
Salary at start and end of degree apprenticeship



“I’m now a Supply Chain Planner for the production and distribution of the COVID-19 vaccine, working digitally with our partners from all over the world.

“The degree apprenticeship has given me an appreciation for global business, understanding technology, communication skills, stakeholder management, etc. The apprenticeship has massively propelled me forward. I never imagined that I would be doing so well at work at my age (26). I can’t imagine where I would be if I hadn’t discovered the degree apprenticeship. I don’t think I would have ever done a degree otherwise as I didn’t have the confidence to apply.”

Amy, Digital and Technology Solutions Degree Apprenticeship graduate, AstraZeneca

“78.3% of Manchester Metropolitan degree apprentices received a pay-rise and 64.2% received a promotion during their apprenticeship.”

DEGREE APPRENTICESHIPS ARE HELPING EMPLOYERS RECRUIT AND DEVELOP THE SKILLS THEY NEED

Degree apprenticeships provide significant opportunities for employers to diversify their workforce, increasing opportunities available to young people, and the workforce and widening employers' talent pools.

A recent survey of over 600 businesses in England found that **89% of employers who hire apprentices agree that apprenticeships enable their organisation to proactively build its future** (2021). In addition to this, **72% now plan to hire more apprentices** over the next year (Open University, 2021).

Likewise, a recent survey of Manchester Metropolitan employer partners asked business leaders to assess the "degree of impact" that degree apprenticeships had on the following objectives (Figure 6).

The highest scored objectives were growing talent (100%), bringing knowledge into the organisation (88%), encouraging progression on the career ladder (81%), and reducing skills shortages (79%).



Figure 6
Degree of reported impact



"Degree apprenticeships enable IBM to attract diverse talent, which is essential for innovation. Our degree apprentices have proven to be highly successful in terms of their career velocity and adding value to the business. Degree programmes enable our apprentices to develop a broad set of knowledge, technical skills and behaviours, which complement various entry-level roles in consulting, as well as deeper technical roles.

"Our apprentices work in a variety of different roles across multiple industries and have been involved in critical projects that have directly impacted the UK. This gives our apprentices a real sense of job satisfaction, as they can see how their hard work is contributing to society.

"Increasingly, IBM's clients want apprentices to be included in the implementation of our solutions."

Kashif, Apprenticeship Lead, IBM

"89% of employers who hire apprentices agree that apprenticeships enable their organisation to proactively build its future."

CONCLUSIONS

Our analysis shows that completing a degree apprenticeship generally leads to a boost in earnings, enriched skills, and improved labour market outcomes of those who successfully complete the training. Degree apprenticeships are a powerful vehicle for social mobility, increasing opportunities for learners from disadvantaged backgrounds.

Whilst there is potential to improve access and awareness further for prospective apprentices, Manchester Metropolitan University continues to witness the transformation of people's lives. Particularly for young people from disadvantaged backgrounds who might not have been motivated to embark on a traditional degree, but also for those already in work without a degree who are looking to progress. Degree apprenticeships are the right intervention for those with intersectional disadvantage. Manchester Metropolitan has seen increasing starts for women in STEM, for Black, Asian and minority ethnic apprentices from disadvantaged backgrounds, and increased retention and achievement rates for apprentices from areas with a low IMD ranking in the Income, Employment and Education and Skills domains.

Degree apprenticeships provide an alternative option for those who would not have chosen a traditional degree, their uptake has been rapid, they boost earnings and occupational mobility for those with intersectional disadvantage.

Manchester Metropolitan continues to see degree apprenticeships deliver real impact. Particularly in levelling-up the life chances of young people from disadvantaged backgrounds, but also for those already in work without a degree who are looking to progress.

There are areas for improvement. A recent report found that more than one in five people said it was 'somewhat difficult' or 'very difficult' to get information on apprenticeships (UCAS 2021). Six years ago, just 31% of young people in school reported that their teacher had discussed an apprenticeship with them, rising to 47% in 2019 (Sutton Trust, 2020). That demonstrates a need for all stakeholders (universities, the Higher Education sector, Government, employers and business groups) to do more to promote them and raise their profile with students, parents, schools and other educational institutions. This is particularly true within Black, Asian and minority ethnic communities.

Also, evidence shows completing a degree apprenticeship generally leads to a boost in earnings, enriched skills, and improved labour market outcomes. Performance metrics need to change to recognise this.

After five years of delivering degree apprenticeships at Manchester Metropolitan we believe they are delivering on their promises. And as awareness of degree apprenticeships continues to grow, so too will the opportunities for real and lasting impact on people's lives.

ABOUT MANCHESTER METROPOLITAN UNIVERSITY

Manchester Metropolitan Apprenticeship Unit staff are nationally recognised as leaders in the field and regularly invited to present at national conferences, to advise other universities and the Department for Education, Institute for Apprenticeships and Technical Education, as well as chairing the Chartered Association of Business Schools' Apprenticeship Group. The unit leaders have also founded and chair an international network of universities developing degree apprenticeships around the world.

External Recognition for our provision has included the Small Business Charter National Exemplar status for degree apprenticeship delivery; being voted the highest rated university by apprentices for the last three years (2019, 2020, 2021), the first university to win the AAC Digital Apprenticeship Provider of the Year award in 2020, also Highly Commended for Science and Health apprenticeships in 2021.

Degree apprenticeship provision has also made a significant contribution to the Triple Awards to Manchester Metropolitan Business School of AACSB, AMBA and EQUIS. In addition, 25 of our apprentices have won categories at the National Apprenticeship Awards and other national awards (BAME, RSC, MSP, British Education Awards, Virgin Star etc.) in 2019 and 2020.

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Apprenticeship Unit

apprenticeships@mmu.ac.uk

0161 247 3720

mmu.ac.uk/study/apprenticeships



@mmuapprentice



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