



Apprentices
revisited in
October 2025
See page 16



How the Scotswood Bricklaying Hub Transforms Lives

A Social Return on Investment Summary report

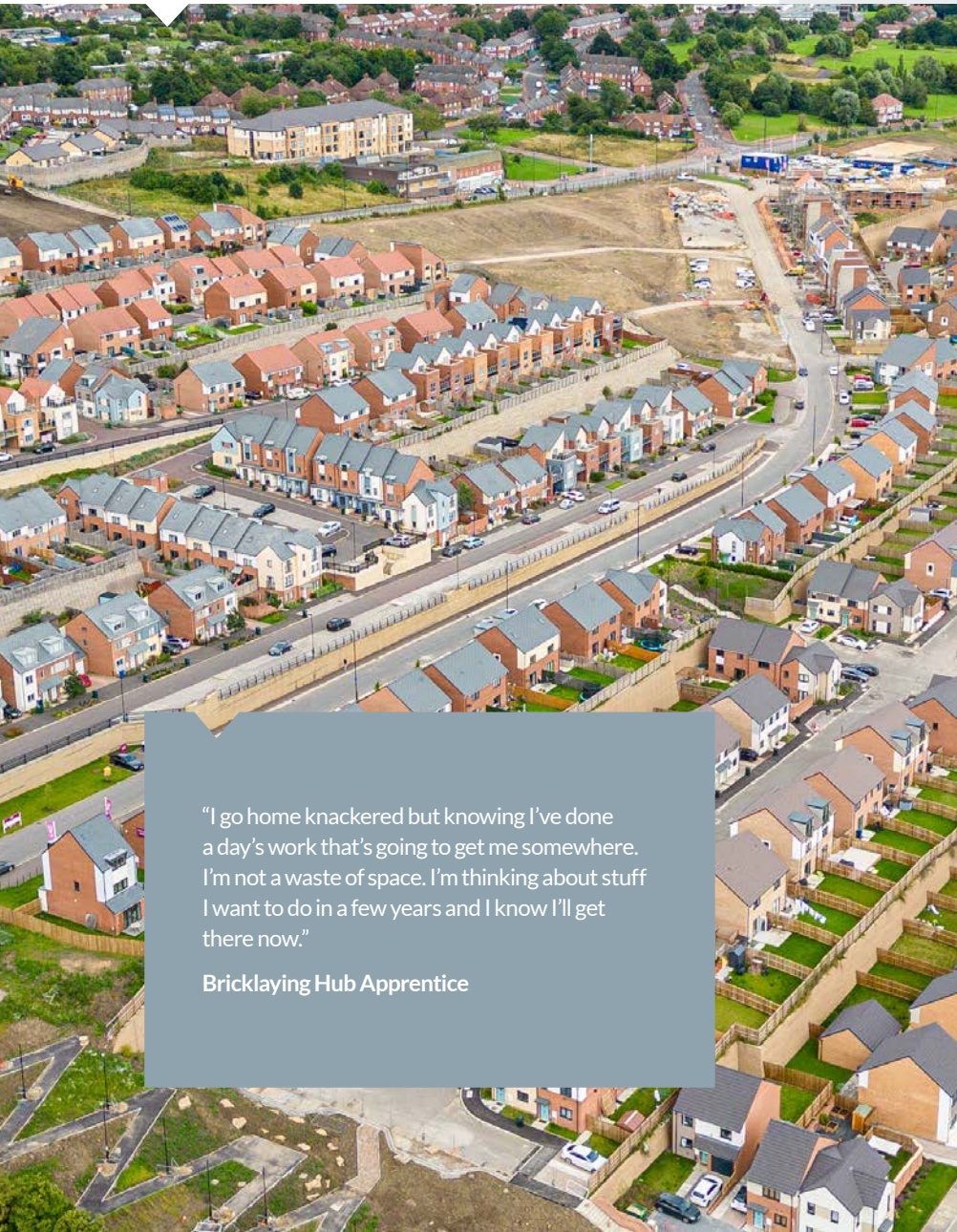
Updated January 2026



The following document is a summary created by Keepmoat of a more detailed technical report produced by Nicola Lynch of Lynchpin Consulting. Nicola Lynch has not played a role in the creation of this summary report. Her technical report is available on request by contacting Keepmoat's Sustainability Director - john.bowden@keepmoat.com

Contents

- 3 Highlights
- 4 Summary
- 5 About the Bricklaying Hub
- 6 About Keepmoat
- 7 About the research
- 8 Outcome results
 - Apprentices
 - Parents and guardians
 - Staff at the Hub
 - External organisations
- 14 Social return results
- 15 Methodology
- 16 The apprentices revisited
 - what had changed a year on?
- 23 Appendix 1 – quotations from research
 - Apprentices
 - Staff member
 - Parents/guardians
 - External organisations
- 29 Appendix 2 – case study: Tyler Mudie
- 30 Appendix 3 - interview questions: 2025 research



“I go home knackered but knowing I’ve done a day’s work that’s going to get me somewhere. I’m not a waste of space. I’m thinking about stuff I want to do in a few years and I know I’ll get there now.”

Bricklaying Hub Apprentice

Highlights



£5.55

Social return for each £1 invested



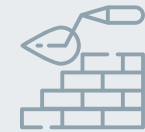
71%

external organisations saw “better access to appropriate opportunities for students/learners”



89%

apprentices “we learned better at the Hub than at school or college”



67%

training hub employees “improved their [own] professional skills” by teaching at the Hub



80%

parents/guardians “more hopeful about the young person’s future”



No.1

apprentice outcome “I am more hopeful about having a good future”

Summary

Keepmoat & NHBC's Bricklaying Training Hub is situated on Keepmoat's 'The Rise' in Scotswood, Newcastle. It aims to provide a condensed and improved apprenticeship experience for young bricklayers.

In 2023, Keepmoat commissioned social research to understand how the Hub was impacting the lives of those training there aiming to understand the role of the Hub in enhancing not just skills, but also wellbeing.

It also sought to understand the impact on other stakeholders including parents and guardians, training Hub colleagues and external organisations such as schools and colleges.

The research found that apprentices going through the Hub experienced improvements to their levels of confidence and more hope for the future. This hope for the future was echoed by parents and guardians.

A 'Social Return on Investment' of £5.55 was calculated for every £1 invested in the Hub, or £4.48 - £6.22 as a range.

"I was just a messer. Always big and loud. I got fired from a couple of jobs for banter and stuff. I've learned here how to talk to people at work... we do this stuff around behaviour and I know I need to be respectful."

Bricklaying Hub Apprentice

About the Bricklaying Hub

The Bricklaying Hub at Scotswood has the capacity to support up to 100 apprentices a year. It is open to all home builders and their supply chains to enrol their apprentices into the courses at the Hub so they can train in bricklaying at a faster rate.

Through gaining experience at a training centre the Hub aims to ensure that the overall apprenticeship is accelerated from 2 years to 18 months (compared to a traditional apprenticeship). It also ensures that apprentices can get hands-on more quickly when they do start on site, spending less time watching and more time 'doing' to their own satisfaction and that of their employer.





About Keepmoat

Keepmoat, a UK homebuilder headquartered in Doncaster builds around 4,000 homes a year in England, Scotland and Wales. Specialising in partnership developments, the organisation has a Vision of 'Building Communities, Transforming Lives.'

About the research

Research into the Hub was conducted using the Social Return on Investment (SROI) methodology. SROI is a framework for measuring or accounting for social value relative to any investment. Social value, according to Social Value International is “The importance people place on different aspects of their wellbeing and the changes they experience in these aspects of wellbeing.”

This study, therefore, is focussed on exploring the changes stakeholders have told us about, in relation to their wellbeing after working with the Hub. SROI can also generate a ‘social return on investment’ per pound and it needs to be considered that SROI is not a Cost Benefit Analysis and it is centred on an exploration of value not fiscal benefit, finance or money.

The research was conducted by Nicola Lynch, an independent social value consultant and impact management specialist. She is a Level 3 Advanced Practitioner with Social Value International and one of only 14 practitioners in the UK currently qualified to this level.



Outcome results

Apprentices

SROI research uses the findings from engagement research to understand the outcomes experienced by stakeholders, and how important each of those outcomes are to the beneficiaries. Outcomes here are defined as the changes that people experience as a result of an activity.

As the intended beneficiaries and key stakeholders for the Hub, research conducted for this grouping was more detailed than for other groupings, consisting of an online survey (18 responses) and 15 one-to-one interviews (47% of the population size).

The research found that the most commonly experienced outcome was a feeling from apprentices that they learned better at the Hub than at school or college. Though less frequently experienced, those apprentices who determined the Hub had made them **more hopeful about the future** deemed this the **most important** of the all the outcomes they experienced.



OUTCOME	FREQUENCY RANK ¹	IMPORTANCE RANK ²	EVIDENCE EXAMPLE
I feel like I learn better here than at School or College	1 (89%)	2	"I always felt at School like I was the stupid one. I couldn't be good at anything. Here I get to learn stuff in a way that I get. I don't have to look at books all day or learn stuff that I don't care about. I'm not getting things wrong now or failing all the time, I learn new stuff every day and it sticks."
I am more confident in myself	2 (56%)	3	"I go home now knackered but knowing I've done a day's work that's going to get me somewhere. I'm not a waste of space. I'm thinking about stuff I want to do in a few years and I know I'll get there now. I saw my old College lecturer last week and before I'd have just avoided him – but I talked to him for 10 minutes telling him what I've been doing."
I am more confident around other people especially at work	2 (56%)	6	"I felt really nervous first and didn't talk to anyone else for ages. I was always quiet at school and just stayed out of people's way. But I get on really well with the other lads and the trainers now. I don't worry about coming in and being around people."
I know I can ask for help and I'll get it	2 (56%)	5	"Everyone here is chill and you can talk to them about anything. Even the site managers have been really nice and I don't feel bad about asking for help."
I am more hopeful about having a good future	3 (50%)	1	"I always wanted like a nice car and a nice house and stuff like that but I never thought I'd get a job like this. I thought I'd be stuck earning nothing or on benefits or whatever like my mates. I'm nailing this now and there's good money to be made ...and I can travel around as well when I'm done - I don't have to stay here."
I am proud of what I have achieved here	3 (50%)	4	"I'm dead proud of my trowel work. One day the trainer used my work as an example for everyone else and I thought 'yes.' That's never happened to me before and I went home and told my mam."
I am less anxious or worried about things	3 (50%)	7	"We've had talks in from people about mental health and stuff like that. I usually pretend a lot when I feel like s**t and I joke about so people don't know. It's been good to hear from other people that feel the same and I know that Geoff will always listen and help if he can."

⁽¹⁾ How commonly the outcome was experienced

⁽²⁾ How important the outcome was to the person's wellbeing

Outcome chains

A small number of common 'stories of change' or outcome chains were articulated by the apprentices in their interviews. For some individuals their 'end point' was another young person's mid-point. On the right we show how the outcomes link into one another.



Parents and guardians

Via online survey (13 responses) and 4 one-to-one interviews.

OUTCOME	FREQUENCY RANK ³
I am more hopeful about the young person's future	1 (80%)
I am more hopeful for the future of the other young people I care for or parent	2 (40%)
I am less anxious or worried about the young people I care for or parent	3 (30%)

⁽³⁾ How commonly the outcome was experienced



"I can't say enough about how supportive Geoff has been to X. Everyone can see how much he cares about the kids – most importantly they can see it. They want to do well for him and he builds up their confidence so much that they believe in themselves. X has been so down on himself and was told by school for so long that he was no use and worthless. I can't believe the change to be honest."

Carer

Staff at the Hub

Via online survey (6 responses), and informal feedback.

OUTCOME	FREQUENCY RANK ⁴
Improved professional skills	1 (67%)
Increased sense of purpose & meaning	1 (67%)
Improved professional knowledge	2 (50%)
Improved professional confidence	3 (33%)

⁴ How commonly the outcome was experienced



External organisations

Four external organisations were interviewed by the evaluator and a wider group (14) were invited to respond to an online survey. There were 9 respondents including 2 people working for the local authority and 4 referring partners. Others included a local politician, another training provider and a PR person.

OUTCOME	FREQUENCY RANK ⁵
We have better access to appropriate opportunities for our students/learners	1 (67%)
The Hub helps us to meet our overall goals for generating positive social impact	2 (57%)
We have increased training & employment opportunities to offer local residents	2 (57%)
We have improved access to skilled employees	3 (43%)

⁵ How commonly the outcome was experienced

Social return results

The study found a social return on investment of £5.55 per £1 spend, or £4.48 - £6.22 as a range using a conservative approach to the calculation.

The Social Return on Investment is calculated by anchoring the value of outcomes to 'real' examples such as 'less reliance on Universal Credit'. These values are weighted by importance of the outcome to the stakeholder group and factors such as deadweight, displacement and attribution which prevent overclaiming – for example by accounting for what would have happened regardless of the Hub's intervention. These calculations are explained in more detail in the SROI Technical Report.

OUTCOME	IMPACT CALCULATION [Number of people (quantity) x value - deadweight, displacement and attribution]
Apprentices	
I am more hopeful about having a good future	£228,484.80
I feel like I learn better here than at School or College	£379,855.98
I am more confident in myself	£244,193.13
I am proud of what I have achieved here	£171,363.60
I know I can ask for help and I'll get it	£192,784.05
I am more confident around other people especially at work	£192,784.05
I am less anxious or worried about things	£57,121.20
Parents & carers	
I am more hopeful about the young person's future	£25,744.10
Staff	
Improved professional skills	£1,170.00
Increased sense of purpose & meaning	£2,531.25
TOTAL VALUE OF FINANCIAL & NON-FINANCIAL INPUTS	£397,200.00
TOTAL SOCIAL VALUE CREATED	£1,496,032.16
Social Return after discount applied	£5.55

Methodology

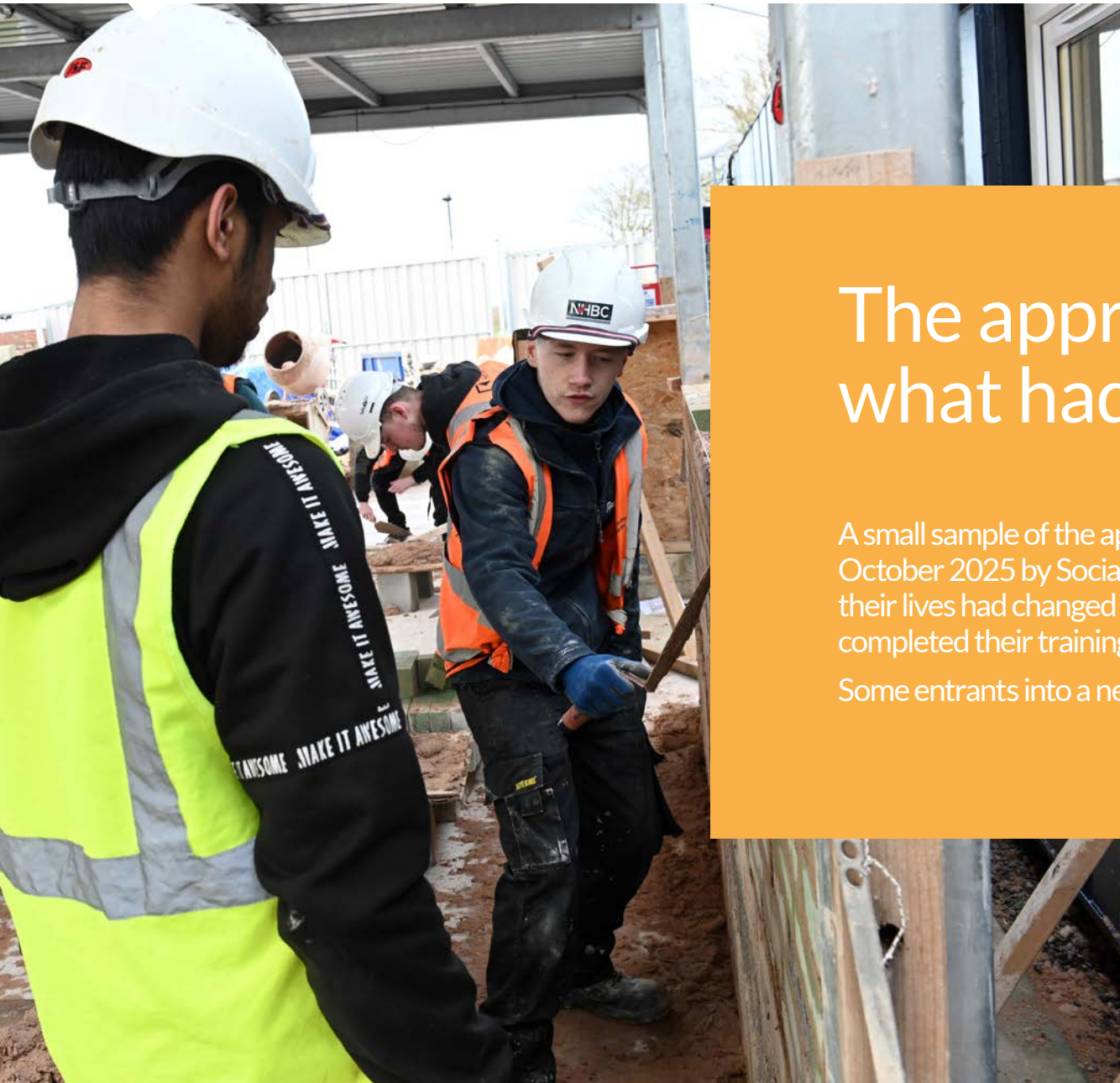
Primary research was used to understand outcomes experienced by key stakeholder groups for the Hub.

This was used to determine the outcomes experienced by stakeholders, which were in turn used to calculate a social return on investment, by comparing the value of outcomes to financial inputs. This was conducted using the SROI methodology, applying the principles of Social Value International to do so. More detail on the approach is contained within the Technical Report.



Sources of data used in the evaluation:

- 15 one-to-one interviews conducted by Nicola Lynch with the primary beneficiaries (apprentices learning at the Hub.) This represents a sample size of 47% of the total apprentice population.
- 4 one-to-one interviews conducted by Nicola Lynch with parents & carers.
- 4 one-to-one interviews conducted by Nicola Lynch with external, organisational stakeholders. (employers & delivery partners)
- Staff were not formally interviewed but 2 key members of staff have been closely engaged with the whole process and provided feedback on their perceptions of change at regular intervals.
- Online survey of staff. (6 responses)
- Online survey of apprentices. (18 responses)
- Online survey of external, organisational stakeholders. (9 responses)
- Online survey of parents & carers. (13 responses)



The apprentices revisited – what had changed a year on?

A small sample of the apprentices were re-interviewed at the end of October 2025 by Social Value Researcher Nicola Lynch, to find out how their lives had changed since the first set of interviews and after they had completed their training at the Hub.

Some entrants into a new cohort were also interviewed.

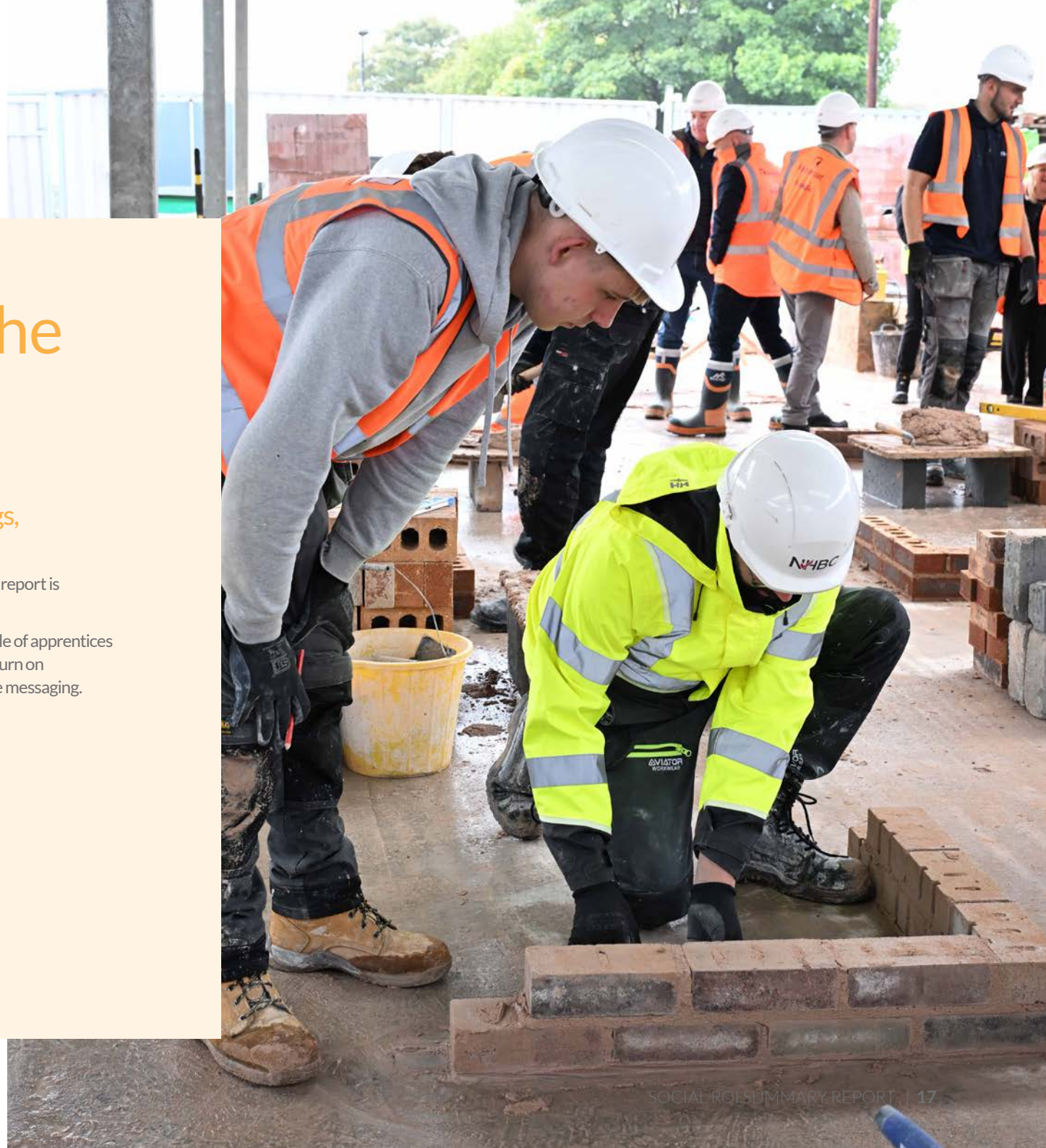
Introduction to the 2025 research

The following is a summary of Nicola's findings, published by Keepmoat.

Nicola Lynch has not inputted into this summary report. The original report is available on request.

The second stage of the research was based on a self-selecting sample of apprentices willing to engage, and this follow-on research did not use a Social Return on Investment methodology. Interviews took place via telephone or live messaging.

EX-APPRENTICES	NEW APPRENTICES
4 interviews	9 interviews





Ex-apprentice findings & outcomes

Overall positive reflections

Overall, the young people reflected very positively on their experiences at the Hub. While they shared that not everything was 'perfect' all the time they overwhelmingly felt that they were well supported, built strong relationships with peers and staff and achieved their goals.

"I really enjoyed the hub - not only were Colin and Mike great at everything from classroom work to hands-on demonstrations, they genuinely felt like your mates and you could come to them with any problem in work or outside of work."

More confident to ask for help

Several of the young people commented on the importance of the outcomes included in the original study around reduced anxiety and worry and 'knowing I can ask for help and get it.'

"I think I learned how to be more grownup about stuff. So when I didn't get on with a site manager or something instead of kicking off or walking out I learned how to take a breath or take a break and calm myself down...I couldn't do that and Geoff helped me loads getting my head round that stuff."

The Hub was a very significant turning point in their life experience

"I didn't know what I was doing to be fair, or where I was going to end up. School was bad and I was bad there. I believed what everyone told me about being a waste of space. I know what some of my mates from before are doing now [pause] and I'd be in...I'll say 'in trouble' if I hadn't met Geoff and done the apprenticeship. I know I was hard work there sometimes too but only at the start. It just changed everything for me."

Increased levels of confidence

"I feel a lot more confident in myself and the way I carry myself...before college and the apprenticeship I felt like I didn't really belong anywhere until I got the taste for bricklaying and ever since then I'd say my skills grew and grew now I'm doing my own jobs garden walls and extensions."

"my confidence did change as I finally felt like I belonged, when I was in school I never enjoyed it. My only enjoyment was with my mates and maybe a few lessons with some of my interests but 90% of my school life was just wanting to go home as it wasn't interesting at all. Colin, Mike, Geoff and the site managers from my last site helped me gain more and more confidence and skills as they were with me throughout the apprenticeship and answered all my questions fully. They even demonstrated certain things especially on site and at the hub."

Sense of pride

"I'm still proud of what I did at [the Hub.] I've gone on to do all sorts of different things and am on another qualification now which my mum still can't get her head around. I was able to buy a car too that I spent too much money and time messing with but it's nice to show off what I've done and how different everything is."

Hope for the future

"as you probably would've guessed I am still bricklaying and I still love it. I've worked all over the north east so far from Durham to Bellingham etc., and I continue to look into the future positively."



New apprentice findings & outcomes

Feel safe to show personality and identity

“I can have a laugh now. I kept myself to myself a bit at the start but I don’t worry about that now. The other lads and Colin and Geoff and everyone...it’s all good.”

Feeling safe to ask questions and make mistakes

“We’re learning a lot fast which is so much better than College but it means I’ve made some mistakes. Everyone’s chilled about that and at least when you make a mistake and then see how to put it right through watching or doing it sticks much better. I was thinking about something the other night and went and asked about it the next day and I wouldn’t have done that before...”

Building trust in staff members

“They’ve really got our backs here and they bother to get to know us coz we’re all different. Like some of the lads are younger than me and haven’t been on sites and stuff so we don’t need the same things. They definitely give a **** about who we are here.”

Starting to ask for help and adjustments

“I have some problems. I’m not like everyone else. I prefer to say nothing coz I get really scared but Geoff is helping me. I need different things to help me work.”

Able to describe some ‘early wins’ in the learning journey

“It’s just so much better than College here, I was just bored and not learning or doing anything there. I’ve learned more here in a few weeks and have had some really good feedback from Colin and Mike and everyone on my work. That makes you want to keep learning and getting better

Experiencing improved energy and mood

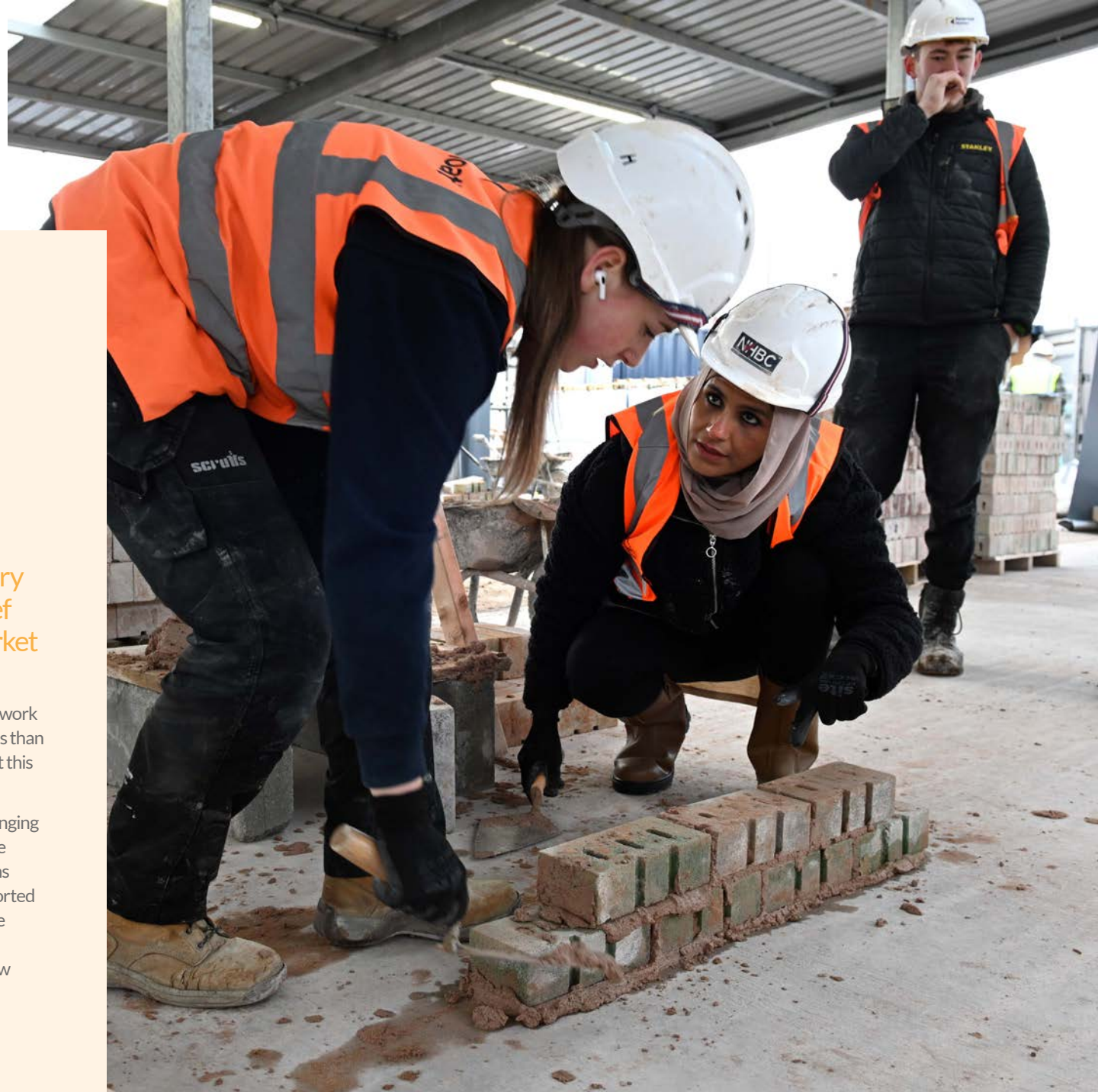
“I was just lying in bed all day. I couldn’t get work and I had nothing to get out of bed to do. I felt like ****. It’s like everything was black but now I come here every day and I have friends and a job to do and it feels like things are back in colour.”

Other observations

Some apprentices had experienced poor working conditions in the construction industry (not on Keepmoat sites) and expressed a belief that this was due to a weak economy and market for jobs.

This included being asked to simply be 'on standby' with no minimum work guarantee. They also believed that there were more potential workers than vacancies in the current market and had been told in some places that this justified the poor employment practices.

These comments from the young people may be reflective of a challenging period for UK homebuilding. Although the Autumn of 2025 saw some 'green shoots' compared to the previous quarter, dwelling completions were still down 17% on the previous year according to ONS data reported by BCIS. Though homebuilding clearly has a skills gap it needs to close for future years, the current apprentices appear to be impacted by a challenging employment market in the short term, particularly for new entrants.



Summary of outcomes



ORIGINAL OUTCOMES	EX-APPRENTICES	NEW APPRENTICES
I am more hopeful about having a good future	I am still hopeful about having a good future	Experiencing improved energy and mood Being able to describe some 'early wins' in the learning journey
I feel like I learn better here than at School or College		Being able to describe some 'early wins' in the learning journey Starting to ask for help and adjustments
I am more confident in myself	I continue to build my self confidence	Feeling safe to show more of my personality and identity
I am proud of what I have achieved here	I am proud of my ongoing achievements	
I know I can ask for help and I'll get it	I am more likely to ask for support or guidance and expect that I will receive that help	Feeling safe to ask questions and make mistakes Starting to ask for help and adjustments
I am more confident around other people especially at work	I continue to build my confidence as an employee and colleague	Building trust in staff members Feeling safe to show more of my personality and identity
I am less anxious or worried about things		Building trust in staff members Starting to ask for help and adjustments

Conclusion

The November 2025 qualitative update provides additional evidence that the Keepmoat Training Hub continues to generate significant and sustained positive outcomes for apprentices.

This research strengthens the findings of the original 2024 Social Return on Investment evaluation, which identified a social return of £5.55 for every £1 invested, by demonstrating that the positive impact experienced by apprentices during the programme persists and deepens for at least some of the participants beyond programme completion.



It is worth noting that across both cohorts the quality of relationships with staff emerged as a defining feature of the Hub's effectiveness. Apprentices consistently describe staff as approachable, genuinely invested in their wellbeing, and responsive to individual needs. The normalisation of seeking help, the trust that any request will be met with compassion and the provision of consistent

support through challenges (rather than expecting everything to be "perfect") are all core enablers of positive outcomes. This relational approach appears particularly powerful for young people whose previous experiences in educational and employment settings leave them feeling devalued, invisible, or unable to succeed.



APPENDIX 1

Quotations from research

The results of primary research uncovered interesting statements from stakeholders involved in the Bricklaying Hub.



Apprentices

I feel like I learn better here than at School or College

“I always felt at School like I was the stupid one. I couldn't be good at anything. Here I get to learn stuff in a way that I get. I don't have to look at books all day or learn stuff that I don't care about. I'm not getting things wrong now or failing all the time, I learn new stuff every day and it sticks.”

“I can fail here without being a failure.”

I am proud of what I achieved here

“I'm dead proud of my trowel work. One day the trainer used my work as an example for everyone else and I thought 'yes.' That's never happened to me before and I went home and told my mam.”

“At College I was always messing round and in trouble for distracting other people. But here the trainer will get me to show other apprentices what I've been doing. He says I'm good at explaining things in a way the other students can understand. I didn't know I could do that...”

I am more confident in myself

“I go home now knackered but knowing I've done a day's work that's going to get me somewhere. I'm not a waste of space. I'm thinking about stuff I want to do in a few years and I know I'll get there now. I saw my old College lecturer last week and before I'd have just avoided him – but I talked to him for 10 minutes telling him what I've been doing.”

“I can actually do hard things. I believe that now - that I can do hard things...”

I am more confident around other people especially at work

“I felt really nervous first and didn't talk to anyone else for ages. I was always quiet at school and just stayed out of people's way. But I get on really well with the other lads and the trainers now. I don't worry about coming in and being around people.”

“I was just a messer. Always big and loud. I got fired from a couple of jobs for banter and stuff. I've learned here how to talk to people at work...we do this stuff around behaviour and I know I need to be respectful. It makes me feel like I actually know what people were saying about me before but I didn't know how to change it...and I'm more confident now about talking to people in work.”



Apprentices

I am more hopeful about having a good future

“I always wanted like a nice car and a nice house and stuff like that but I never thought I’d get a job like this. I thought I’d be stuck earning nothing or on benefits or whatever like my mates. I’m nailing this now and there’s good money to be made...and I can travel around as well when I’m done - I don’t have to stay here.”

I am less worried or anxious about things and I know I can ask for help and I’ll get it

“Everyone here is chill and you can talk to them about anything. Even the site managers have been really nice and I don’t feel bad about asking for help.”

“We’ve had talks in from people about mental health and stuff like that. I usually pretend a lot when I feel like s**t and I joke about so people don’t know. It’s been good to hear from other people that feel the same and I know that Geoff will always listen and help if he can.”

Comments around Geoff Scott (Keepmoat North East Social Value Manager)

“Geoff has got these standards...so they’re mine now.”

“You know where you stand with Geoff. He’s always fighting our corner but we know what he expects too.”

“I just wouldn’t have come here and I wouldn’t have stayed here when it was hard if it wasn’t for Geoff. He’s always stuck by me.”





Staff member

“Our apprentices continue to build their own independence throughout the course. Many pass driving tests during their course duration and many also experience staying away from home by themselves for the first time too. Feedback I've had from learners is that their parents/carers are really proud of the strides toward adulthood that come off the back of our course.”

Staff member – online survey

“Our apprentices continue to build their own independence throughout the course. Many pass driving tests during their course duration and many also experience staying away from home by themselves for the first time too. Feedback I've had from learners is that their parents/carers are really proud of the strides toward adulthood that come off the back of our course.”

“Parents are more comfortable from a safeguarding point of view.”

“The Hub is an absolute game changer. We are not only creating apprentices, we are creating good citizens and role models for future young people coming through.”

“The Hub offers life changing opportunities to individuals who may be overlooked via traditional training routes. Fantastic asset for Keepmoat business and our contractors.”

“...very positive and key facility for growth in the industry and more important support to those keen to advance and learn.”

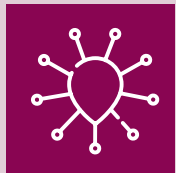




Parents /guardians

“I can’t say enough about how supportive Geoff has been to X. Everyone can see how much he cares about the kids – most importantly they can see it. They want to do well for him and he builds up their confidence so much that they believe in themselves. X has been so down on himself and was told by school for so long that he was no use and worthless. I can’t believe the change to be honest.”





External organisations

“It was great to see how Geoff and team worked with the kids. The school environment is not for everyone and this scheme provides absolutely fantastic hands on experience to set young people up for leaving school. I thoroughly enjoyed my visit and would like to see this hub rolled out wider, partnered with other organisations around the region.”

“The Centre being exposed to weather variations gives the learners a real feel for on-site conditions. The staff are experienced tradesmen who frequently demonstrate their skills to the apprentices in a highly supportive manner. The more experienced apprentices took a real pride in both their work and the achievements they had managed since stating at the Hub (some learners had never gained formal qualifications previously - but went out of their way to demonstrate their new skills and explain about their formal achievements in class, on line and on site) This Hub is one of the most positive experiences I have witnessed in any training/learning organisations (over 30 years in the sector) whether it be College of F.E. or Work Based Learning Provision. I sincerely wished there were more centres of this calibre available for learners as the positivity in there was unique. As a final comment Keepmoat via the Centre has worked exceptionally hard with outstanding results to be as inclusive as possible. The involvement of the local Authority and Communities in this initiative is to be applauded.”

“It provides a supportive environment for young people to develop personally and professionally. The involvement of Keepmoat’s Social Value Manager has been advantageous, with the knowledge of the industry and significant experience of working with trainees and training providers.”

External organisation – online survey



Tyler Mudie, 18, passed his Level 2 Bricklaying apprenticeship at the National House Building Council's (NHBC) Training Hub in Scotswood this week, after training on site at 'The Rise' with top 10 UK housebuilder, Keepmoat, for 19 months.

Tyler, who came runner-up at the UK Young Builder of the Year Award 2023 at the House of Commons, began his apprenticeship in 2022 after meeting a Keepmoat representative at a school-organised careers evening.

He explains: "I attended a SEND school in Newcastle, where Geoff Scott from Keepmoat gave a talk on apprenticeships, which helped to confirm that an apprenticeship was the right path for me."

"I grew up in care and securing an apprenticeship was daunting at first. My care worker was amazing at helping me find my routine and settle into my new work life though, I can't thank her enough!"

"I love building and there's nothing more rewarding than seeing a finished home and knowing I had a part in its creation, that makes me very proud. I feel I am learning so much.

My social skills and organisation have hugely improved off the back of my apprenticeship."

Tyler completed his apprenticeship at the NHBC Training Hub with the support of expert NHBC trainers and his mentor, Geoff, whom he met for the first time three years ago at the school talk. The teenager has now been offered and accepted a full time role at Keepmoat as a Trainee Site Manager.

He adds: "I'm excited to get stuck into this new challenge, and I'm extremely grateful to the Keepmoat team for helping me be successful in this journey."

Geoff Scott, Social Value Manager at Keepmoat, added: "It's been a privilege to work alongside Tyler from when he first registered his interest in the business to him completing his end point assessment. I've been honoured to see him grow and really get stuck into his training."

"Tyler is a pleasure to work with and we look forward to seeing him continue his journey at Keepmoat as he begins his role as a Trainee Site Manager. This hard-working, committed, and motivated young man has overcome adversity and he's an inspiration to all of us."



APPENDIX 2

Case study: Tyler Mudie



Ex-apprentices

1. Can you tell me briefly what you were doing before starting the apprenticeship and why you wanted to do the apprenticeship?
2. If you are happy to share it/haven't already covered this – tell me a bit about your experiences in school or at work before the apprenticeship?
3. What changes did you experience while doing the apprenticeship?
4. What changes have you experienced since leaving the apprenticeship?
5. What things, activities or people helped you make those changes? *(This is a good time to reflect back the changes described by the young person if helpful and to check they've been understood correctly by the interviewer)*
6. Did you experience any bad or negative changes? *(Check this explicitly if not already discussed)*
7. What are you hoping to do next and/or in the future?
8. Is there anything else you'd like to tell me?

Current apprentices

1. Can you tell me briefly what you were doing before starting this apprenticeship and why you wanted to do this apprenticeship?
2. If you are happy to share it/haven't already covered this – tell me a bit about your experiences in school or at work before the apprenticeship?
3. Can you tell me what you're liking and not liking about the apprenticeship so far? *(A 'settling in' question – let them discuss whatever they're happy to discuss here)*
4. I know you are only 5 or 6 weeks into the apprenticeship but have you experienced any changes yet because of it?
5. What things, activities or people are helping you make those changes? *(This is a good time to reflect back the changes described by the young person if helpful and to check they've been understood correctly by the interviewer)*
6. Have you experienced any bad or negative changes? *(Check this explicitly if not already discussed)*
7. Do you have any ideas about what you'd like to do after the apprenticeship? Have those ideas changed since starting here?
8. Is there anything else you'd like to tell me?



APPENDIX 3

Interview questions: 2025 research

The focus of the interviews for this update was on understanding outcomes rather than impact or value. The questions shown on the left were used as a guide, but young people were encouraged to share their story in language they were comfortable with and to elaborate on topics that they were interested in.