

# 2019

## Final Year Impact Report

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# A WORD FROM OUR FOUNDER & CEO

Thank you for taking the time to read our end of year impact report and thank you to Najma and Sarah for conducting the necessary research!

2018-19 has been a great year here at Pathway CTM.

I am most proud of our successful mentoring of students via a high-touch approach that is seeing real impact for the students we serve.

We have delivered over 50 events this year and nearly 400 tracked applications to our employer partners' apprenticeship schemes - with over 70 (known) offers made!

The next step for the new academic year is to invest even more time and energy into reaching students of different backgrounds and interests.

It has been a great year and I would like to personally thank all our supporters. Together we can positively impact more young people.



A handwritten signature in black ink, appearing to read 'Chris McNamara'.

**CHRIS MCNAMARA**  
FOUNDER & CEO

STUDENTS ON OUR PROGRAMME

**22,000**

Face-to-Face interactions  
between employers and  
students..

# Pathway's Reach

## Mission Statement

At Pathway CTM, our mission is to improve the employability, career prospects and lives of school leavers. We aim to bridge the gap between schools and employers in order to provide students with a variety options post sixth form education ranging from: Degree-level apprenticeships all the way to work experience placements.

**28,000**

Students on our programme  
across our **10 regions**.

**7,808**

Students who want  
**apprenticeships**.

**100+**

**Schools** we work with.

**1,148**

**Teachers** on the programme  
across our 10 regions.

**90%**

Of our schools are  
**state schools**.

**14%**

Of students receive  
**free school meals**.

**43%**

**BAME** students on our  
programme.

**52%**

Of the students on our  
programme are **female**.



# Student satisfaction

These responses were collected from students enrolled on our programme demonstrating the impact that Pathway CTM has had on them.

## 70%

Found Pathway useful in considering their next steps as a school leaver.

## 75%

Found the Pathway programme easy to follow.

## 78%

Said we improved their awareness of options as a school leaver.

## 80%

Would recommend Pathway to a friend or family member.



## HOW STUDENTS FIND THE APPLICATION PROCESS

We surveyed all the students who went on to do an apprenticeship from our programme and found that most felt that they did not receive adequate follow up from employers throughout the application process.

Even after receiving an offer students still did not feel that they were kept in the loop with regard to the next steps. This can make students feel very uneasy, making them more likely to pursue the university route.

“THE COMMUNICATION BETWEEN THE EMPLOYER AND MYSELF WAS VERY SLOW. THERE WOULD BE LONG PERIODS OF SILENCE WHICH I FOUND VERY UNNERVING.”

- PATHWAY CTM STUDENT

# 85%

Of students said that their apprenticeship application process on a whole was great/good.

# 36%

Noted that they had moderate to little communication between their employer after being offered their place.

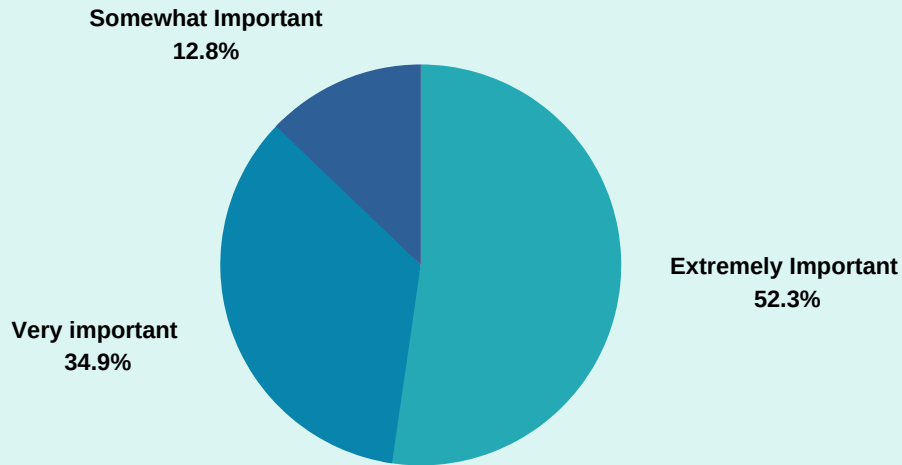
# 75%

Of our students with offers said that they would prefer to apply for apprenticeships earlier in the year.



## FEMALE REPRESENTATION IS IMPORTANT!

How important is female representation?



## SUMMARY:

From our research we found that the girls on our programme were very aware of the gender imbalance in relation to people in leadership positions in industry.

They noted that not seeing key female figures in their industries of choice made them apprehensive about pursuing certain careers.

In this section we will highlight the thoughts and opinions of young girls when it comes to sexism within the labour market.

## WHAT DO OUR STUDENTS THINK?

In an interview with one girl we discussed all things gender-related, from girls not pushing for careers in STEM all the way to the origins of gender stereotypes.

When asked why girls might not go for careers in STEM the student highlighted that it is not viewed as "the traditional route to take, it's not girly, not encouraged and girls don't think they can succeed in this field."

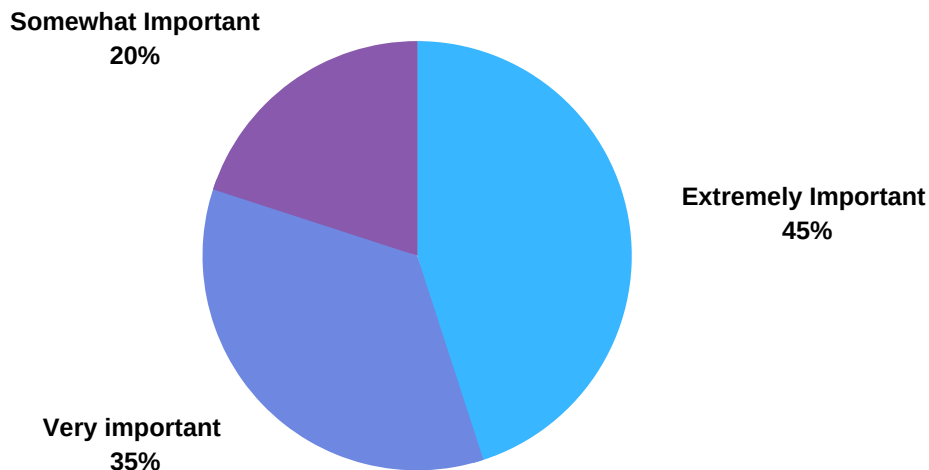
This therefore begs the question where do gender stereotypes come from? In response to this question the student emphasised that gender stereotypes are more prevalent in certain cultures than in others,

*"when I was in sixth form there would be lots of guys in my economics class I found it uncomfortable"*

The consensus from our surveys was that the thought of being the only girl is a daunting prospect. When asked about gender stereotypes ever being eliminated she said you "can't completely" and that "it would be difficult to change others' thinking"

## DIVERSITY MATTERS!

How important is feeling a sense of belonging in a company to you?



## SUMMARY:

We found that our BAME users were very aware of the lack of diversity in higher education and most career paths.

They noted that having role models that look like or are of the same background as them was indeed extremely important.

This section will discuss racism and whether young people think this is a large hindrance to their success.

## WHAT DO OUR STUDENTS THINK?

We found that our BAME users were very aware of the lack of diversity in higher education and most career paths.

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This section will discuss racism and whether young people think this is a large hindrance to their success.

*"You can't control bad things but you can control how you react. Everyone is ultimately responsible for solving racism."*

We gave the student interviewed an article from the Guardian newspaper titled 'A demeaning environment': stories of racism in UK universities.'

We then asked a follow up question in relation to the article 'Why do you think institutions are so hesitant to tackle racism?' The student noted that because institutions are "aware of the discomfort and divide it would create", they don't take any action to tackle it as the issue is so complex and could cause a further divide.



# OUR SOLUTION

Disadvantaged young people are twice as likely to be 'Not in Education, Employment or Training (NEET). This can simply be explained by a lack of qualifications.

Individuals from disenfranchised backgrounds are more likely to be locked out of the labour market between the ages of 18-24 as highlighted by The Private Equity Foundation (2019).

We asked students from underrepresented backgrounds about their increase in confidence after using the Pathway programme.

There are possible solutions to these issues that disadvantaged students may face. At Pathway CTM we aim to impart self-confidence in students, to improve their chances.

Our Skills Days are aimed at boosting students' employability skills by teaching them to be more confident when interacting with employers/strangers.

In addition, the mentorship service available to young people from Pathway CTM is also valuable in instilling a sense of confidence and direction when it comes to exploring school leaver options.

**82%**

*Female users  
confidence*

**87%**

*BAME users  
confidence*



# MAHMOOD'S JOURNEY INTO EY

In this segment we delve into his journey as a sixth form applying to one of the “big four” financial services firms.

## HOW DID YOU HEAR ABOUT EY?

"I heard about EY from Pathway CTM, before then I had never heard of the company. Once I got introduced to them however, I started to look into all their roles and found something I was interested in."

## WHY DID YOU CHOOSE TO DO AN APPRENTICESHIP?

After researching apprenticeships and seeing that I could get qualifications, work experience and no debt I became intrigued! I like the idea of learning on the job and knowing that I will still be qualified reassured me. "



## HOW DID YOU FIND THE APPLICATION PROCESS?

I found the application process fairly straight forward, I practised for the psychometric tests which really helped. There was however a long wait between doing the video interview to being invited to the assessment centre."

## WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS INTERESTED IN APPLYING FOR APPRENTICESHIPS?

"Apply early and apply to many, also try to be systematic. Practice for psychometric tests and be resilient being rejected is not end."

# STUDENT DENSATINATIONS

Companies that students have been placed on for either Apprenticeships or work experience.

74

**OFFERS**

Overall known offers From the students on our programme..

41%

**FEMALE**

Known female offers from the students on our programme.

43%

**BAME**

All known BAME offers from those on our programme.

