



BUILDING THE FUTURE OF DAISY

Since May 2010 to January 2021, **4.75 million people** have participated in apprenticeships in England alone¹. From manufacturing to childcare, IT to warehousing, accounting to transportation; There is quite literally something for everyone! At Daisy, we have Apprenticeship opportunities in many areas, including HR, Finance, Technical Operations and more! Apprenticeships offer a more direct, practical approach to learning - learning on the job whilst earning a wage. For us at Daisy, this means we can welcome fresh ideas from Apprentices who bring different perspectives, growing into the role organically.

1 Apprenticeship Statistics - Briefing Paper Number 06113, 30 March 2021, House of Commons Library



Supported Apprenticeships

At Daisy one of our top priorities is inspiring the next generation by providing fantastic apprenticeship programmes in various areas of the business, enabling people to earn as they learn! Apprentices can work on amazing real-time projects while earning a qualification. At Daisy we support and mentor our apprentices all the way through their program. We spoke to Ruby, Daisy's now in house Graphic Designer who completed a Level 3 Digital Marketing apprenticeship after joining the company in 2019. Ruby told us that she has, "developed skills outside of design that help her better understand the key workings of a busy marketing team."



Collaborations

Not only is it important to inspire our employees but we also focus on collaborating with our local schools, colleges, and universities. It is crucial for the younger generation to feel comfortable and at Daisy we can help to bridge that gap. We volunteer at local colleges and universities conducting mock interviews, careers events and other activities to give students valuable experience. Alongside mock interviews we also like to attend as many apprenticeship events as we can fit into our schedule, to help young people kick-start their career path. This has huge benefits for Daisy, as well as our local young people and wider community.



Closing The Gap

Our aim is to close the gap between academic learning. It is important that people learn at their own pace. Our work experience opportunities give students the opportunity to experience exactly what it is like in the world of work. We also offer Graduate programmes, many Grads comment on how hard it is to 'get a foot in the door' with employers. Here at Daisy, we provide these opportunities. Many graduates Daisy brings into the business say that they really struggle to get a foot through the door with most companies, as they always ask for experience.



Inspiring The Younger Generation

In terms of inspiring children, we love to visit primary and secondary schools to run activity sessions on what it is like to work at Daisy- taking along our fabulous free merchandise of course! Daisy have also signed up to the STEM (science, technology, engineering, and mathematics) ambassador program and we are proud to have a number of volunteers across the business attend a range of STEM events. At Daisy we are super enthusiastic about what we do, and we are equally passionate about inspiring the next generation of talent!

Next Steps... Look at [Daisy's apprenticeship page](#) to find out how an alternative education route may be possible for you. We have been in your shoes - the numerous career choices can be overwhelming! There are so many ways to get to your dream job! If student debt and the traditional education route is not for you, check out the Daisy Apprenticeships page on our website. As a Daisy Apprentice, you will have access to a brilliant range of benefits and very competitive salary.

To find out more about Daisy's work with the younger community [click here](#)
or email Kate our Early Careers and Apprenticeships Manager on Kate.Slater@daisyuk.tech