

UKtrendence  
RESEARCH



Collingwood  
College  
BELIEVE SUCCEED

***Trendence Schools Study  
Partner Report 2019***

# Methodology

## *Trendence Schools Study*

**19,102** Respondents

**2,700+** Schools

**539** Students from

**Collingwood College**

All UK regions

Online questionnaire

Conducted March-April 2019

Year 7 to Year 13



# Methodology

## *How do we collect the data?*

We collect the sample using Trendence databases of 750,000+ school and college students and through partnership arrangements with different institutions across the UK. Careers advisors in schools/colleges will promote our survey internally and we provide them with research reports in return.

To ensure that our sample is representative of the UK student population (i.e. the findings can be generalised with confidence to the population), we use a quota sampling technique to control our sample sizes.



**The Gatsby Benchmark**

**Post-School Plans**

**Student Psychology**

**Careers Support Satisfaction**

**Bio-Data**

# The Gatsby Benchmark

Benchmark	Description	This Report Contains
<b>1. A stable careers programme</b>	Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.	<a href="#">How satisfied your students are with the careers guidance they have receive at school.</a>
<b>2. Learning from career and labour market information</b>	Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.	<a href="#">How students access careers and university information.</a> We look at which <a href="#">websites</a> , <a href="#">publications</a> and <a href="#">social media channels</a> they use.
<b>3. Addressing the needs of each pupil</b>	Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.	<a href="#">Which pathways students want to take after school/college.</a> In addition, <a href="#">how they would like to receive careers information.</a>
<b>4. Linking curriculum learning to careers</b>	All teachers should link curriculum learning with careers. For example, STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths	[If sample size is over 200] A further investigation of your GCSE and A Level students studying STEM subjects to see how their specific needs can be catered for.



# The Gatsby Benchmark

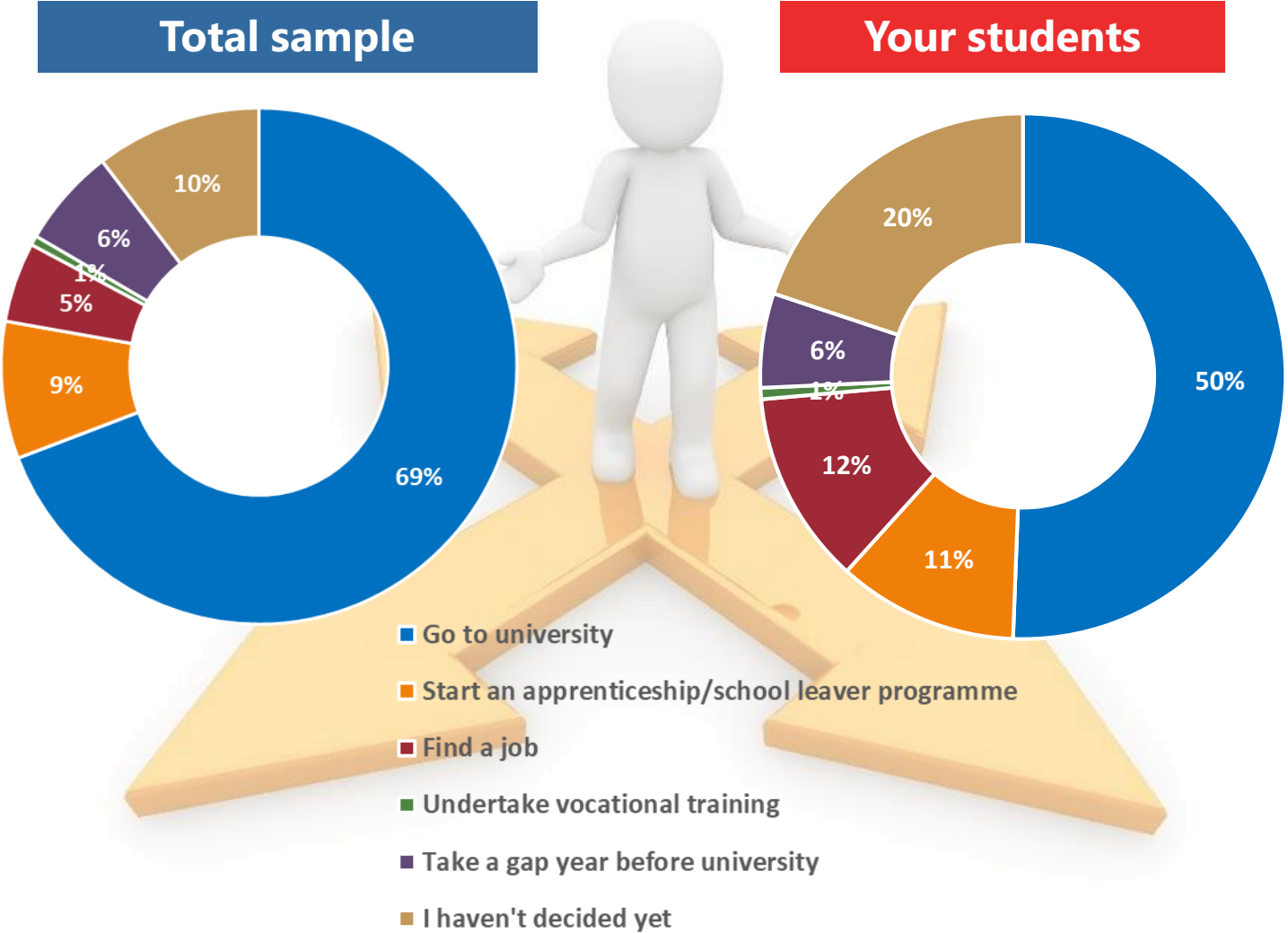
Benchmark	Description	This Report Contains
<b>5. Encounters with employers and employees</b>	Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.	<a href="#">Which activities students would like to attend while at school/college e.g. employer events/ guest lectures.</a>
<b>6. Experiences of workplaces</b>	Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.	The work experience pupils have gained while at school/college.
<b>7. Encounters with further and higher education</b>	All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.	We look at students that intend to go to university and: <ul style="list-style-type: none"> <li>- <a href="#">How they access information about universities</a></li> <li>- <a href="#">Which universities they intend to apply to</a></li> </ul>
<b>8. Personal guidance</b>	Every pupil should have opportunities for guidance interviews with a careers adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made.	We look at the activities students would like to attend as well as <a href="#">their top-influencers</a>



# PLANNING

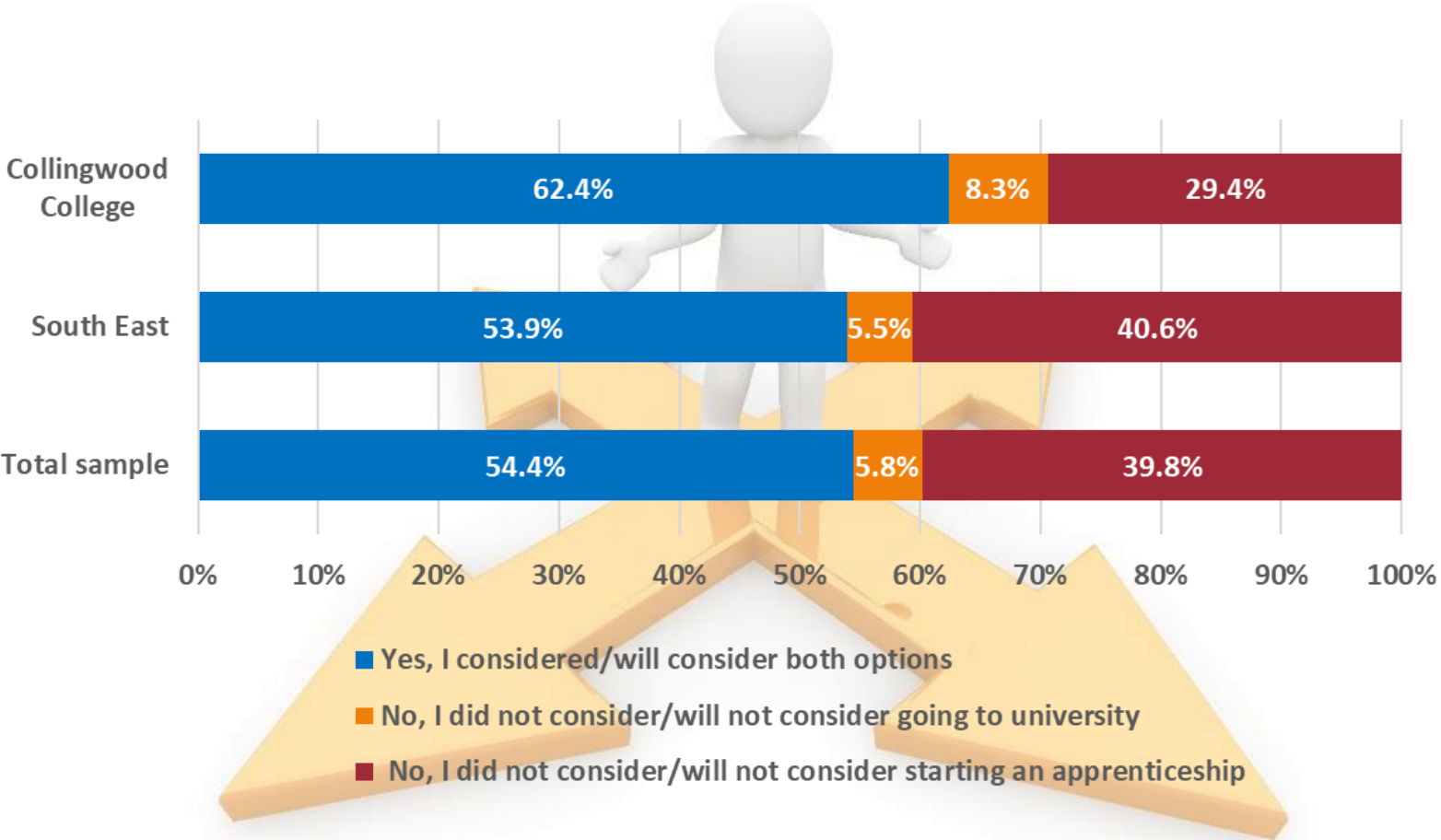
## Post-School Plans

# What do you plan to do when you finish secondary education (school/college)?

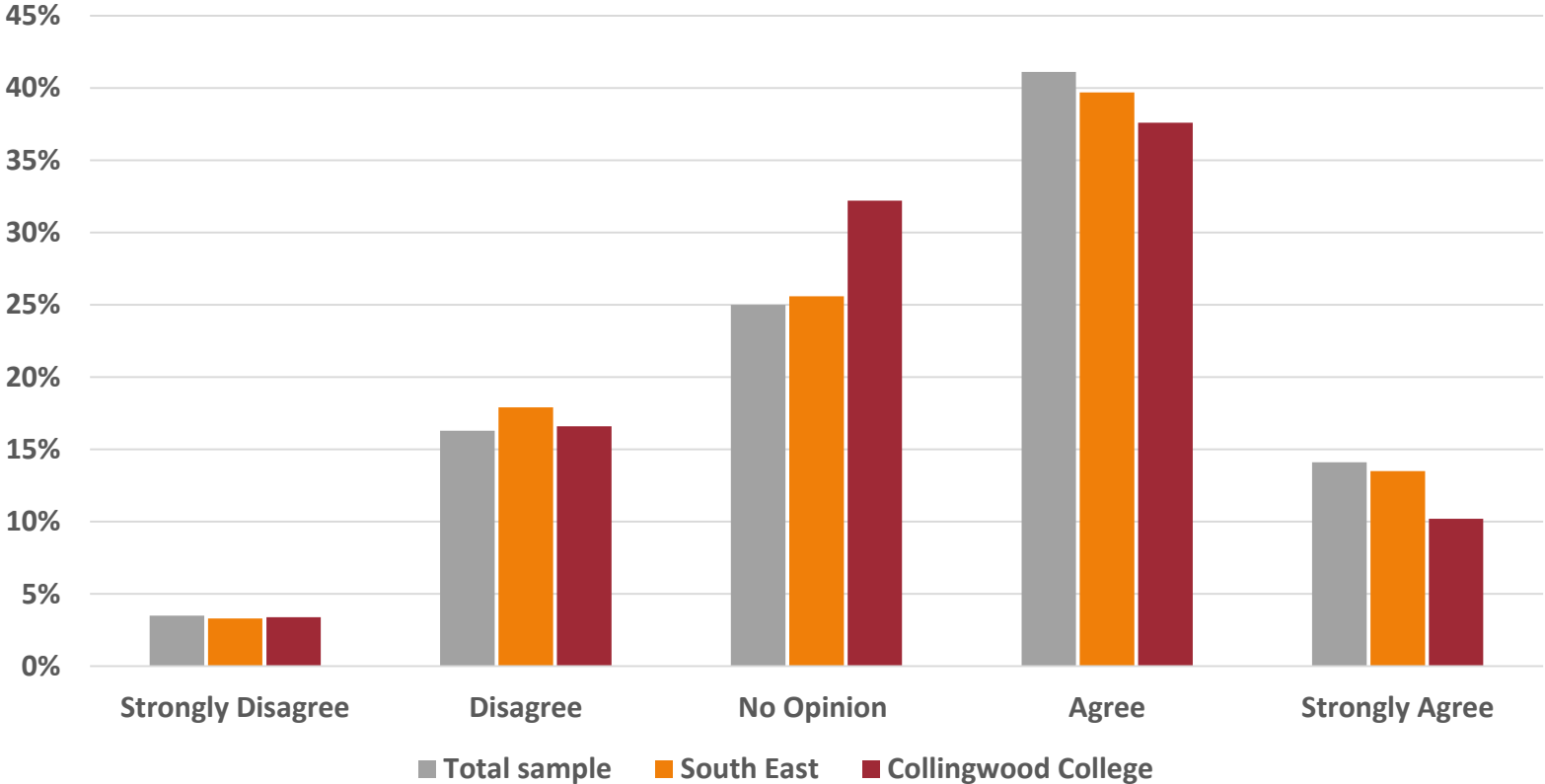




# What do you plan to do when you finish secondary education (school/college)?



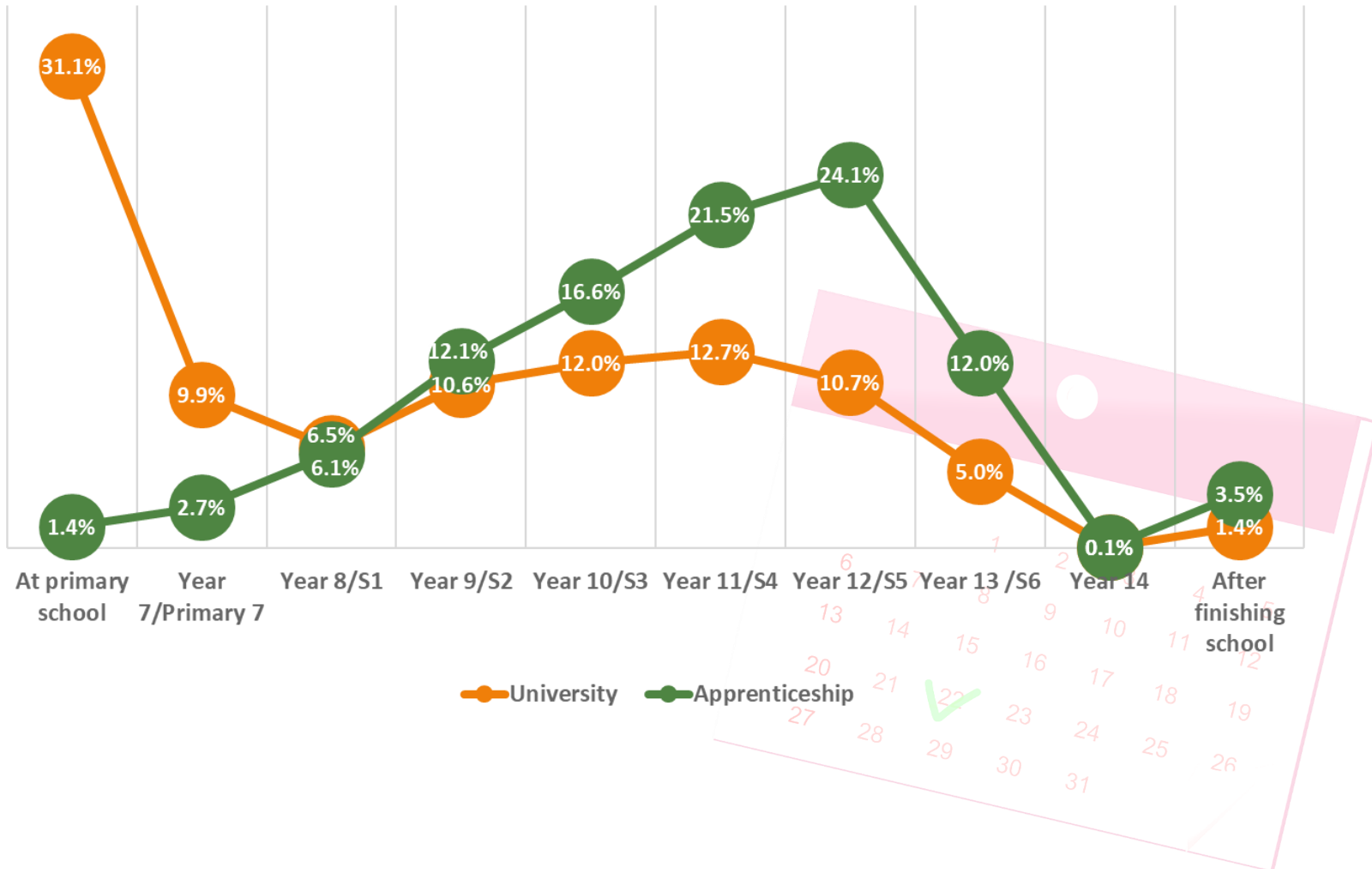
# I believe starting an apprenticeship is as valuable as going to university



# Time of Decision



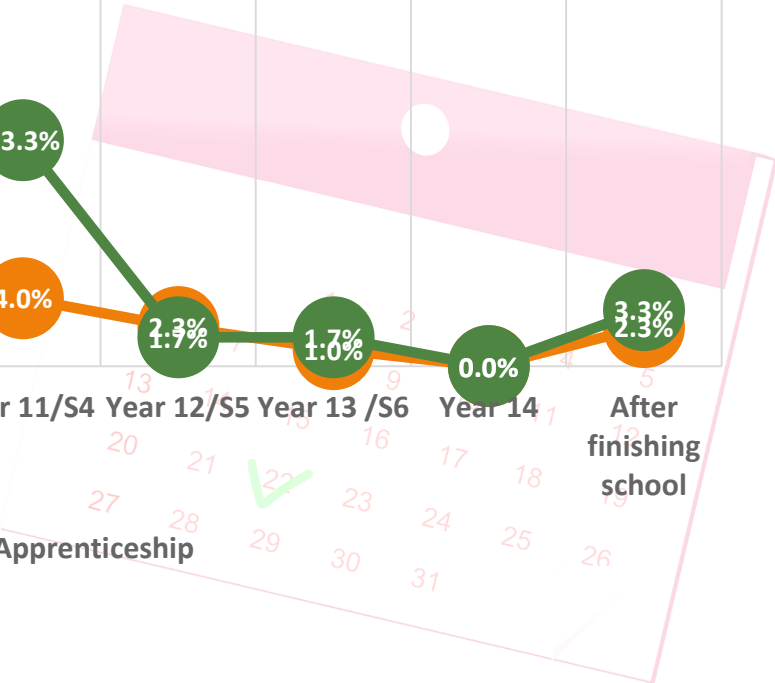
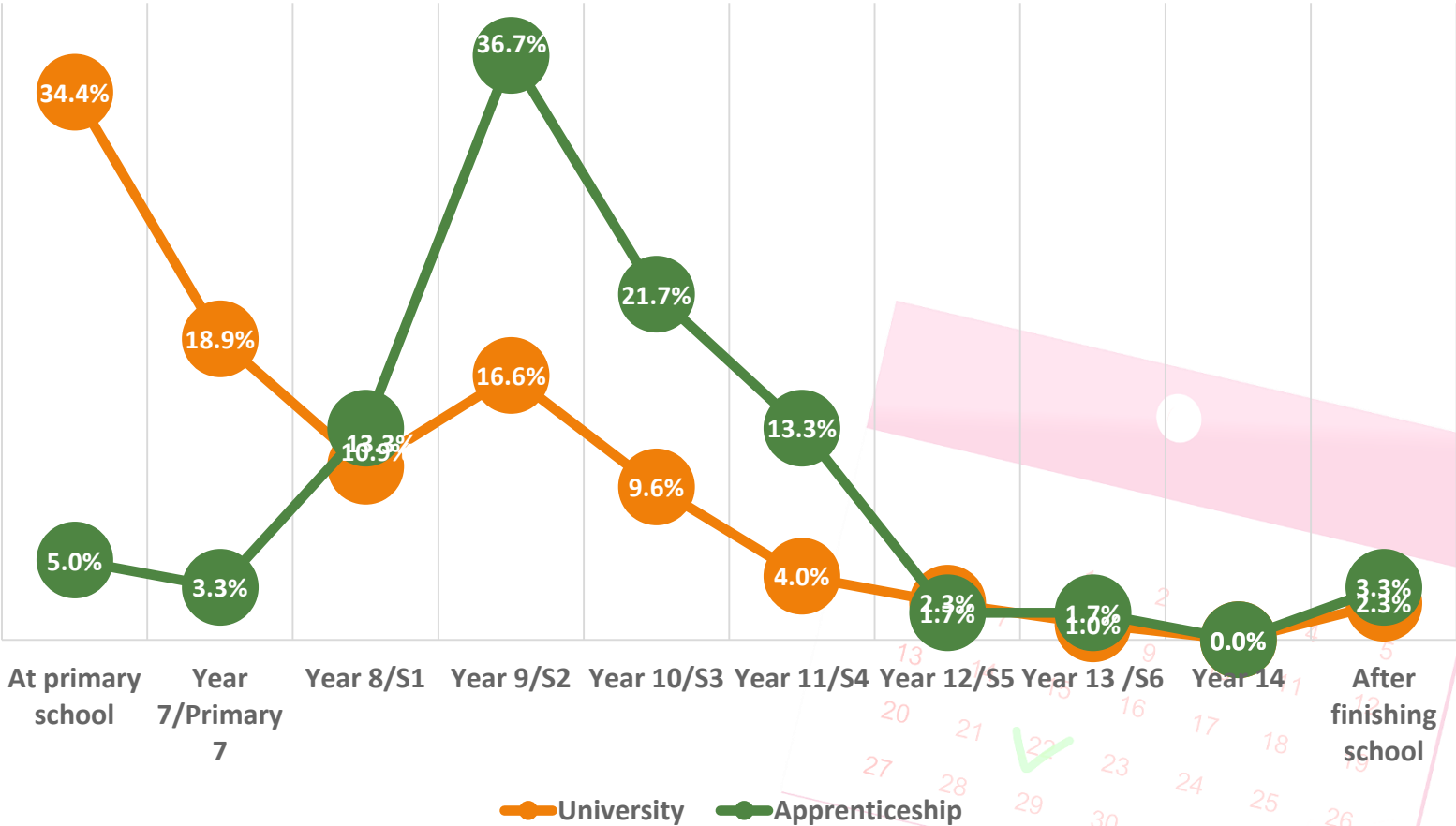
Total sample



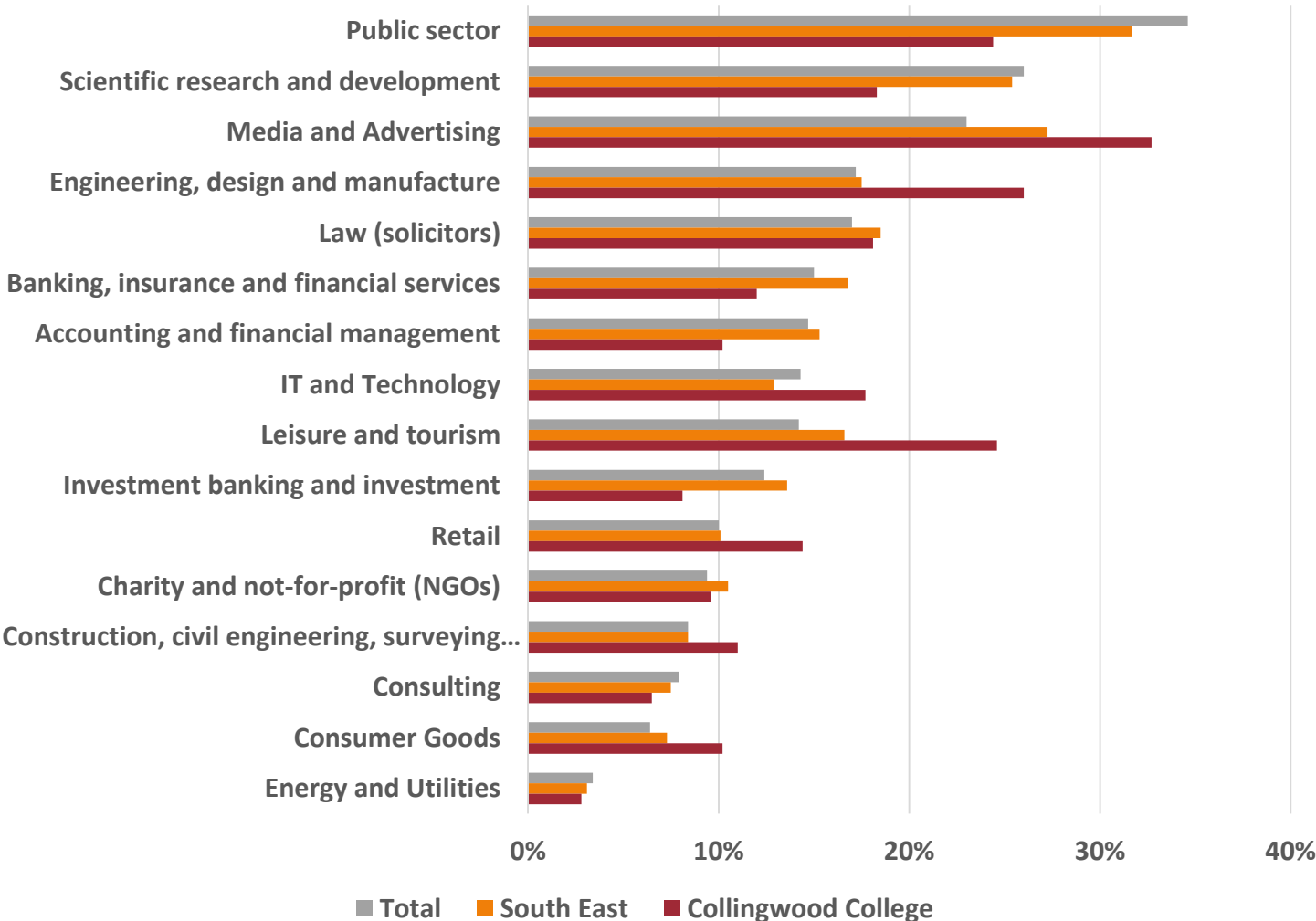
# Time of Decision



Your students



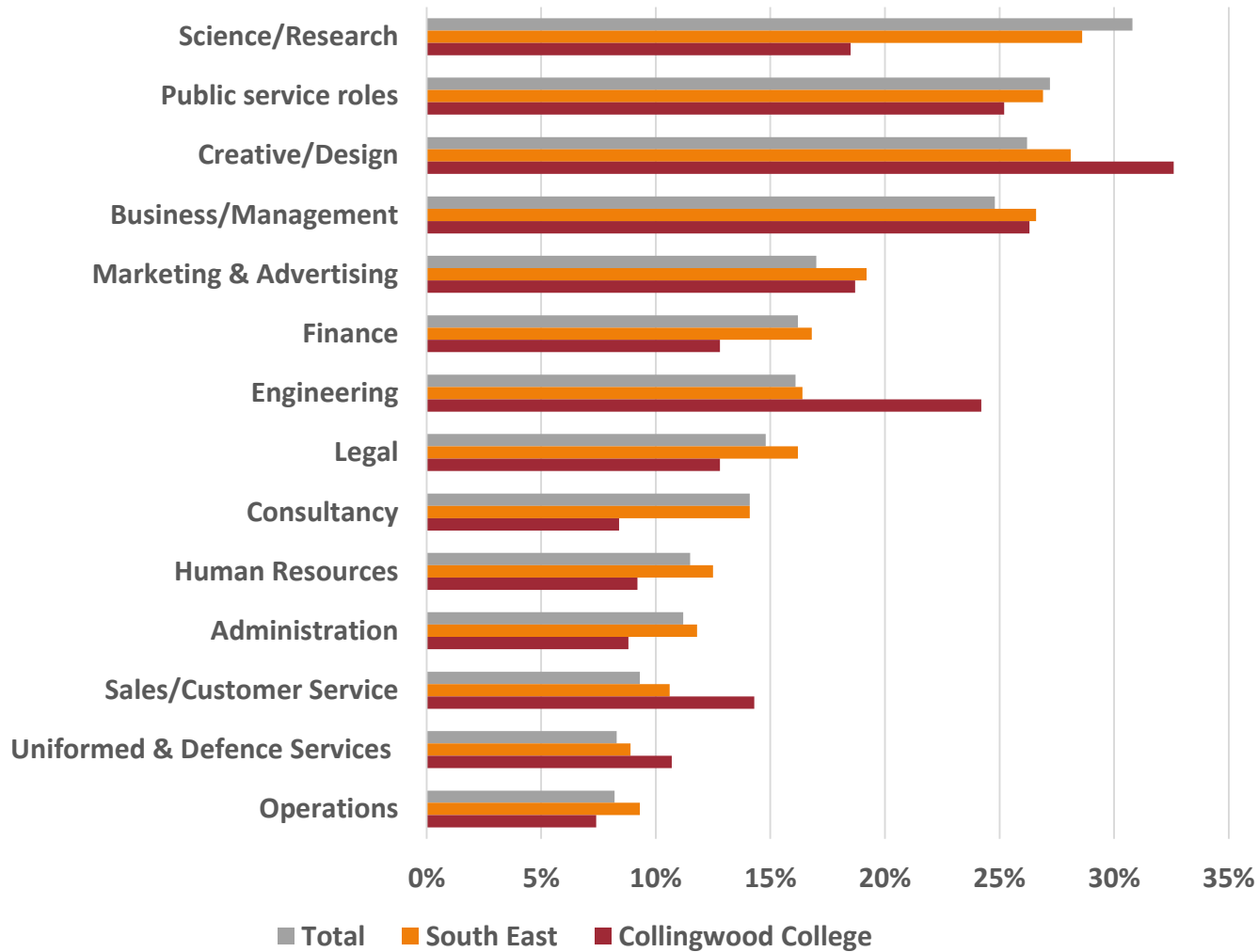
# In which of the following sectors would you like to work?\*



*\*Students were asked to think about their preferred sector regardless of their post-school plans*



# What type of roles are you most interested in?



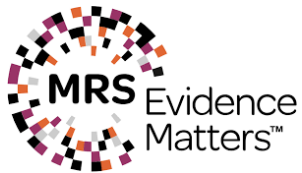
*\*Students were asked to think about their preferred roles regardless of their post-school plans*

# Methodology

## *How do we determine students' preferred employers?*

When entering the survey, students are shown a list of 16 sectors and asked to select those that they would like to work in (regardless of their post-school plans). Based on their selection, they are presented with a dynamic list of employers. Respondents then have to select the employers they are aware of, the top-10 they find attractive and, finally, the top-3 they intend to apply to.

There is no limit to the number of sectors students can initially express an interest in. As the survey captures the opinions of both students that intend to go on a work-bound route and those that intend to go to university, the employer list is extensive and some employers may only be offering one type of opportunity.



# Methodology

*How do we determine students' preferred employers?*

Public sector  
Hospitality  
Consulting  
Banking  
Law  
Retail  
Technology  
Accountancy  
Engineering



**Awareness**  
Dynamically generated  
list of employers



**Attractiveness**  
Top 10 most attractive employers



**Top-Attractiveness**  
Top 3 most attractive employers

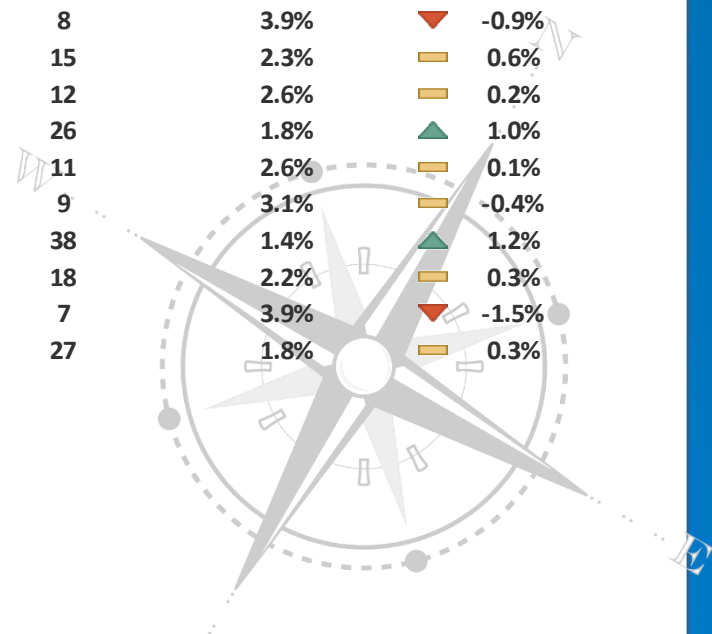
The employer rankings are based on who students select as their top-3 employers



# Most Popular Employers

## Total sample

Rank 2019	Employer	Percentage 2019	Rank 2018	Percentage 2018	Difference
1	NHS	17.4%	1	19.2%	-1.8%
2	BBC	9.7%	2	11.9%	-2.2%
3	Warner Bros.	5.9%	NEW	NEW	NEW
4	MI6 - Secret Intelligence Service	5.2%	6	4.0%	1.2%
5	ITV	5.0%	4	5.5%	-0.5%
6	Police	4.8%	10	2.8%	2.0%
7	Google	4.7%	3	6.4%	-1.7%
8	Apple	4.3%	5	4.3%	0.0%
9	MI5 - The Security Service	3.5%	16	2.3%	1.2%
10	Teach First	3.3%	13	2.6%	0.7%
11	Microsoft	3.0%	8	3.9%	-0.9%
12	Civil Service	2.9%	15	2.3%	0.6%
13	GlaxoSmithKline	2.8%	12	2.6%	0.2%
14	The Army	2.8%	26	1.8%	1.0%
15	Barclays	2.7%	11	2.6%	0.1%
16	Sky	2.7%	9	3.1%	-0.4%
17	Rolls-Royce	2.6%	38	1.4%	1.2%
18	HM Revenue and Customs	2.5%	18	2.2%	0.3%
19	Channel 4	2.4%	7	3.9%	-1.5%
20	The Royal Air Force	2.1%	27	1.8%	0.3%

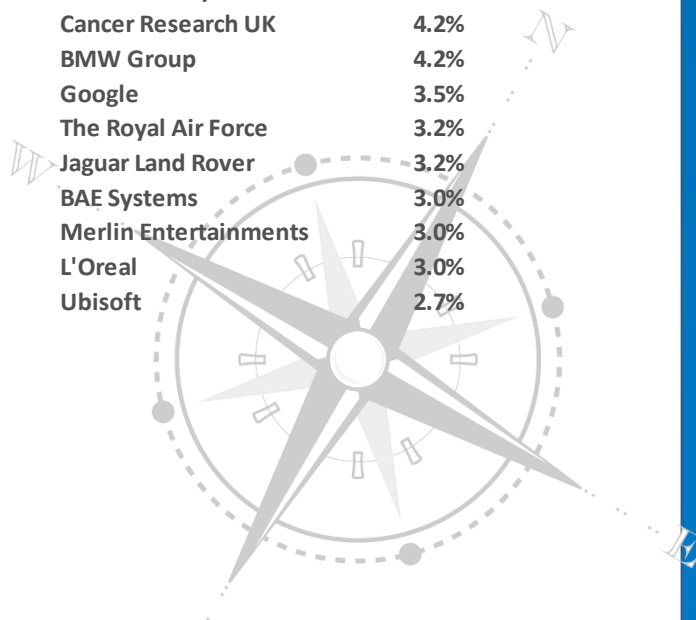


# Most Popular Employers

## By region and school

Rank	Employers	Students in your region
1	NHS	14.7%
2	BBC	11.6%
3	Warner Bros.	7.5%
4	ITV	6.0%
5	Police	5.1%
6	Google	5.0%
7	MI6 - Secret Intelligence Service	5.0%
8	Apple	4.3%
9	Sky	4.0%
10	MI5 - The Security Service	3.6%
11	Barclays	3.5%
12	Civil Service	3.3%
13	The Army	3.0%
14	Microsoft	2.7%
15	GlaxoSmithKline	2.6%
16	Teach First	2.6%
17	Heathrow	2.4%
18	Mercedes-Benz	2.4%
19	Channel 4	2.3%
20	J.P. Morgan	2.2%

Rank	Employers	Your students
1	NHS	10.9%
2	BBC	9.6%
3	Warner Bros.	9.1%
4	Sky	6.7%
5	Heathrow	6.7%
6	ITV	6.4%
7	Apple	6.2%
8	Mercedes-Benz	5.4%
9	Police	4.9%
10	The Army	4.9%
11	British Airways	4.4%
12	Cancer Research UK	4.2%
13	BMW Group	4.2%
14	Google	3.5%
15	The Royal Air Force	3.2%
16	Jaguar Land Rover	3.2%
17	BAE Systems	3.0%
18	Merlin Entertainments	3.0%
19	L'Oreal	3.0%
20	Ubisoft	2.7%

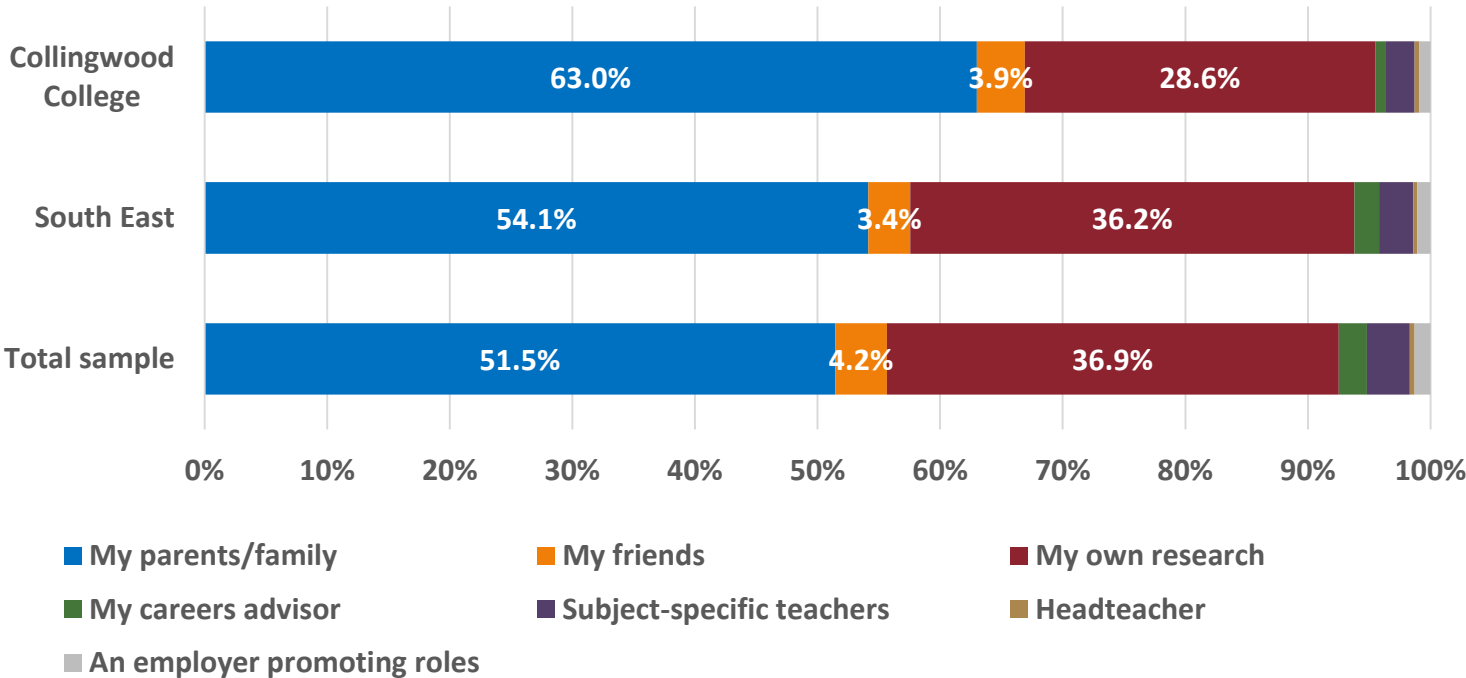




# Student Psychology



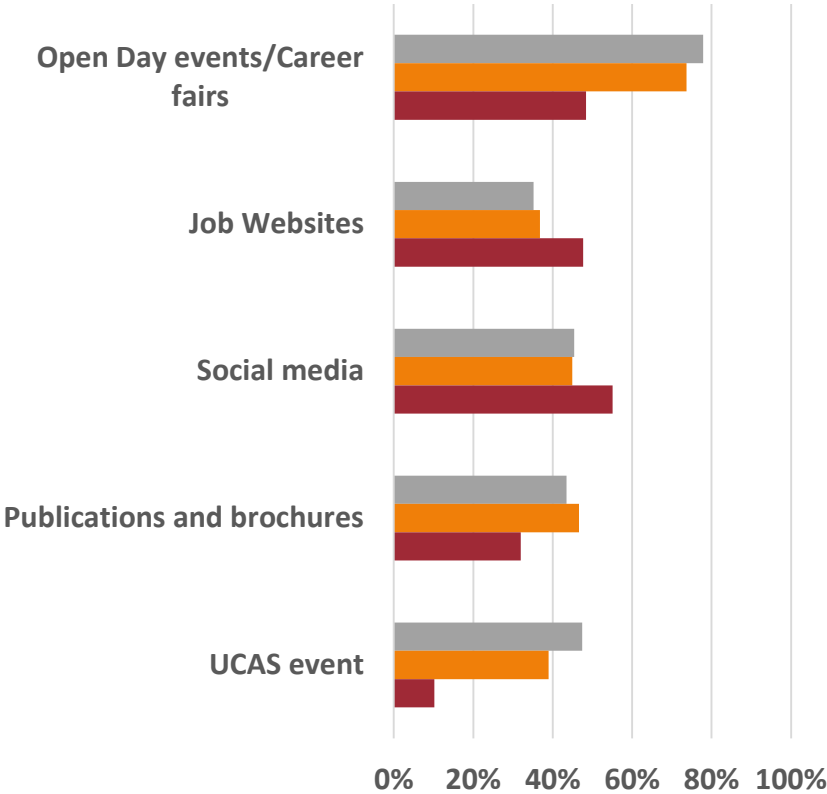
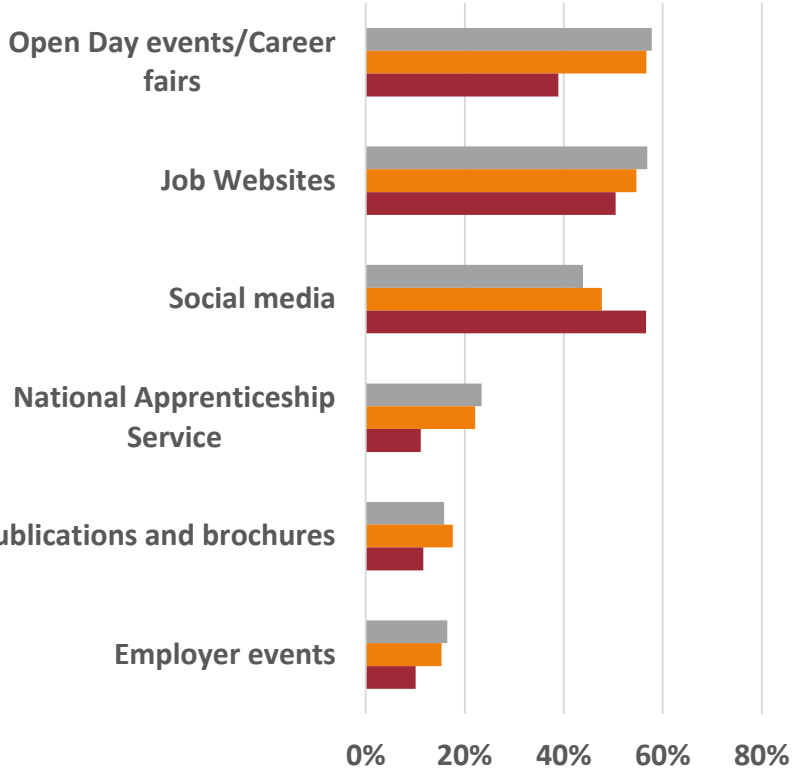
# Who will influence/has influenced you most in your decision?



# Where would you look for more information about...

## Careers

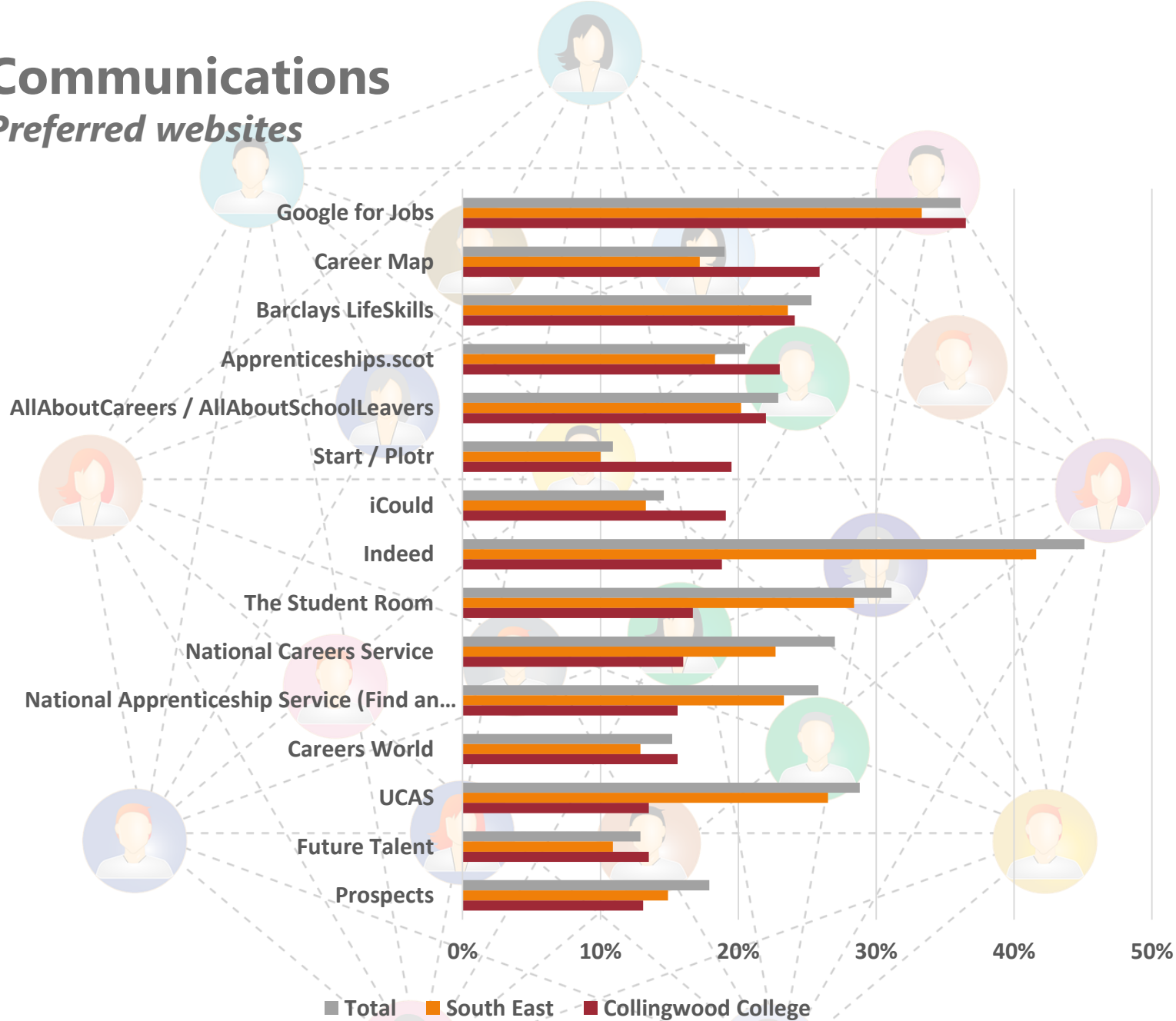
## Universities



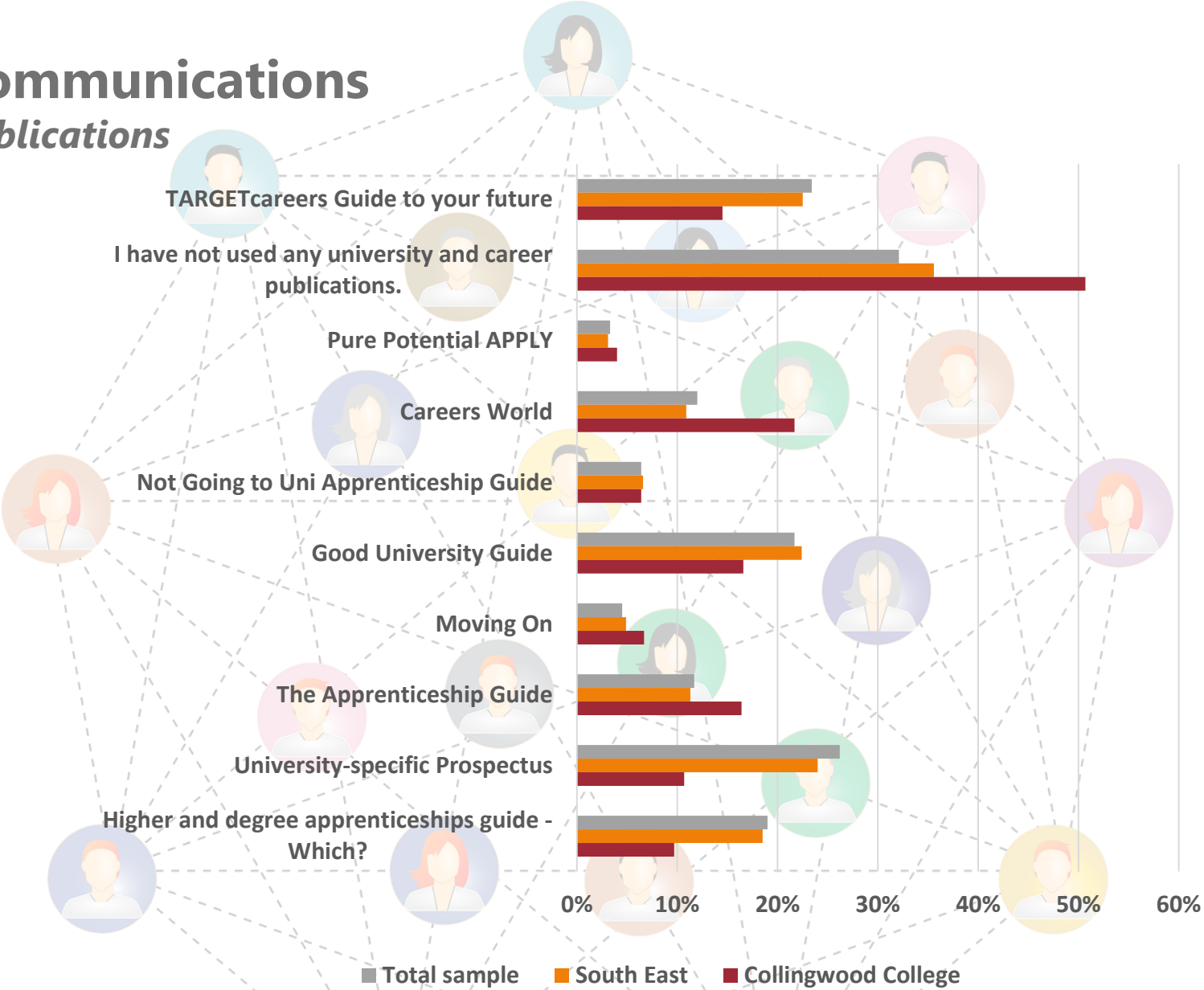
■ Total sample ■ South East ■ Collingwood College

# Communications

## Preferred websites



# Communications Publications



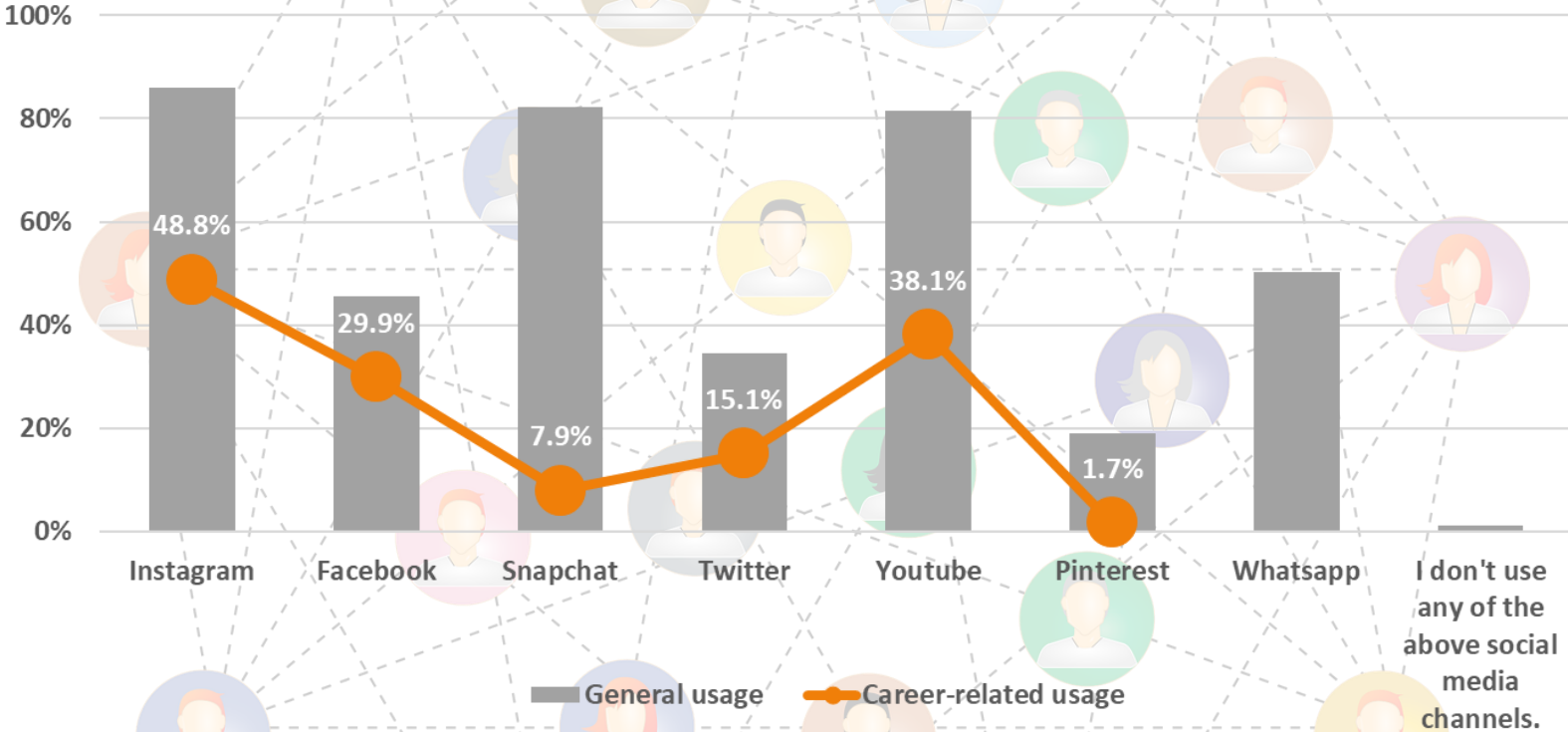


# Communications

## Social media



Total sample

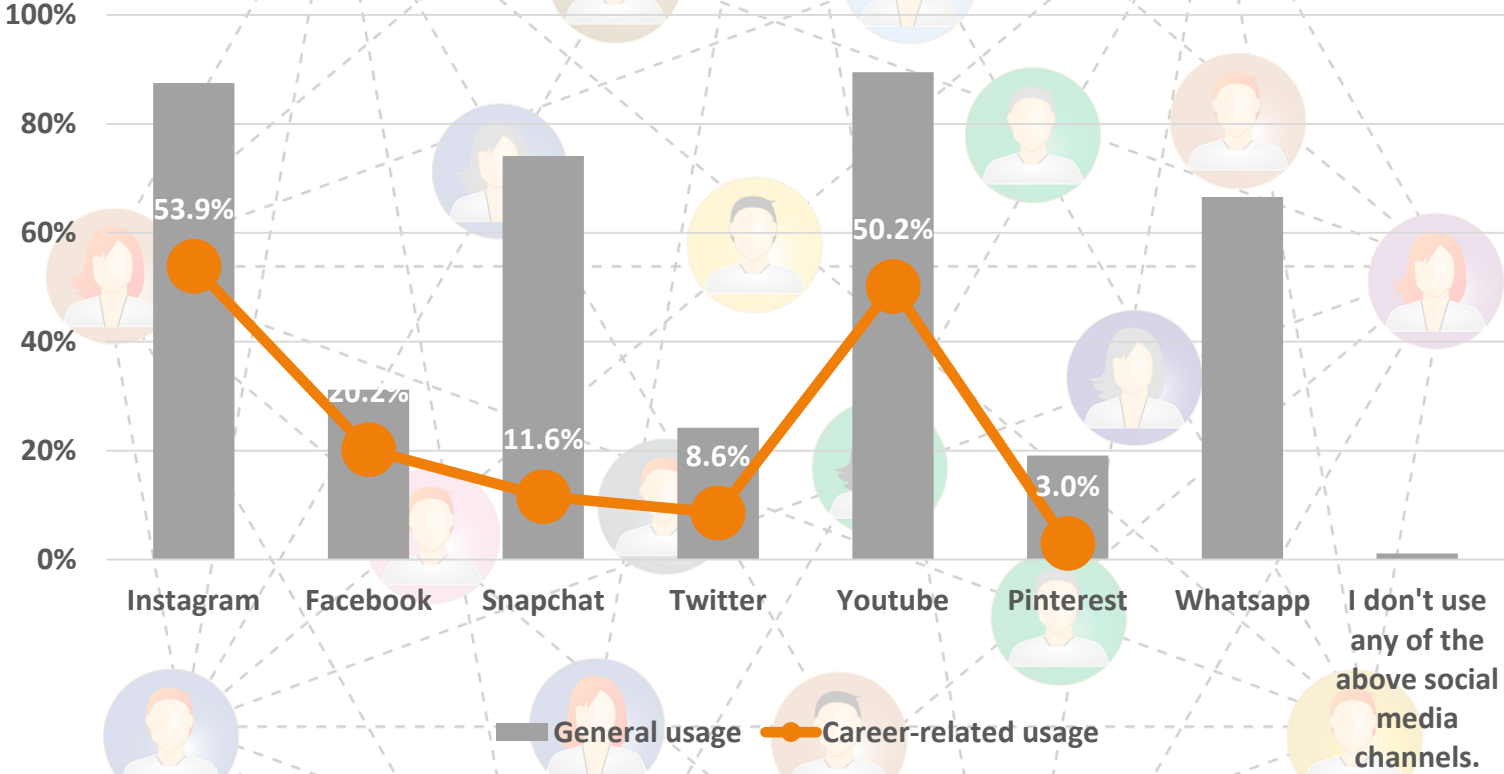


# Communications

## Social media



Your students

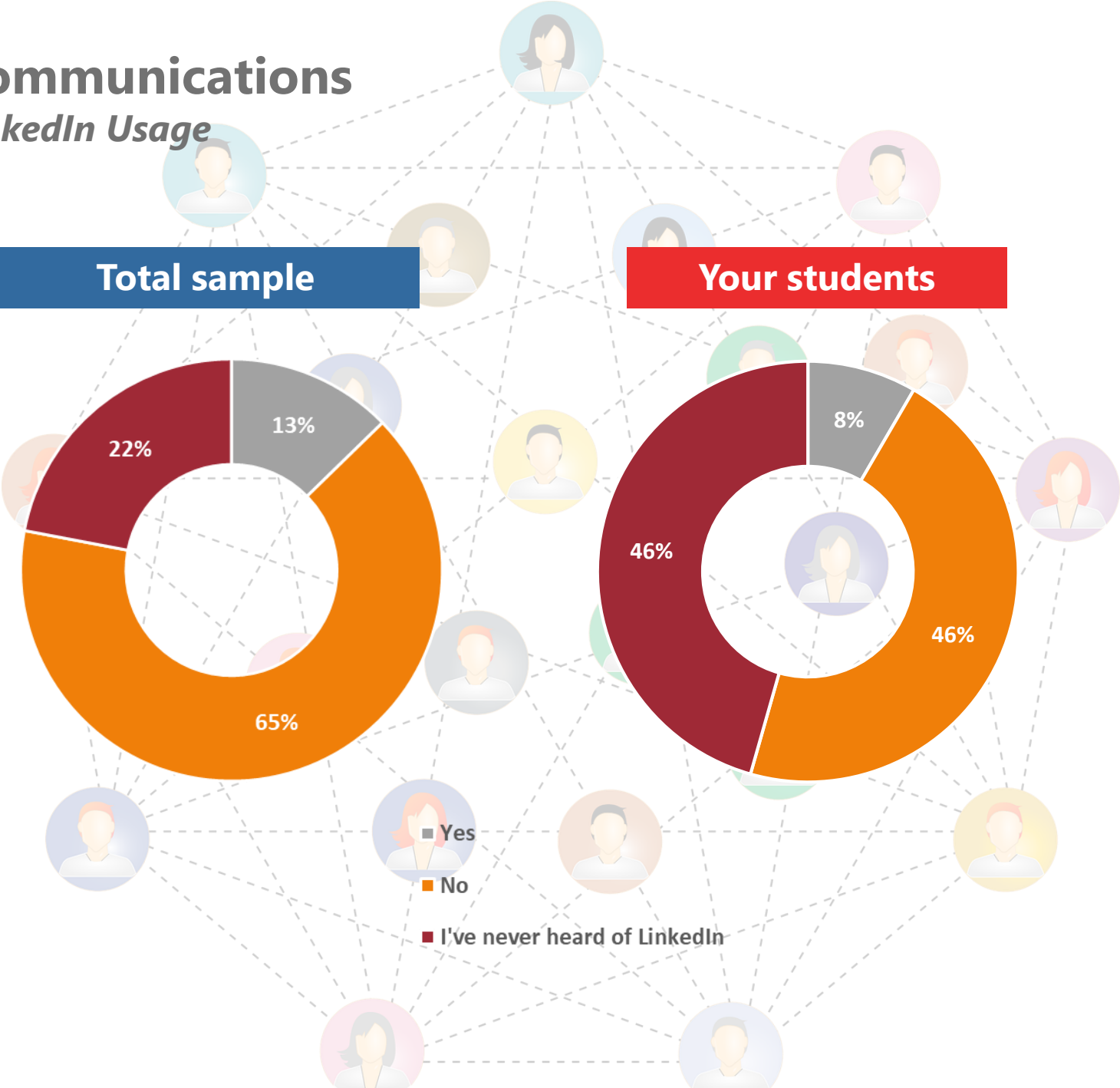


# Communications

## LinkedIn Usage

**Total sample**

**Your students**



# By Student Destination

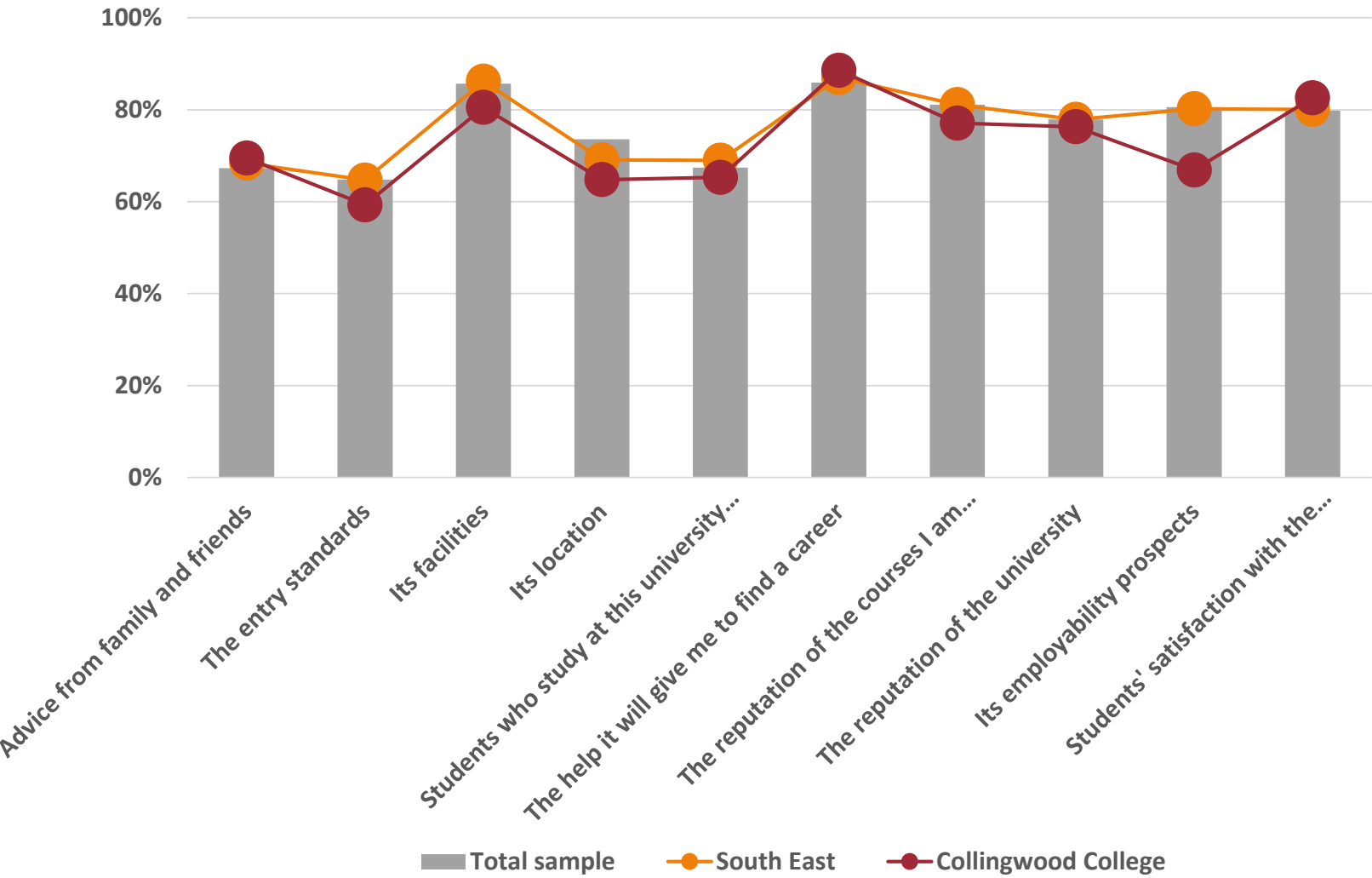


**University-bound students**



**Work-bound students**

# Which of the following factors are the most important in your choice of university?



# Are there any other factors you considered/will consider when deciding which universities to apply to?

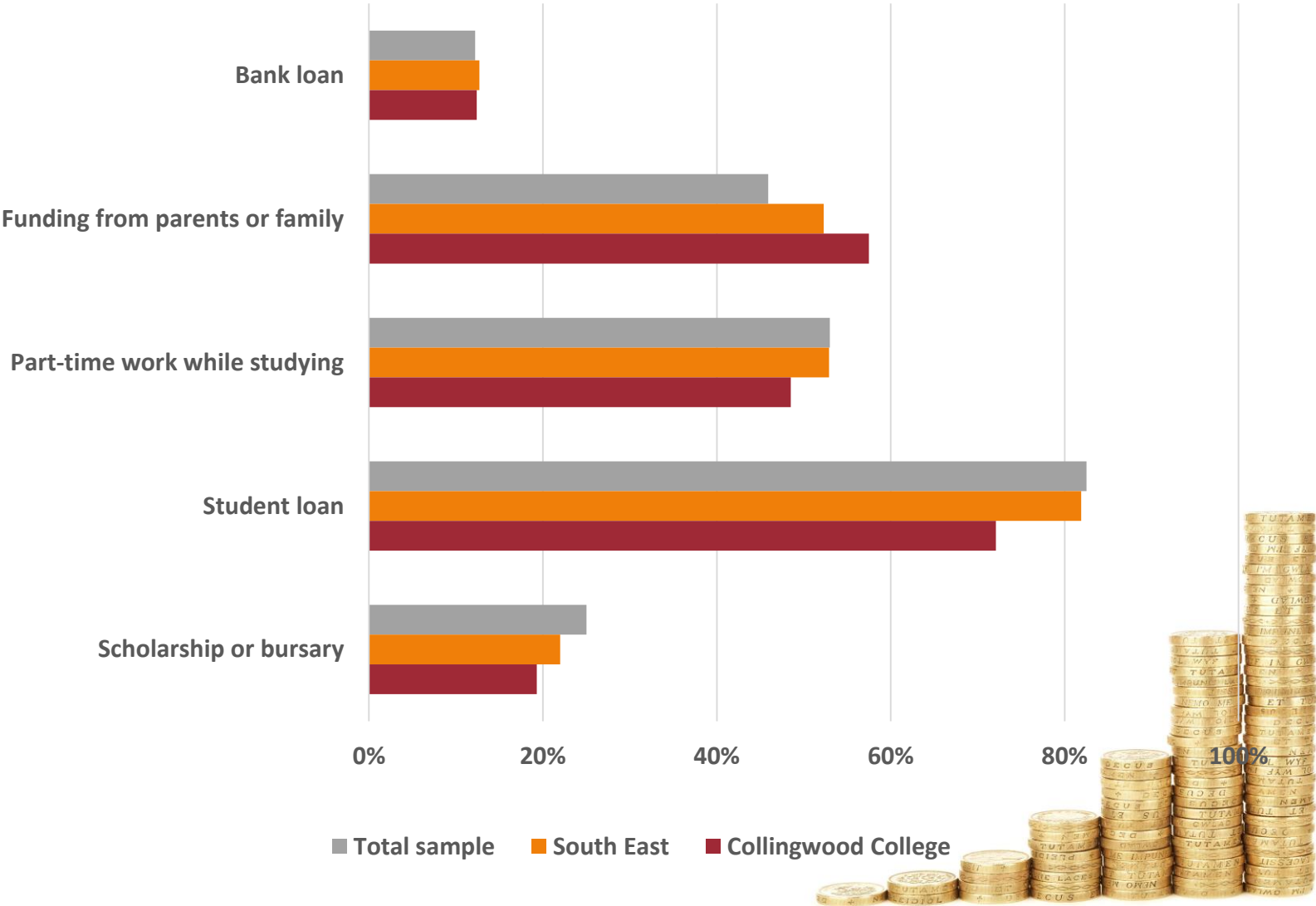


Total sample

- *“Wow” factor - how open days made me feel*
- *Your heart and what you want to do with your life*
- *Work placements within courses. Accommodation and travel cost. Studying abroad. Structure of the course. Campus or city.*
- *Who else is going*
- *Whether the study life and social life is balanced*
- *The surrounding area around the universities, as I will be living in one of these places for 3 years so would like to feel safe and comfortable there*
- *How LGBT friendly the town/city is*



# If you were to go to university/college, what source(s) of funding would you use?



# Top Universities\*

*Total sample*

Rank	University	Total sample
1	University of Cambridge	14.4%
2	University of Manchester	14.3%
3	University of Oxford	13.1%
4	University of Bristol	12.7%
5	University of Leeds	11.8%
6	King's College London	10.1%
7	University of Nottingham	9.9%
8	University of Edinburgh	9.9%
9	University College London	9.6%
10	University of Birmingham	9.6%
11	University of Durham	9.0%
12	University of Bath	8.0%
13	University of Exeter	7.9%
14	University of Liverpool	7.8%
15	University of York	7.5%
16	Cardiff University	7.5%
17	Imperial College London	7.5%
18	University of Warwick	7.1%
19	Newcastle University	6.5%
20	University of Sheffield	6.1%



*\*Based on students' intention to apply*

# Top Universities\*

## By region and school

Rank	University	Students in your region
1	University of Cambridge	21.0%
2	University of Oxford	18.2%
3	University of Bristol	16.4%
4	University College London	11.6%
5	King's College London	11.4%
6	University of Exeter	11.3%
7	University of Bath	11.1%
8	University of Surrey	11.0%
9	University of Southampton	10.3%
10	Imperial College London	9.6%
11	University of Kent	9.6%
12	University of Durham	9.4%
13	University of Manchester	8.9%
14	University of Nottingham	8.8%
15	University of Sussex	8.7%
16	University of Birmingham	8.4%
17	University of Warwick	8.0%
18	University of Brighton	7.9%
19	University of Leeds	7.5%
20	Loughborough University	7.1%

Rank	University	Your students
1	University of Surrey	31.1%
2	University of Cambridge	30.7%
3	University of Oxford	28.3%
4	Royal Holloway	17.5%
5	University College London	14.2%
6	University of Reading	11.3%
7	University of Portsmouth	10.8%
8	Bournemouth University	9.0%
9	University of Brighton	8.0%
10	University of Southampton	7.1%
11	University of Bristol	7.1%
12	Cardiff University	6.6%
13	King's College London	6.6%
14	University of Manchester	6.1%
15	Loughborough University	6.1%
16	Oxford Brookes University	6.1%
17	University of Birmingham	6.1%
18	Imperial College London	5.7%
19	University of Bath	5.7%
20	University of Edinburgh	5.7%



*\*Based on students' intention to apply*

# By Student Destination

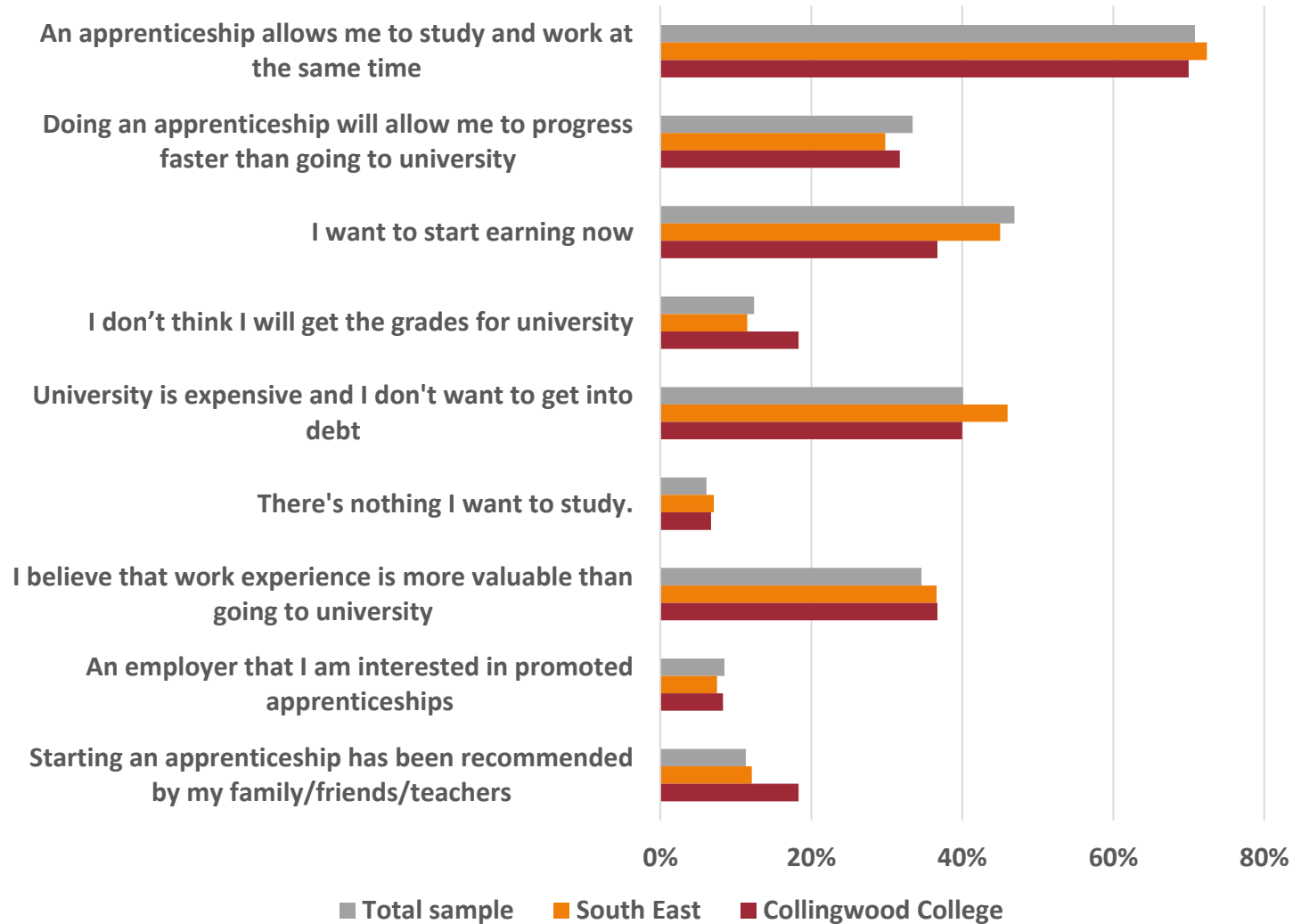


**University-bound students**

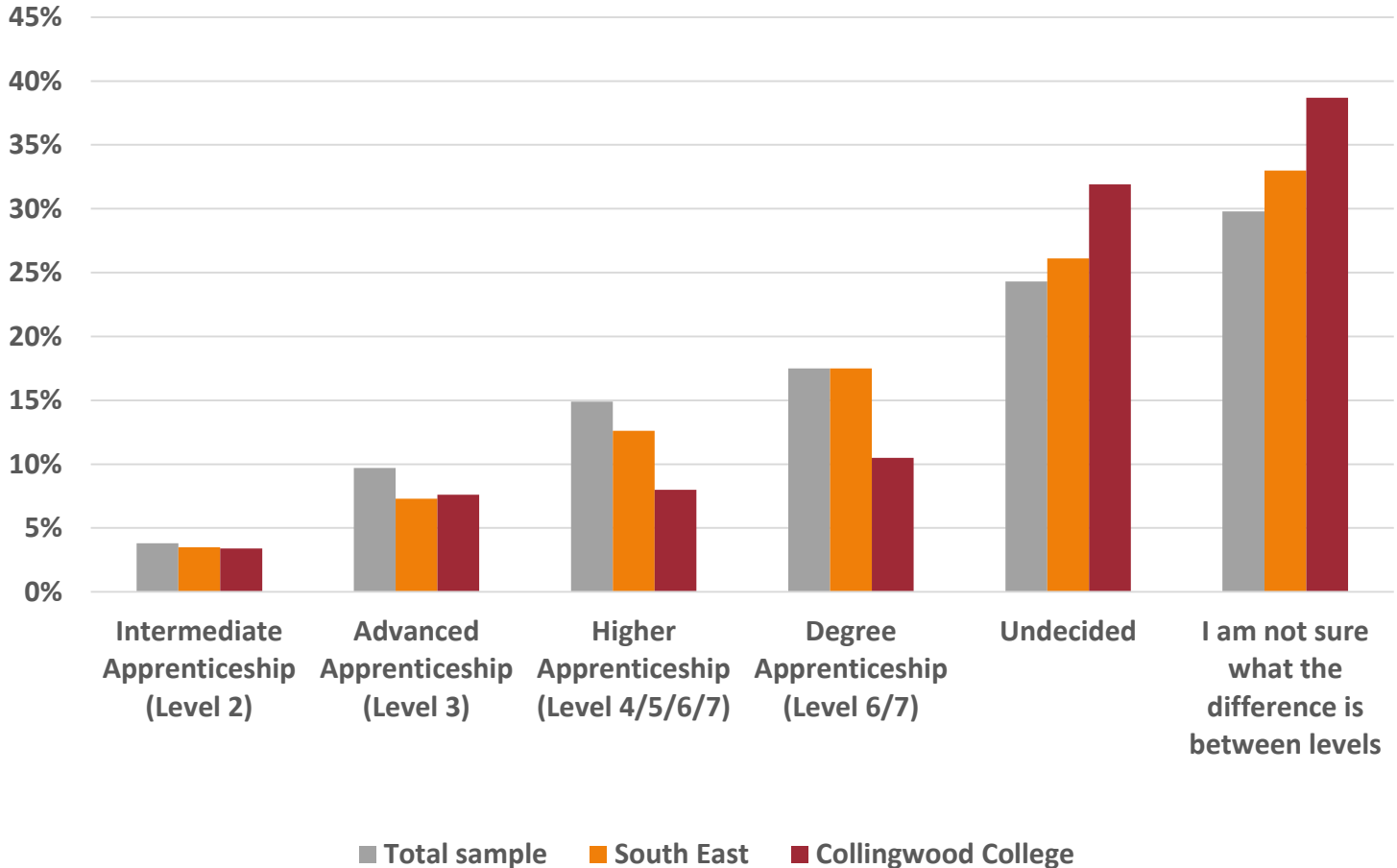


**Work-bound students**

# Why did you decide to go into a job/apprenticeship rather than to university?

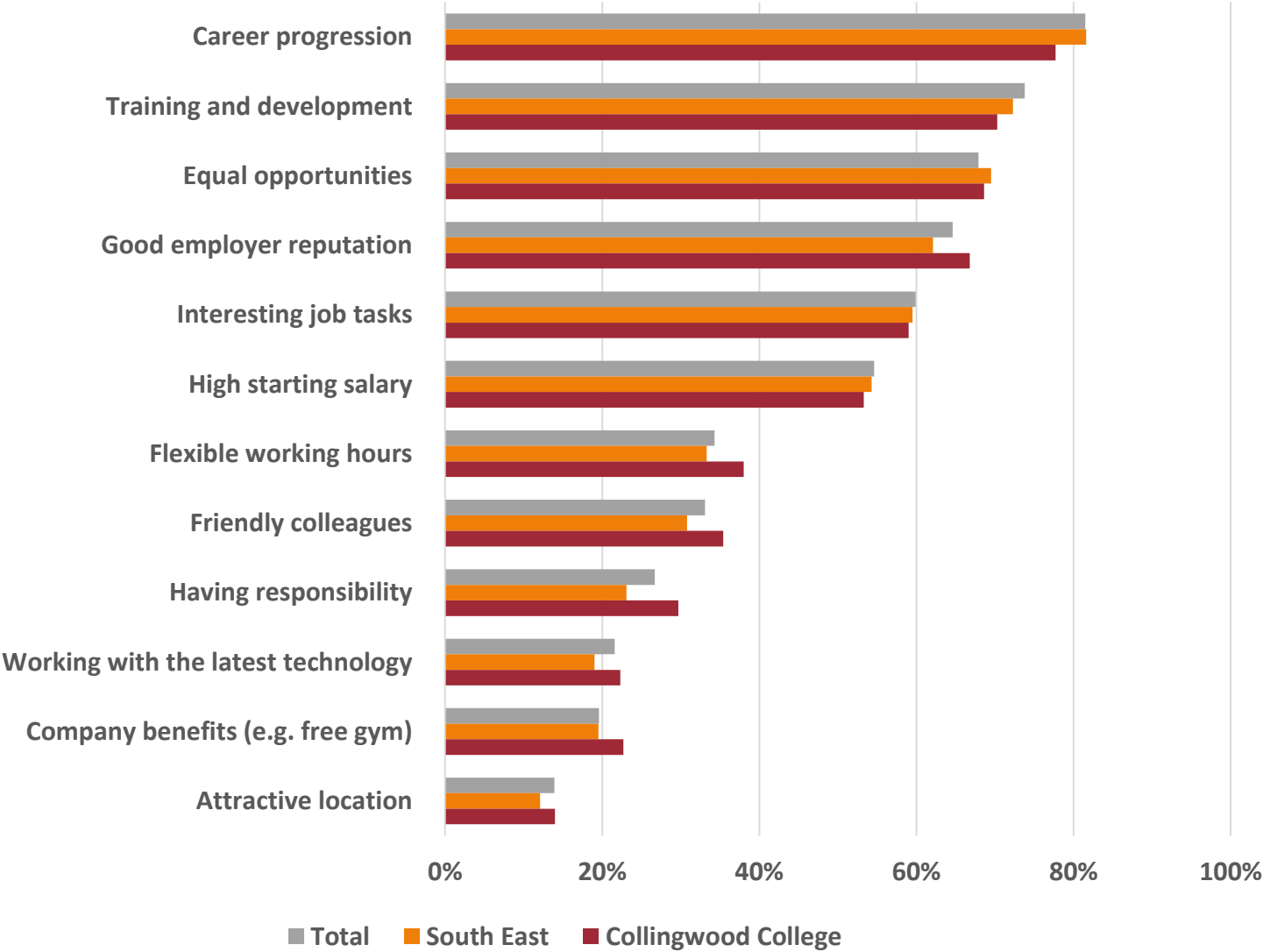


# What type of apprenticeship would you like to do?

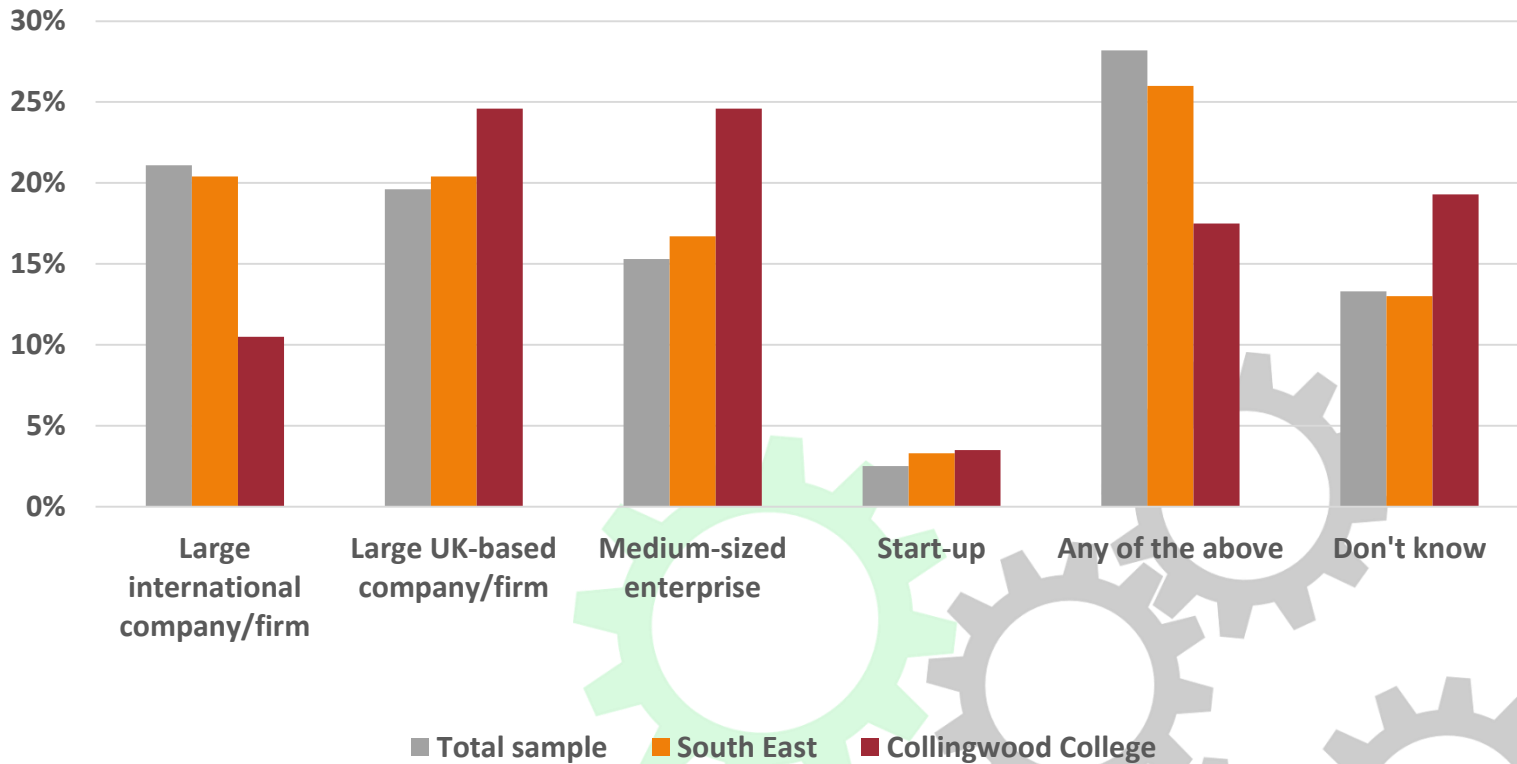




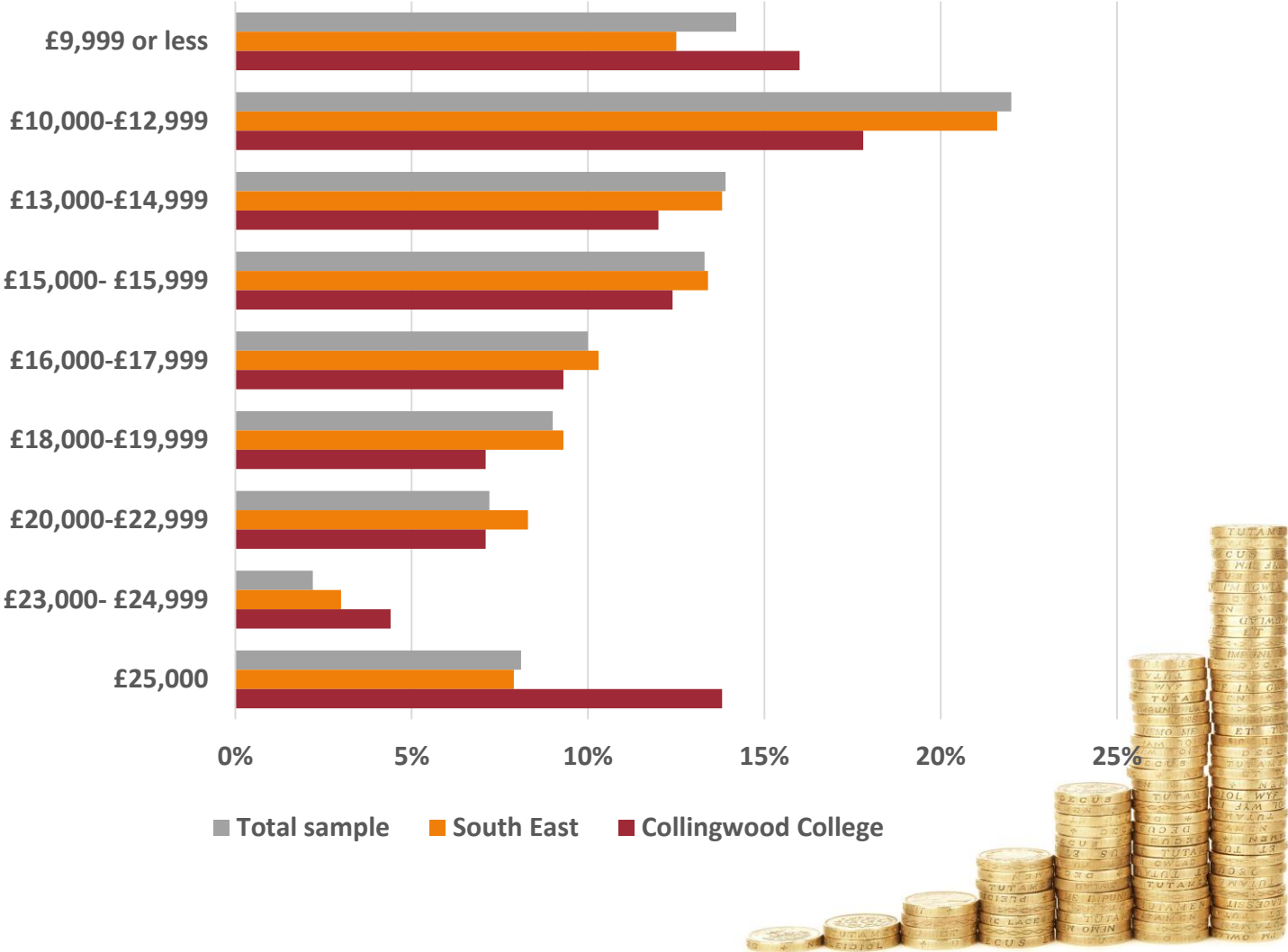
# Which of the following factors do you deem as very important in your first proper job?



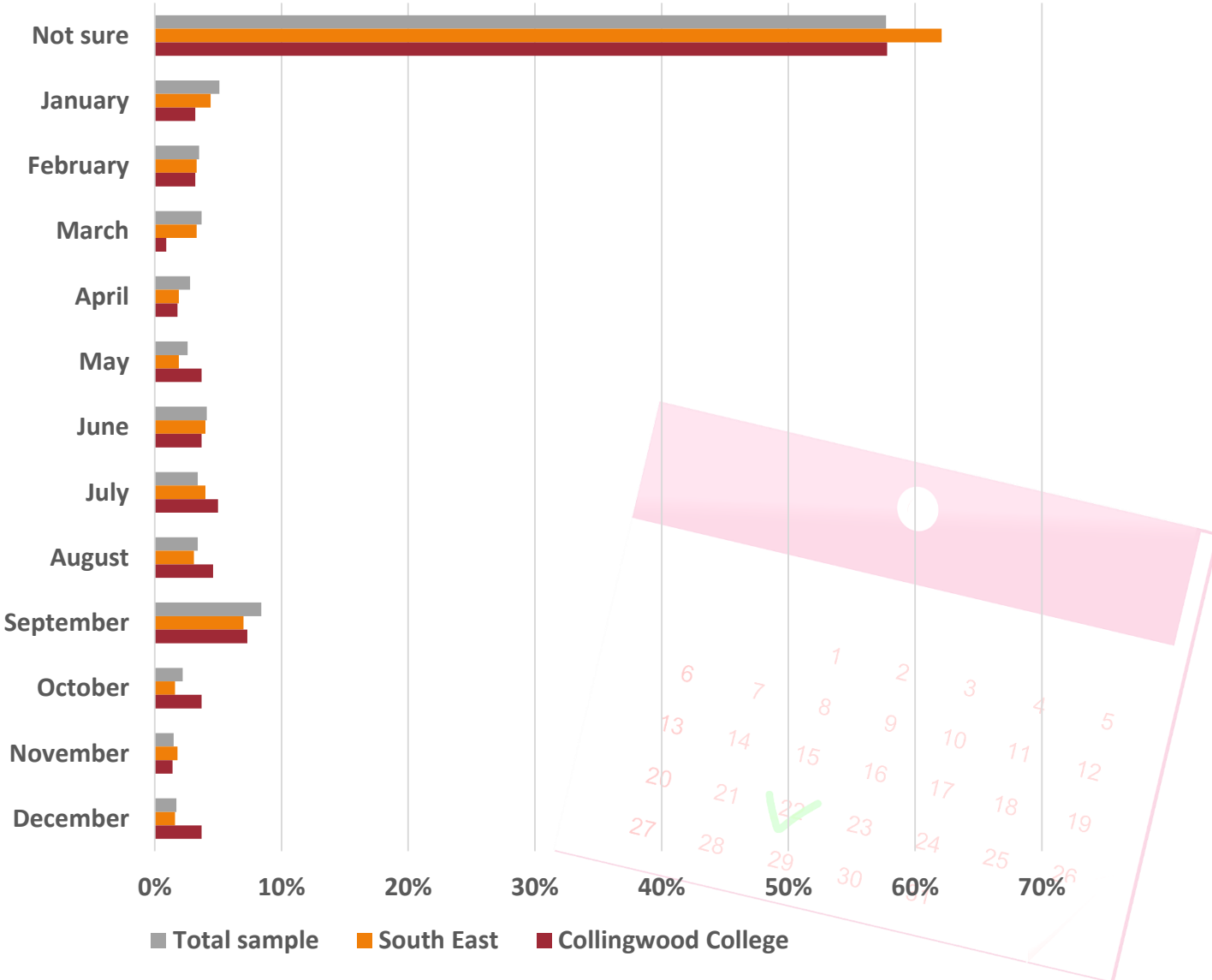
# Company Size

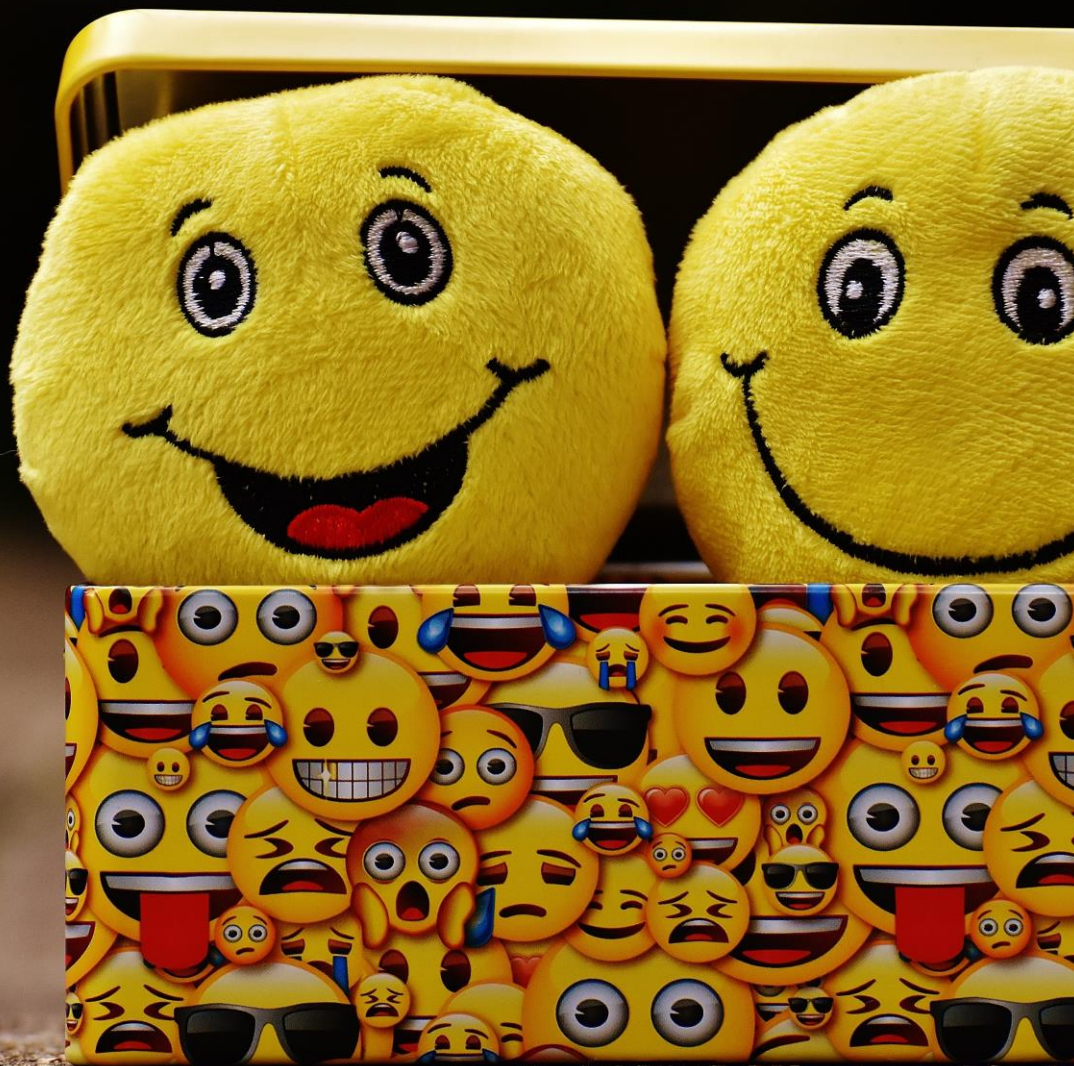


# How much do you expect to earn per year in your first proper job?



# In which month did you start/will you start applying for apprenticeships?

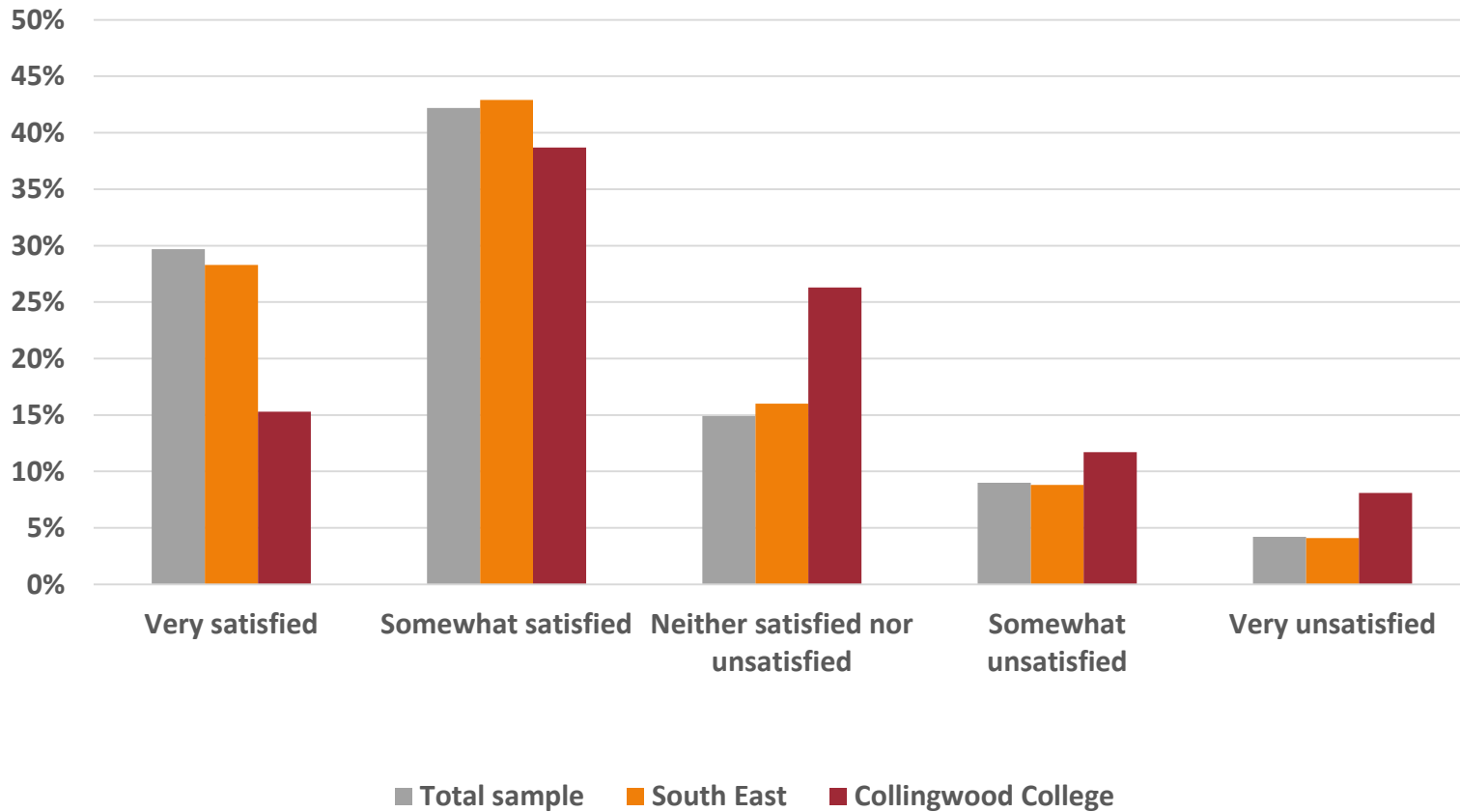




# Careers Support Satisfaction

# Careers Support Satisfaction

*How satisfied are you with the careers advice and guidance you receive at your school/college?*





# Please explain why (1)



Your students

- *Not all the time I got career tips from my schools. I mainly get them from my parents.*
- *It's not necessarily specific enough for what some people want to do.*
- *The teaches don't give us any advice.*
- *I believe my school is not as informative in job roles with many options post-16, e.g sixth form, apprenticeship, careers.*
- *i'd like to know what my strengths and weaknesses are and where I would do well in as well as enjoy because there is so much a person could do.*
- *It would be helpful if people would come in and talk to us about what opportunities are offered*
- *No careers department and no teachers have specific knowledge that would assist me in my specific choice of degree*

# Please explain why (2)



Your students

- *The school don't teach us about careers, I think we should have a weekly session where we learn about careers and are able to learn interview skills that will benefit us in the long term*
- *There hasn't been many career advice expect given examples of websites we could visit.*
- *They do a good job and I can see people are trying so keep it up, but you should stop convincing people that the only successful jobs are those that pay a lot and are in business, students should be discouraged from joining banking, trading and corporate companies.*
- *They only care about their reputation, they don't care about the actual student. As long as the student is getting good enough scores and results they will be 'happy' with you*
- *They provide you with opportunities to find out about jobs and your interests, they also can help you if your not sure what you want to do.*

# Please explain why (3)

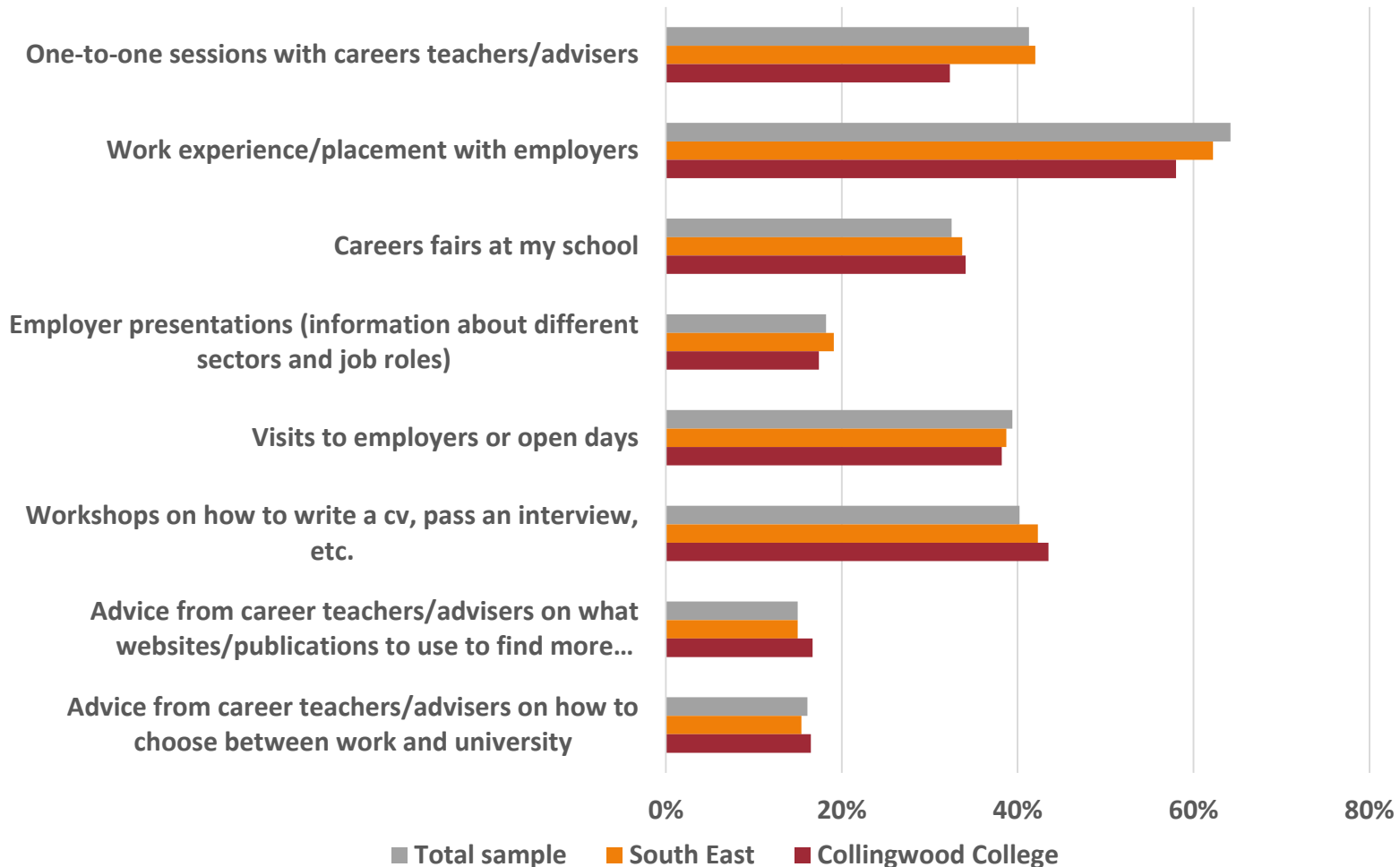


Your students

- *They try their best to support me when I struggle to decide. they believe in my potential and always encourage me.*
- *We don't seem to get many opportunities that help us as students decide what we want to do as a career and also we don't get told how we can achieve what we want to. Another issue is that we don't do work experience anymore as a school which would help us in finding a job in the future.*
- *We have plenty of career assemblies and possibilities to go and see company representatives but none are very interesting employers*
- *Went on a school trip to a apprenticeship thing where I learnt a bit.*
- *We have seminars but they are uninteresting and they don't give us that much focused and/or useful help*
- *We don't have much careers stuff*

# Careers Support Satisfaction

*Which of the following would you like to attend/receive at school/college?*



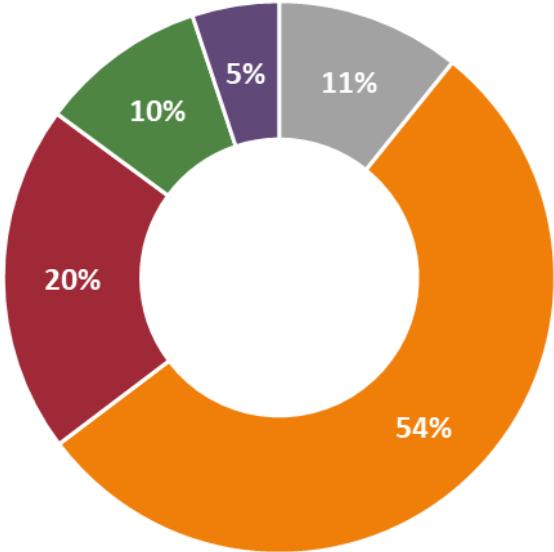
# Careers Support Satisfaction

How much advice and information have you received at school about...

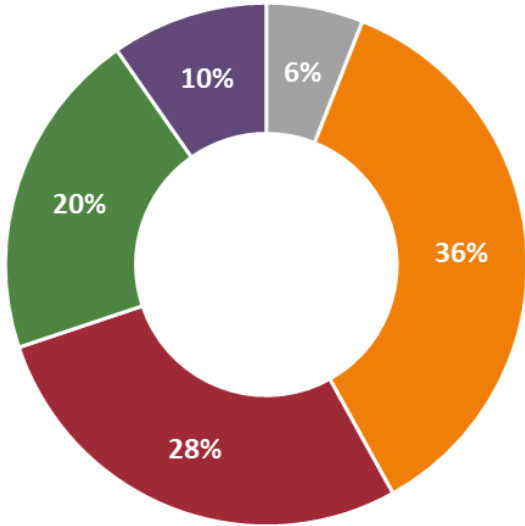


Total sample

## Universities



## Apprenticeships



- Too much
- Enough for me to make a decision
- A reasonable amount, but I could do with more
- Not enough
- Not at all

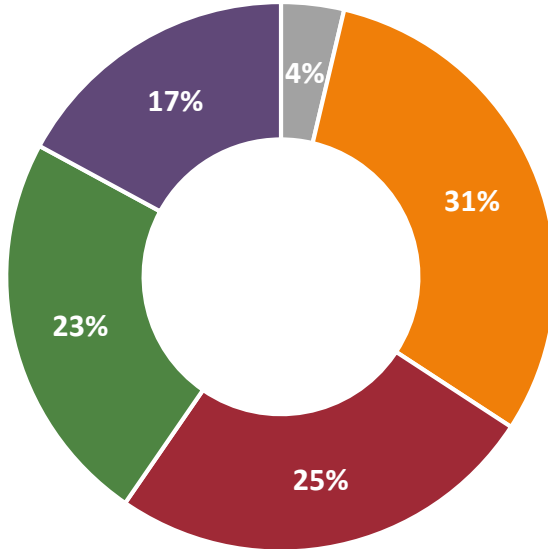
# Careers Support Satisfaction

*How much advice and information have you received at school about...*

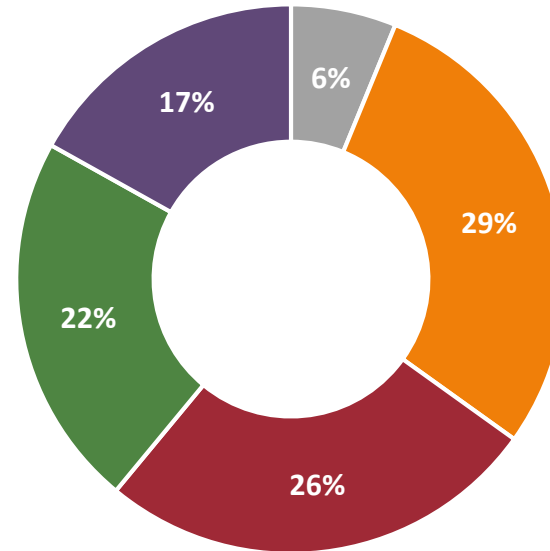


Your students

## Universities



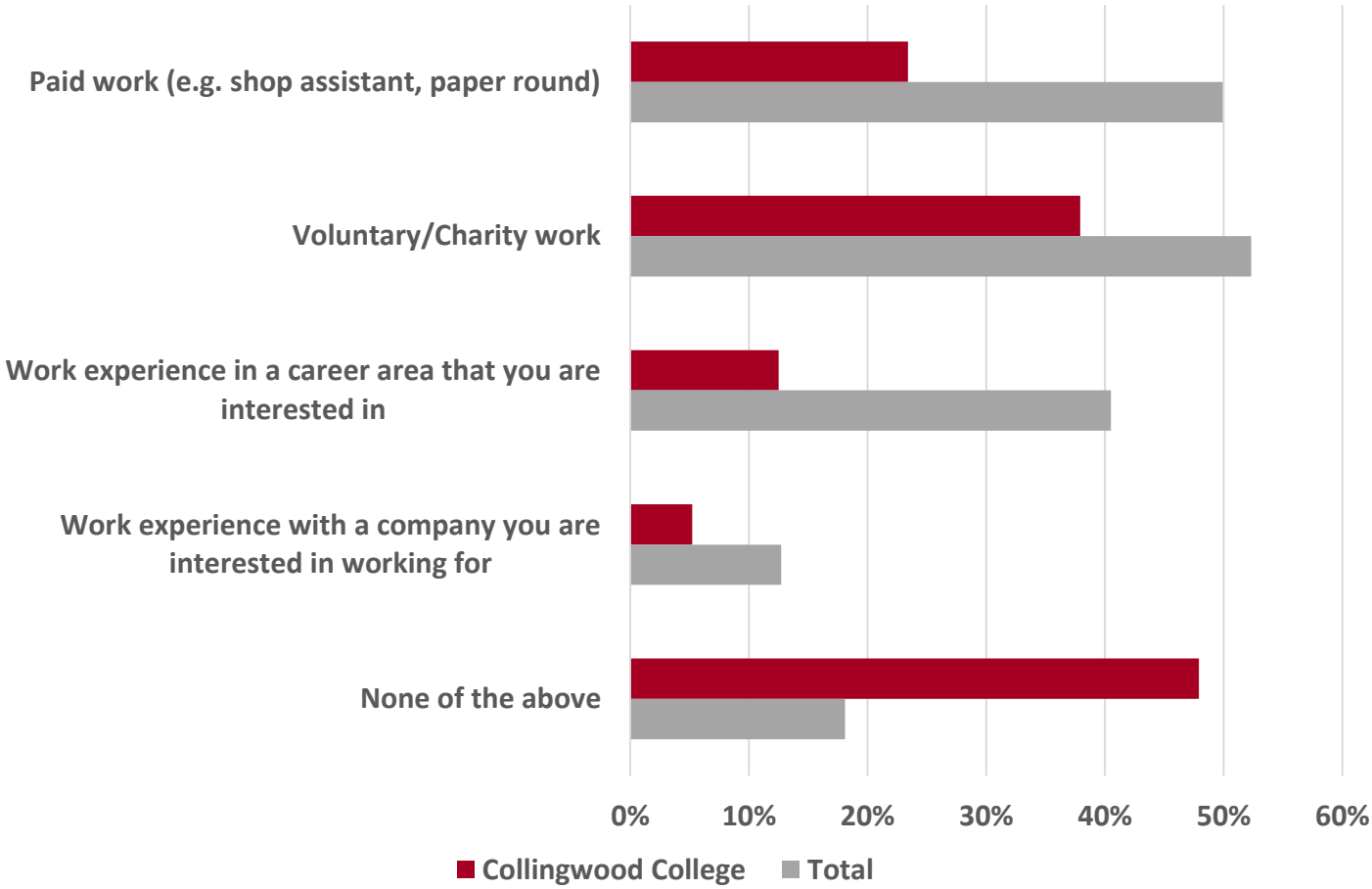
## Apprenticeships



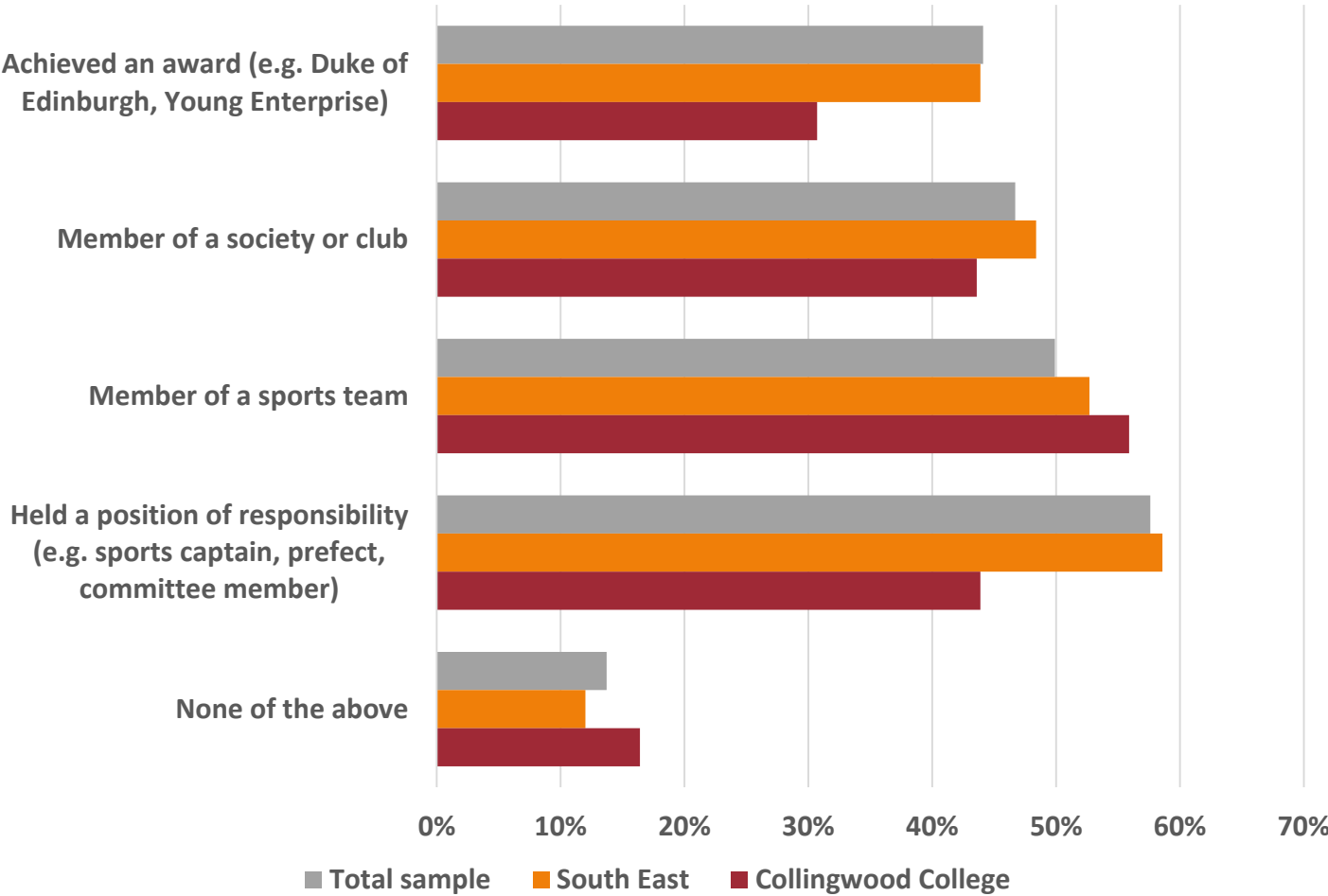
- Too much
- Enough for me to make a decision
- A reasonable amount, but I could do with more
- Not enough
- Not at all



# Which of the following work experience do you have?

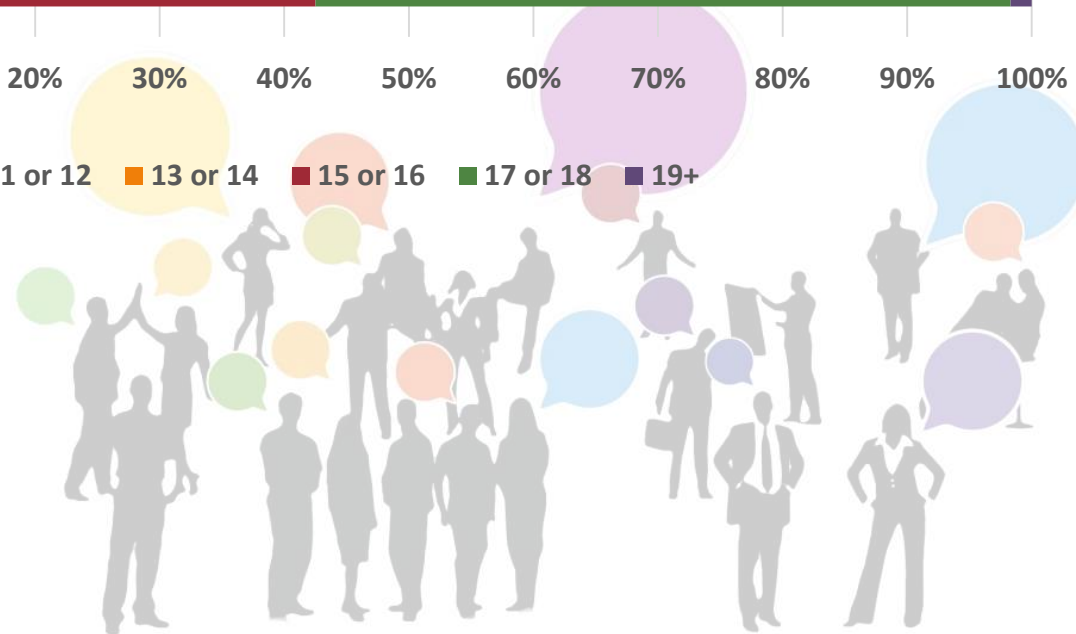
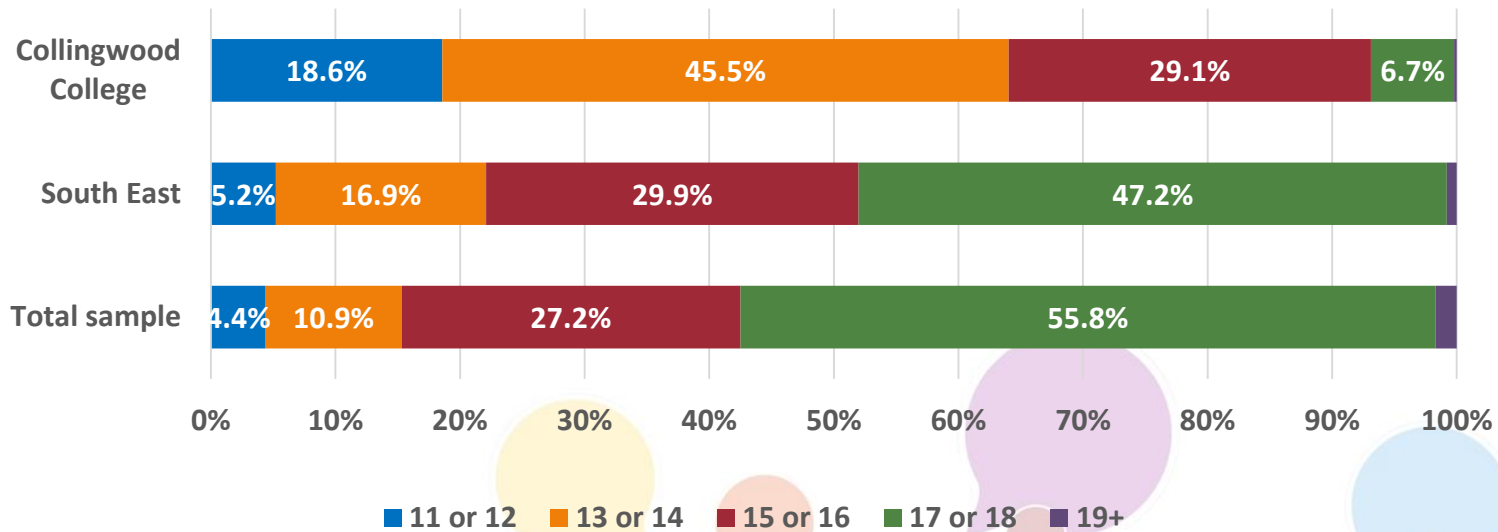


# Which of the following activities have you participated in/achieved?

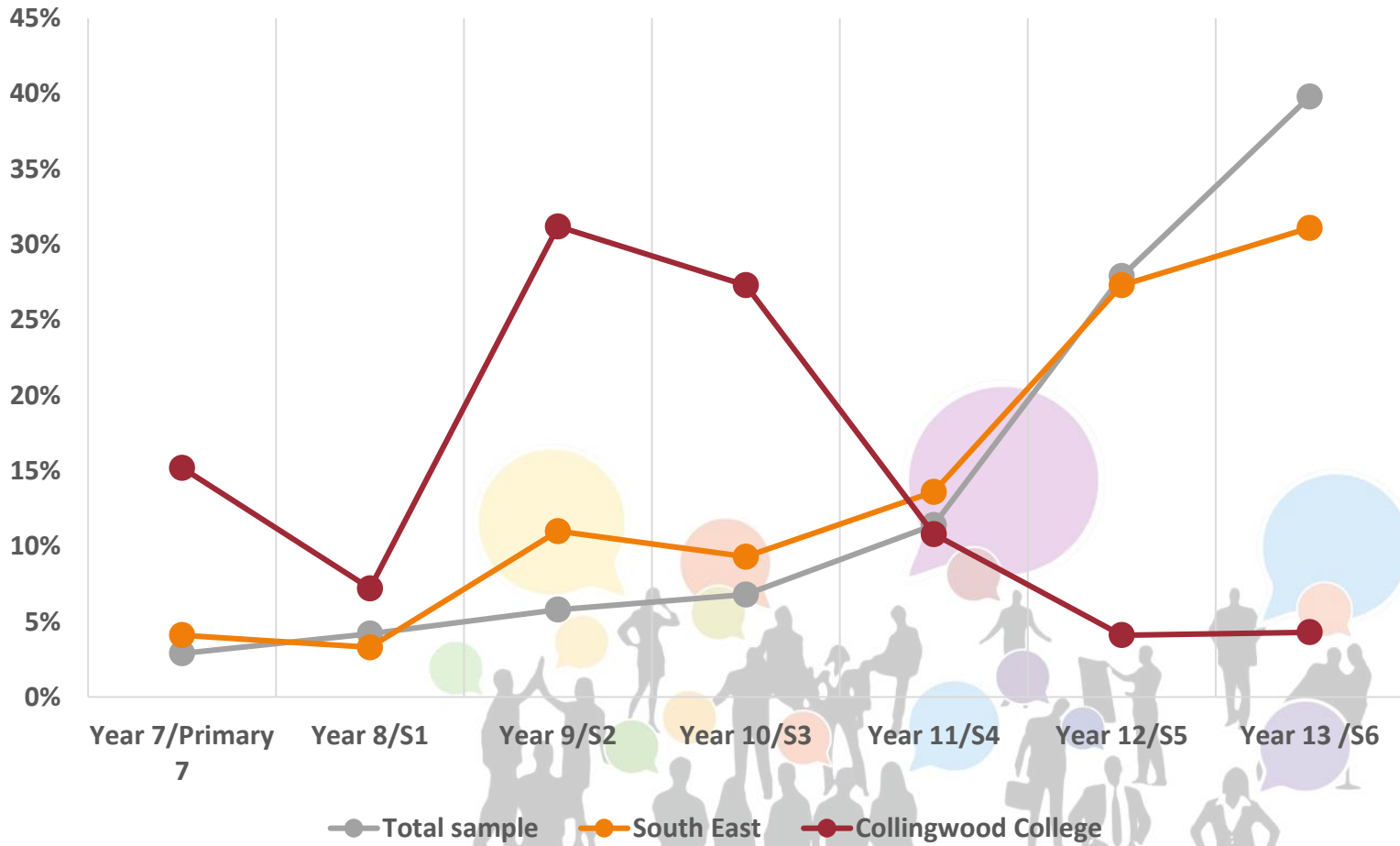


# Bio-Data

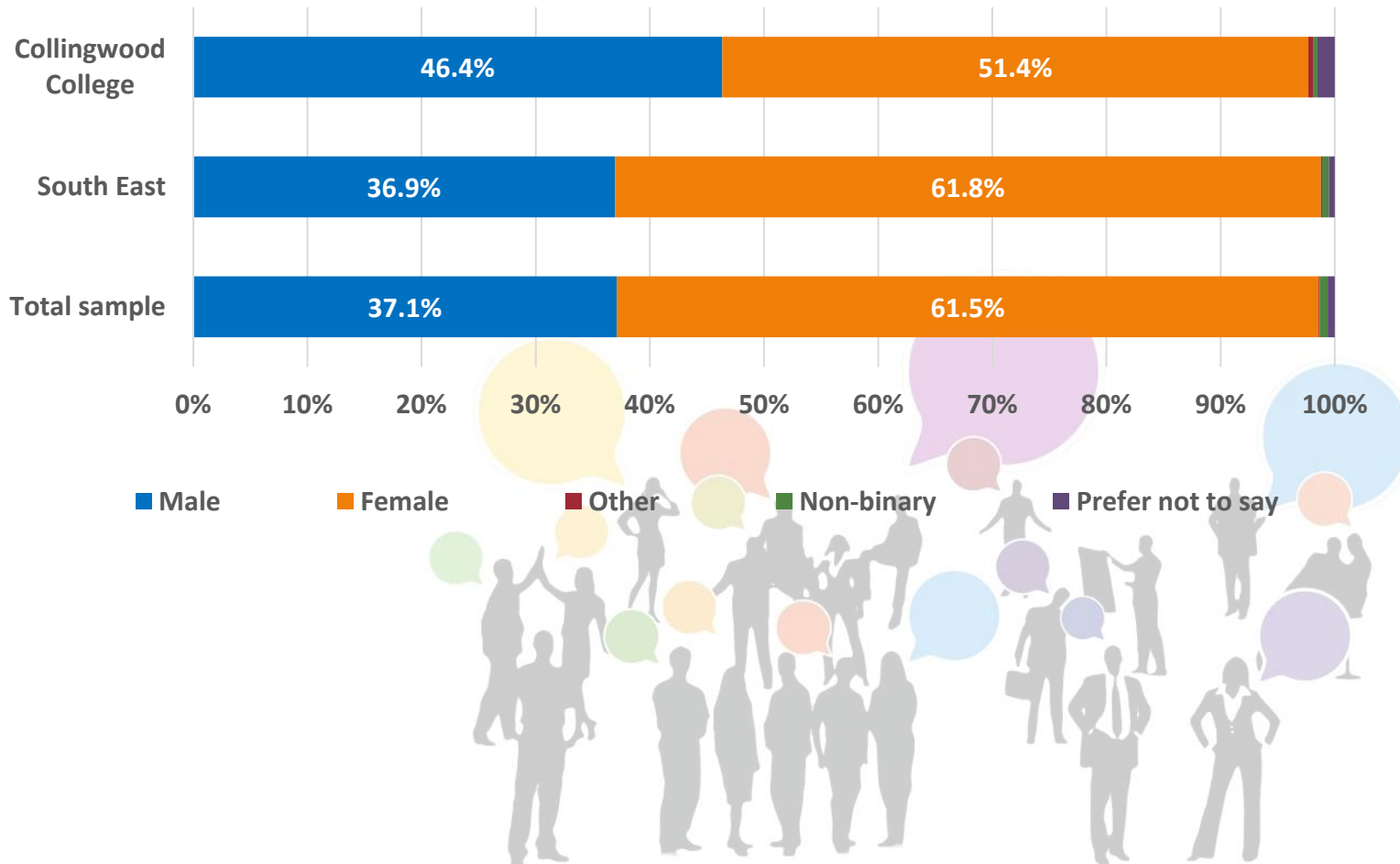
# How old are you?



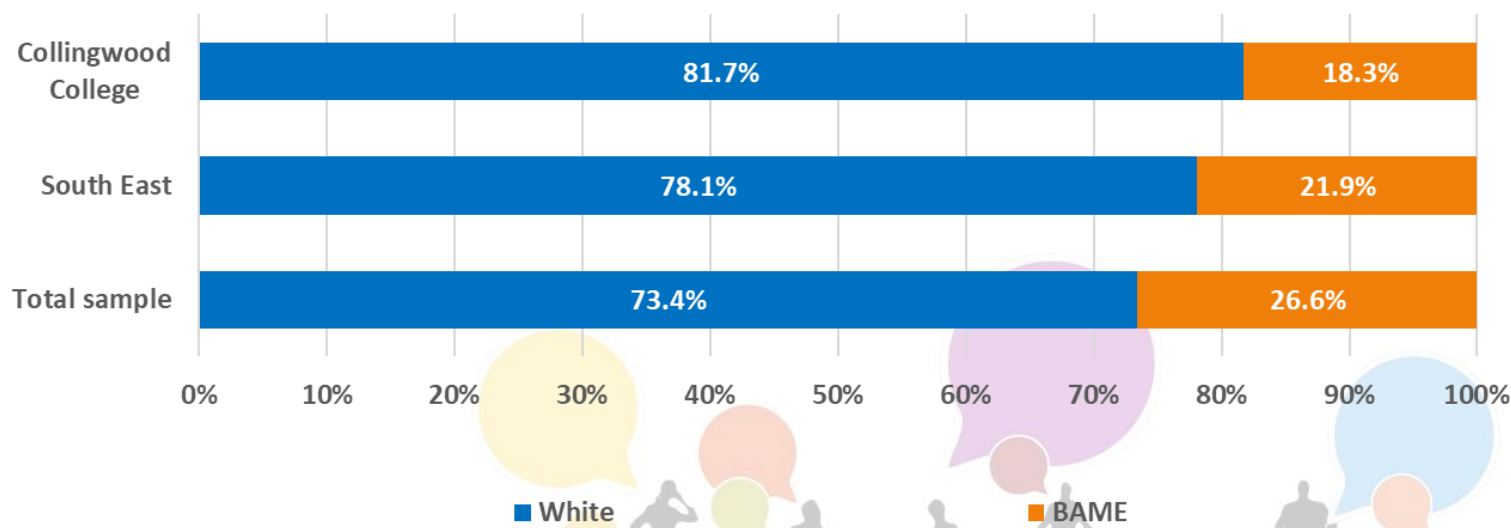
# In which year are you currently in?



# How would you describe your gender?



# Which of the following best describes your ethnic background?\*



*\*Please note that the Black/African/Caribbean, Asian and mixed ethnic background groups have been combined into BAME to preserve participants' anonymity*



# UKtrendence RESEARCH



If you have any questions,  
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