



Apprenticeship case study - Ipsos UK

Long committed to bringing new talent into the research sector with its well-established graduate scheme, Ipsos wanted to help open up a different avenue into the sector for those without a university degree. Since hiring four apprentices through the Market Research Executive Apprenticeship scheme at the end of 2021, the business has been able to access new, varied perspectives through a fresh talent pool filled with potential.

Louise Maycock, UK Head of Talent at Ipsos, says: "In our research, reaching broad demographics is crucial but it can be challenging, as we all have unconscious biases based on our backgrounds and experiences. We see the apprenticeship scheme as a great way to help us tackle this. Too often companies only focus on graduate schemes – the schemes are brilliant but diversifying our hiring pool and providing different ways for people to enter the sector will be critical for us to keep improving our ability to reach and understand the whole UK population."

'Uni wasn't for me'

Abbie Bradley, who started on the apprenticeship scheme with Ipsos in 2021, says: "I knew I didn't want to go to university and I'm really glad I made that choice. I've learned so much already on the apprenticeship – at university you have to wait years to transfer your learning into a practical situation, whereas I'm putting what Swarm, our training provider, teaches me immediately into practice in my work. And our employers benefit too from the different experiences and viewpoints we all bring to our teams. It's a win-win."

Louise continues: "Our apprentices so far have really impressed. These young people are motivated and keen to learn as much as possible through both their practical work and their classroom learning with Swarm's trainers. We're also really pleased to see our apprentices getting an insight into the experiences of others in their cohort who are training with different types of research firms and in-house teams, giving them a more holistic view of the sector."

Breaking the mould, driving innovation

Ipsos has worked closely with local schools for a number of years to help build opportunities for young people. With the Market Research Executive Apprenticeship, it will now look to strengthen those partnerships and to offer students at the schools a direct route into research as a career.

Louise adds: "It's easy to get stuck in tradition or routine and that can stifle innovation, so we're always looking for ways to break the mould. I think a lot of the answers we look for in this industry can be found in the places we often overlook, and the apprenticeship will help continuously raise the standards in our industry in the years to come."