



EARNING WHILE LEARNING: THE CHANGING PERCEPTIONS AROUND APPRENTICESHIPS

National Apprenticeship Week Report 2025



CREATING A DIVERSE WORKFORCE

Foreword by Martin Gilpin, Head of Human Resources



The new government has set an ambitious target to build 1.5 million homes in the next five years, something that hasn't been done since the 60s. If we are to ever meet these targets it's crucial that the skills shortage and talent pipeline is addressed, and apprenticeships are undoubtedly a huge part of this.

Apprenticeships are a fantastic way for young people to start earning money right away, whilst also upskilling themselves by studying and getting invaluable hands-on experience.

Our latest research shows that great progress is being made when it comes to changing perceptions of apprenticeships. Nearly half of young people (46%) believe apprenticeships are the best way to get onto the career ladder, while almost a third (31%) would rather do an apprenticeship over attending university.

Much of the hard work around promoting the value of apprenticeships needs to begin in schools and with parents. Promisingly, two thirds (66%) of parents with children aged 16-21 would encourage their child into an apprenticeship, a significant jump on those that said the same just two years ago (29%). Over half (54%) of young people believe apprenticeships are being encouraged more than they were a few years ago too. Likewise, in schools, the number of young people that say their school does/did not encourage students to pursue an apprenticeship, has substantially reduced (49% in 2023 vs 29% in 2025). This demonstrates that while there may still be some work to be done, both at home and at school people are starting to see apprenticeships as a meaningful and viable choice for young people.

When it comes to working in construction, we are certainly seeing shifts in perceptions too; 1.4 million young people are currently considering a career in construction. Factors such as the high salary potential (34%) and getting ahead financially (21%) are amongst the top factors that make it an attractive career for young people. Beyond the financial incentives, it's also reassuring to see that two fifths (40%) of 16-24 year olds believe a career in the sector is highly valued by society due to the government's focus on housebuilding targets.

However, there is still some work to do to challenge the misconceptions about the industry. For young people that have not considered a career in construction over a third (34%) cited the manual labour as a key reason, while 25% believe it is typically a male dominated environment. While some of our apprenticeships do cover the more traditional trades, we also have a huge host of roles from other areas of the business, whether that's quantity surveying, commercial or buying; the industry has a diverse range of roles to suit a variety of skills.

The latest figures from the Home Builders Federation suggest 20% of the housebuilding workforce is aged over 50 and for every 10,000 homes built, the industry needs to recruit 30,000 new workers. More than ever, it's important that young people are encouraged into apprenticeships, and its value fully appreciated – the development of the UK's future towns and homes rely on it. For more information on apprenticeship's available at Redrow visit:

[Apprentices at Redrow.](#)

46%

of young people (aged 16-24) believe apprenticeships are the best way to get onto the career ladder.

709K

16-24 year olds are currently working in the construction industry.

1.4 million

16-24 year olds are considering a career in construction.

174

apprenticeship vacancies with Barratt Redrow plc.


RE-EVALUATING CAREER PATHS


16-24 year olds top considerations when it comes to choosing a career:

- | | |
|-------------------------------------|-----|
| 1 High pay | 35% |
| 2 Mental wellbeing | 19% |
| 3 Long term job security | 19% |
| 4 Aligned with my personal passions | 19% |
| 5 Aligned with my skills | 16% |

KEY FINDINGS FROM 16-24 YEAR OLDS

29%  say the **cost of living crisis** has made them decide against university.

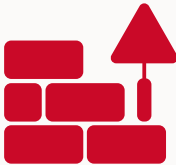
31%  of young people have / had no interest in attending university and would rather do an apprenticeship.

54%  over half of young people believe apprenticeships are being encouraged more than they were a few years ago.


What would make young people opt for an apprenticeship over going to university?


- | | |
|--|-----|
| Earn money straight away | 30% |
| Earn a salary whilst studying & training | 28% |
| Skills you learn that benefit you for life | 29% |
| Getting practical experience, putting you ahead of university students | 25% |
| Greater financial independence at an earlier age | 24% |

WHAT DO PARENTS WITH CHILDREN AGED 16-21 HAVE TO SAY?

66%  would encourage their child into an apprenticeship, versus **29% in 2023**.

37%  don't feel they have the knowledge to advise their child on their career choices.

46%  say there is a general stigma associated with being an apprentice rather than pursuing higher education, **26% disagree**

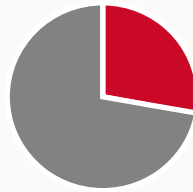
46%  don't have much knowledge about apprenticeships, versus 36% that don't have much knowledge about university degrees.

PERCEPTIONS OF CAREERS IN CONSTRUCTION



40%

Two fifths (40%) of 16-24 year olds think a career in construction is valued highly by society due to the government's focus on housebuilding targets.



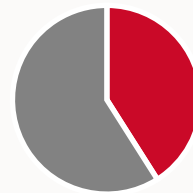
20%

20% of young people (aged 16-24) are considering a career in construction, while 32% have not considered it but would be open to it.



16%

16% of female 16-24 year olds are considering a career in construction, versus nearly a quarter of men (24%).



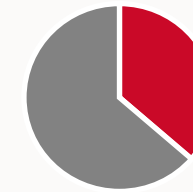
39%

39% of 16-24 year olds agree it is no longer a 'boys' club and more females are joining the industry, compared to 2023 when 75% said they believe it to be a male dominated environment.



43%

43% of young people (aged 16-24) believe there is a greater earning potential in construction career.



34%

Over a third (34%) of 16-24 year olds who have not considered a career in construction cite the manual labour involved as a key reason for this.



47%

Nearly half (47%) of parents surveyed believe the construction industry is better suited to men than women.

WHAT ATTRACTS A YOUNG PERSON TO A CAREER IN CONSTRUCTION

Salary	34%
Getting ahead financially	21%
Transferrable skills learnt	22%
Long term career opportunities	20%
Seeing the impact of their work in real life	18%

SUCCESS STORIES



AFTER FINISHING COLLEGE, CHARLOTTE WAS ABOUT TO EARN AND LEARN ALONGSIDE STUDYING HER DEGREE AS AN UNDERGRADUATE APPRENTICE FOR REDROW'S MIDLANDS DIVISION

What attracted you to the industry?

I have family within the industry who inspired me. I also have an interest in sustainability and renewable practices which I wanted to explore within the sector.

How did you come to work at Redrow?

I initially joined as an Undergraduate Apprentice which entailed rotating around each department for four months at a time allowing me to gain a greater understanding of the variety of roles available and discover which area I was interested in pursuing further. I did this whilst also studying a full-time degree sponsored by Liverpool John Moore's University – it was the ideal chance after leaving college to earn and learn at the

same time. Following completing my apprenticeship, I now work as a Trainee Designer for Redrow.

What are your key responsibilities in your new role?

I draw layouts using CAD for new and upcoming sites and creating packs that can be submitted for planning in hopes of winning the developments. I also view potential land purchases as part of my role.

What do you think makes a good apprentice?

Someone who is willing to learn and has a proactive rather than a reactive mental attitude. Someone who is positive and strives to do better and take on board constructive criticism from peers and superiors. It also requires someone who can balance workloads and remember to ask for help if they are unsure about their roles and responsibilities.

Where do you see yourself in 5 years' time?

I hope to have completed my degree and to have had the chance to progress further in my role from a trainee to an assistant.

What advice would you give someone who is considering an apprenticeship?

There are countless areas to explore in construction, so it all comes down to finding what would suit you and your skills best. Regardless of which department you choose at Redrow, you'll always be met by a friendly team that is there to help and offer support.



“BEING ON SITE GAVE ME REAL WORLD EXPERIENCE THAT YOU JUST CAN'T GET IN COLLEGE.”

Rhys Hopkins – Previous Bricklaying Apprentice for Redrow's Southern Counties division

SUCCESS STORIES

LUCA HAS NEVER LOOKED BACK AFTER DECIDING TO CHANGE HIS CAREER AND RE-TRAIN IN CARPENTRY FOR REDROW'S SOUTH WALES DIVISION

What were you doing before becoming a Redrow apprentice?

I was previously a full-time machine operator working shifts for Celsa Steel UK.

Why did you decide to make the move from steel works?

I did ten years in the steel industry but my real passion has always been carpentry which is why I decided to study the foundation course in carpentry and bricklaying at Cardiff and Vale College. My tutor told me about apprenticeship opportunities with Redrow. I jumped at the chance!

What were you like growing up at school?

I was full of energy and loved being active. PE was my favourite subject. Rugby, football and riding my bike filled my time.

What skills from steel works were you able to transfer into your apprenticeship?

Health and safety is a really important skill that I have brought with me to Redrow. Safety always came first in my previous job and it does here now when we are out on site. My previous knowledge of risk assessments, PPE and the handling of different materials has been a big benefit.

What is it about your role that you love?

I love it all! From loading up my own van with my own tools in the morning to seeing a finished job being signed off, I genuinely enjoy every day. I also respond well to praise, particularly as I know Redrow has such high standards.

Would you advise this as a route for others similar to you?

Changing career can be a daunting decision but I'm so pleased that I am now doing something that I really love. I've learnt to follow my dreams!

What are your short-term/long-term aspirations?

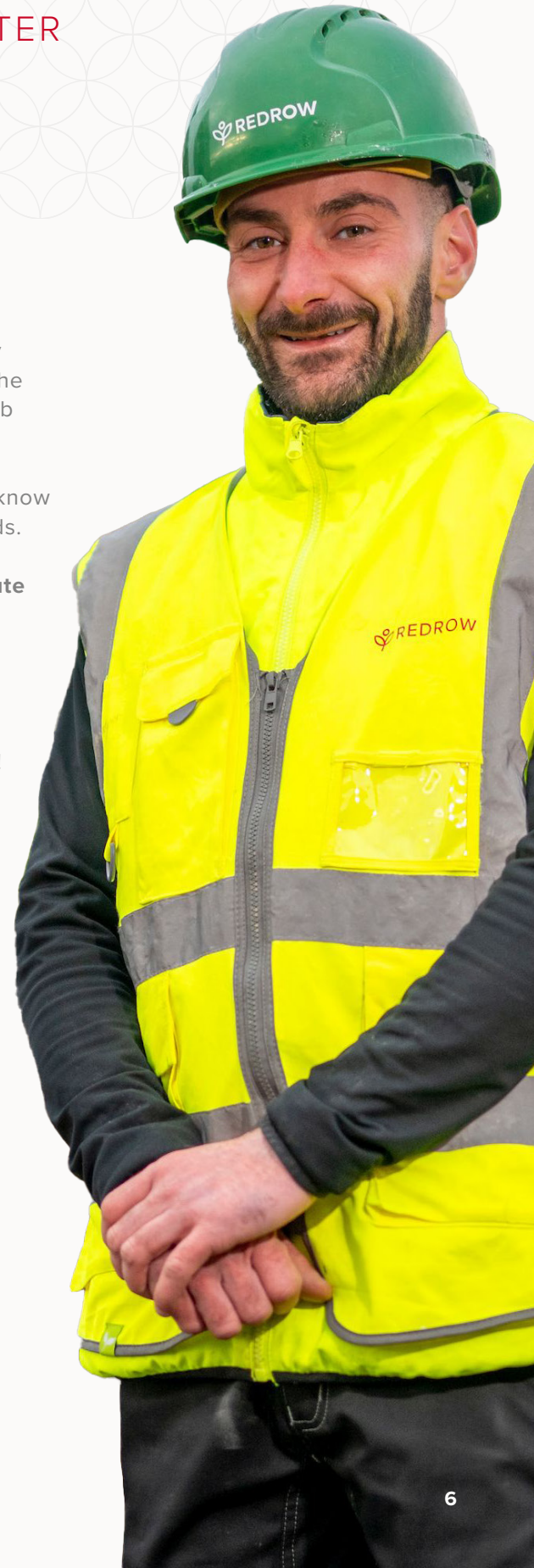
I hope to qualify within the next year. Longer-term, my dream is to build my own home.

What challenges have you faced in your role?

The Welsh weather is always a challenge when working outdoors!

What are you most proud of so far?

Leaving a full-time job after ten years was a big decision. I am proud of myself for having made the change and for all that I have achieved so far.



METHODOLOGY

Consumer research conducted by Censuwide on behalf of Redrow. Nationally representative sample of 1,000 UK young adults (16-24) conducted between 17.01.2025 - 20.01.2025. The data was weighted by age and gender.

A separate survey of 1,000 parents of 16-21 year olds was conducted online between 17th January – 21st January 2024.

Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling

* Stats has been worked out using the 2022 16-24 population figure of 7,168,323





About Redrow

Redrow was established in 1974 and today is one of the most successful and acclaimed homebuilders in the country.

Over Redrow's history, spanning 50 years, it has earned a unique reputation for delivering high quality, award-winning homes that are built in well-chosen locations with excellent place making.

Redrow's purpose is to create a better way to live. It has a robust strategy in place to deliver on this aim, which is based on three core pillars: Building Responsibly, Thriving Communities and Valuing People.

Redrow was included in the FT's annual listings of both Europe's Climate Leaders 2022 and Diversity Leaders 2023 for achieving significant reductions in its greenhouse gas emissions and leading in workplace diversity and inclusion, respectively. It was also included in the FTSE4Good Index Series, for demonstrating strong Environmental, Social and Governance (ESG) practices.

Last year, Redrow became one of the first house builders to implement the New Homes Quality Board's new code of practice, an independent not-for-profit organisation that has been set up to offer better protection and increased transparency for customers.

Redrow is consistently rated as 'excellent' on Trustpilot and once again achieved the Five Star Customer Satisfaction award from the Home Builders' Federation (HBF). Visit [redrow.co.uk](https://www.redrow.co.uk) for more detail.

Redrow is part of Barratt Redrow, the UK's leading housebuilder, making sustainable living a reality and building strong communities that people want to live in. Across our three differentiated brands – Barratt Homes, David Wilson, and Redrow – Barratt Redrow offers a range of high-quality and well-designed homes of all tenures.



