

I'm an
employer
and I want an
apprentice

What do I do?



West Midlands Apprenticeship
Ambassador Network



wmaan.org.uk



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Hello

We are the West Midlands Apprenticeship Ambassador Network (WMAAN) and we are proud to be sponsoring the National Apprenticeship Event and Conference 2018.

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The aim of WMAAN is to guarantee our region is in the strongest possible position when it comes to delivering the apprenticeships that are the building blocks of its future.

We want to ensure the West Midlands occupies a position of creative, industrial, technical, learning, and manufacturing, strength. A position that will be added to by generations to come – generations supported by ourselves.

Take a look at what we offer and those who have benefitted both from our network and the apprenticeship structure.

We would love it if you would join us and add your individuality, acumen, knowhow, and skills to our expanding network.

Together we can take our region,
and its people, forward to an even
better place.

Meet the Chair

Jenny Conlon – KMF Precision Sheet Metal

As someone currently responsible for 60 young apprentices, and who has guided more than 12 employees through adult apprenticeships, I am passionate about the life-changing opportunities provided by apprenticeships for people of all ages.

It's more than a decade since I oversaw my own company's move to a completely in-house apprenticeship programme and I have seen with my own eyes the dividends that has paid. KMF has the skilled and sustainable workforce it needs to grow and meet future growth ambitions. However big or small your company, the same ethos applies – apprentices are our future. And we are theirs.

The West Midlands Apprenticeship Ambassador Network (WMAAN) is a group of employers at the spearhead of a drive to engage new employers to commit to apprenticeship delivery in our proudly creative region. They champion apprenticeships, raise awareness of

opportunities, and mentor other employers. Put simply, they make a difference.

Ambassadors undertake a voluntary role supporting and influencing a wide range of key stakeholders including schools, colleges, local enterprise partnerships, employers, trade associations, and employment bodies. We meet four times a year at various locations and offer a human face to what can sometimes seem a complex subject.

Being an ambassador is a deeply rewarding and mutually beneficial experience. I see its value every day in delivering purpose and prospects.

Try it and see the difference it makes to you, your business, and those who will build its future strength.

Jenny Conlon is Training and Development Manager at KMF Precision Sheet Metal, one of the UK's leading sheet metal fabrication and precision engineering firms, based in Newcastle-under-Lyme.

KMF is recognised as a TOP 100 UK Apprentice Employer. Through the Young Engineer of the Year school engagement project, Jenny has also worked with over 10,000 young people creating a sustainable talent pool of future engineers.





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As a business, HydraForce places a very high value on its apprenticeship programme to nurture and develop engineering talent for the future.

The work done by WMAAN in promoting and supporting apprenticeships is invaluable. It spreads understanding and actively works towards increasing awareness of apprenticeships among employers of all sizes within the region.

We are delighted to be part of the WMAAN and appreciate the contribution it is making to businesses within the West Midlands, which will help the region continue to grow and thrive.”

Christine Tolley

Technical Support Assistant
HydraForce Hydraulics Ltd
Birmingham





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Salts Healthcare is one of the UK's oldest family-run companies and has grown to become a highly successful international medical device manufacturer. Today our family is more diverse than ever, but our dedication to designing life-changing products remains the same.

Our year on year recruitment of young talent in engineering and manufacturing is a major factor, providing an essential source of future leaders and technical expertise.

Apprenticeships continue to provide an essential springboard for our staff at every level to reach their potential and career aspirations.

The WMAAN is a huge benefit to the area.”

Lee Cattermole

Learning & Development Manager
Salts Healthcare
Birmingham

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I have been an active member of the WMAAAN network for 18 months and recently took on the role of vice-chair. The network is brilliant as you receive the most up to date information regarding what is happening within the apprenticeship world. It is amazing how much knowledge you share and gain.

As Apprenticeship and Volunteering Manager at Midland Heart. I absolutely love my job and enjoy seeing the growth individuals make and achieve both in their apprenticeship and their personal lives.

Apprenticeships give everyone an opportunity to flourish. Midland Heart is passionate about opportunities and learning and with their support I have been able to develop myself and others too.”

Saima Yaqub

Apprenticeship and Volunteering Manager
Midland Heart



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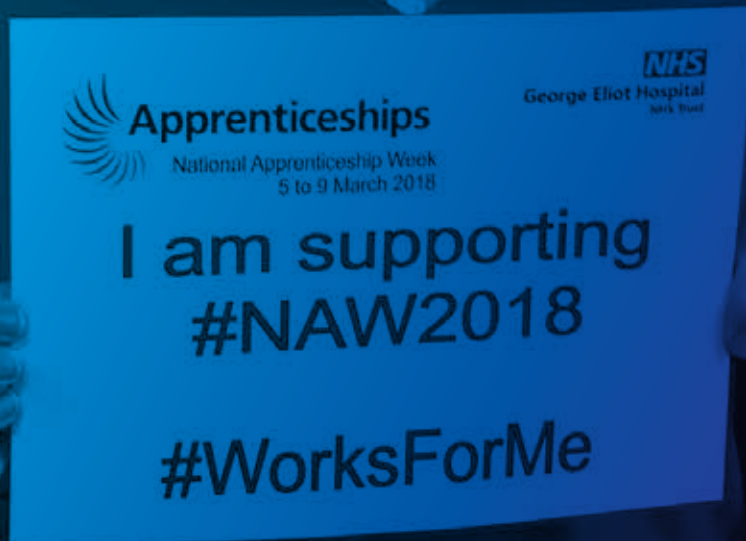
WMAAN increases the reputation of apprenticeships as a genuine alternative to university, offering career progression and quality on the job training. It also works hard to raise awareness of recent apprenticeship reforms and the broad scope of opportunities they bring, both for employers and employees.

My own role sees me implement and deliver an apprenticeship strategy which is creative, inclusive and addresses the skill gaps in the NHS. Apprentice nursing associates are a recent initiative and will alleviate the increasing pressure on our nursing workforce.

WMAAN offers an opportunity for us to share our expertise and reveal how apprenticeships can benefit businesses across all areas.”

Sarah Newton

Apprentice & Work Experience Manager
George Eliot Hospital NHS Trust
Nuneaton



Our members

WMAAN has a broad and varied membership of businesses and institutions across all sectors.

Big, small, we embrace them all. Each and every one brings expertise to our cause.

We hope you will join the names opposite in adding your voice to the apprenticeship cause.

Membership is simple and easy. Jump aboard and join our cause.



West Midlands Apprenticeship
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Atos



Our network

Herefordshire Shropshire
Staffordshire Warwickshire
West Midlands Worcestershire



WMAAN is only ever a quick email or call away. Please give us a ring for an informal chat about joining the network. You won't regret it – and neither will the region's apprentices.

Pick up the phone and help make some dreams come true. We look forward to hearing from you.



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Ambassador Network



Say hello

wmaan.org.uk

e: info@wmaan.co.uk



WMAANetwork



@WMAANetwork

For further information visit: amazingapprenticeships.com