



Apprenticeship Ambassador Network



August 2018 Edition 10

Dear fellow ambassadors,

I want to start by highlighting some exciting activities that are on the horizon. Firstly, our joint AAN/YAAN conference will be taking place at the **NEC Birmingham** on **Thursday 15 November**. To ensure we have equitable representation from all areas of the country, each of the 9 regional networks will be allocated a total of **25 places**. The conference will be a mixture of speeches, workshops and time for celebration for the considerable achievements that have taken place championing apprenticeships. I am grateful to George Ritchie, David Hughes, and Elizabeth Flegg for their ideas to shape the agenda for the day. Please do consider now how to distribute the 25 places for each network.



We have also selected the date to give an opportunity for all attendees to visit **WorldSkills UK LIVE** that is taking place at the NEC between **15-17 November**. The show brings together up to 73,000 young people with business, Government, training providers and FE colleges. It's an incredible showcase of the huge number of careers in every vocational sector. We will need volunteers from the networks to engage with all the visitors to the exhibition as we will have AAN/YAAN stands there. Offers of help can be sent to: aan.chair@education.gov.uk

I am also pleased to announce that **National Apprenticeship Week 2019** will take place from **4 to 8 March 2019**. This will be the 12th annual celebration of apprenticeships and technical education. I want to make sure that the network ambassadors can really use the week to inspire more employers to connect with apprenticeships – and to use the many compelling case studies that we have to tell powerful stories of how young people are using apprenticeships to change their lives.

There is an increased spotlight on **T Levels** at the moment; in my next newsletter, I will devote more time to sharing my thoughts on this emerging education pathway. It is crucial that ambassadors have the latest knowledge on T Levels to share at events and meetings with employers. In particular, the minimum 9 week industry placement will be a game-changer (in my opinion) for giving people the skills and experience they need in the world of work.

I have included T Levels in the **new strategy** that I and **Kathryn Porter** have developed for the AAN. This strategy will be discussed further with the network chairs at a 'Theory of Change' workshop in London on **13/14 September**. My intention is then to share this with the wider ambassadors in **October**.

I want to thank you all again for your accomplishments – as well as your continued commitment to spreading the positive messages about apprenticeships. September sees the 9 regional **Apprenticeship Awards** events taking place where we should all shout loudly about the impact apprenticeships are making for employers and young people.

Kind regards,
Jason

Employer Guide to Apprenticeships

Grateful if you could circulate this link: [Employer Guide to Apprenticeships](#) to your respective stakeholders, as it contains the latest apprenticeship myth buster products.

[Page 3](#) busts the **Top 7 myths about the apprenticeship programme** in general and [page 4](#) specifically busts **8 Common myths about transferring apprenticeship service funds**.

The guide also contains other useful information for employers from the basis of what an apprenticeship is to the more complex, such as understanding what additional payments and funding may be available.

5% Club

Hedson Rail (based in Salisbury) and **Invictus Resource Ltd** (based in Crewe) are the 2 latest members to join the **5 Per Cent Club**.

The 5% Club is a dynamic movement of employer-members working to create “earn and learn” skills training opportunities across the UK by driving the recruitment of apprentices, sponsored students and graduates. Their members consist of large and small employers from a wide range of sectors who want to make a difference to people’s life chances and share prosperity as a nation competing in global markets. Link: [5percentclub](#)

The AELP

The **AELP** has published its [Autumn Budget 2018 submission](#)

It is calling for:

- A guaranteed budget of £1bn supported by the Treasury for apprenticeship delivery to non-levy employers
- A proportion of the current Higher Education fees budget to be made available to support higher and degree apprenticeships
- Apprenticeship frameworks to have ‘adequate funding to ensure high-quality delivery until they are fully replaced by standards’
- A review of the current disadvantage funding arrangements for apprenticeships ‘is required to undo the damage of the most recent changes’
- Opening up apprenticeship levy transfers to support more SMEs
- Full funding for SME apprenticeships for 16-24 year olds, or incentives against the cash co-investment

The Skills Commission

Has produced a report, [Women accessing careers in engineering](#), that is the culmination of an inquiry to examine why England has such a low level of women in the engineering workforce, and how this gender bias begins in the education and skills system. Recommendations include improving educational pathways into engineering, measures in schools such as unconscious bias training for teachers, and Government to publish data on the outcomes of women engineering apprentices and graduates.

YPO (Yorkshire Procurement Organisation)

Publicly-owned procurement service **YPO** discusses how public sector organisations can [make better use of the apprenticeship levy](#), arguing that levy funding should be used for the internal progression of existing employees as well as for new apprentice recruits.

Collab Group of Colleges

The [Collab Group of Colleges](#) is to create a new **Education Partnership with Leadership Through Sport & Business (LTSB)**, a national social mobility charity that supports young people from disadvantaged backgrounds into careers in business and finance.

Collab Group have also released a [report](#) looking at 4 key areas crucial to the success of T Levels:

- T-levels and employability skills
- T-levels and local labour market alignment
- The Work placement question
- Student Engagement

Bosch

Bosch has pledged to offer 1, 500 apprenticeships in 2019. The roles will focus on the “digital transformation of the organisation.”

Sixteen per cent of Bosch’s STEM apprentices are female – this figure is twice the national average.

Association of Accounting Technicians

Research from the **Association of Accounting Technicians (AAT)** has [revealed](#) that employers prefer to hire candidates with apprenticeship experience (49%) compared to only 24% who cited a relevant degree qualification. Of the employers stating this preference, they declared that it shows candidates have demonstrated their skills in a practical setting (71%) and indicates they have a stronger grasp of the world of work (62%). While practical experience would give candidates a competitive advantage; employers warned prospective individuals about their conduct on social media platforms.

Federation of Small Businesses (FSB)

The is calling on the Government to raise the Apprenticeship Minimum Wage rate. Apprentices under the age of 19 are currently paid £3.70 an hour.

The FSB is also urging policymakers to bring back compulsory work experience for students under the age of 16.

Mike Cherry from the FSB said: “Young people taking on apprenticeships should not be paid so little. If we really want to create parity of esteem between academic and vocational routes into work, then paying apprentices £25 a day is not helpful. Equally, any Government which prides itself on backing free enterprise should look at bringing work experience back into every school.

“The Apprenticeship Levy is not working as intended. More should be done to ensure levy funding can be shared across supply chains. That means increasing the current 10% cap on transfers. We also need to see the exemption for training and assessment costs – which currently only applies to those with under 50 employees – extended to all small firms.”

The Edge Foundation

There is clear evidence showing quarterly growth in businesses reporting recruitment difficulties in the [The Edge Foundation's Skills Shortages in the UK economy](#) report.

The findings reveal that an estimated 600,000 vacancies in digital technology are costing the country £63 billion a year (that’s the same as the annual budget of the Education & Skills Funding Agency).

The Edge Foundation is calling on DfE to “develop a comprehensive strategy to ensure young

people are equipped with the skills 21st century industry is calling for". This includes:

- Shaking up the national curriculum to ensure creative and technical subjects are at its heart enabling students to develop core tech skills
- Giving schools more resources to offer better careers information and guidance and ensure students have a better understanding of the opportunities in digital technology
- Building relationships between local employers and schools to make learning relevant to the 'world of work'; ensuring students have the confidence, resilience and key skills to take them to the next level of education, an apprenticeship or into work.

CBI

Has declared that there is [strong growth for SME manufacturers but skills shortages are hitting companies](#)

Alpesh Paleja, CBI Principal Economist, stated: "The retrenchment of training budgets is worrying at a time when skills and labour shortages are really biting hard, and highlights the need for urgent reform of the Apprenticeship Levy, so that it truly delivers for people and businesses."

ILM

An intriguing [article](#) from **Jake Tween, Head of Apprenticeships at ILM**, on the importance of embedding a culture within organisations that allows apprenticeships to thrive.

Engineering Consultancy WSP

Claims that measuring the [social value of their apprenticeships](#) – the way they bring social, environmental and economic benefits to individuals and communities – shows that for every £1 they have invested in their apprenticeship programme, £2.26 has been created in return for stakeholders. WSP identifies that the most social value is created for apprentices by providing financial independence and career prospects and employability. It suggests that if all STEM employers invested in apprentices the social value created could exceed £6 billion.

LEP Network

The [LEP Network](#) has published highlights of a meeting between **Anne Milton and the Chairs of Local Enterprise Partnerships** during which the role of LEPs in tackling skills issues and influencing decision making on skills policy was discussed. The meeting included how LEPs can best support small employers to provide apprenticeships and the impact of the apprenticeship levy on SMEs.

CIPD shares its thinking on T levels

Three-quarters of UK employers (74%) have said they would not be able to offer T-Level students the minimum required amount of work experience needed to gain the qualification, according to a [new report](#) from the **CIPD**, the professional body for HR and people development.

The CIPD's survey of more than 2,000 employers finds that 60% still have not heard of the new qualifications. The programme will also require students to obtain a minimum work experience placement of 45 days, but only a quarter of employers surveyed (26%) have said this would be feasible.

Over a third of employers (35%) report that they have not provided any form of work experience within the last 12 months. Of those employers that *do* offer work experience, nearly two-thirds (62%) only offer placements typically lasting less than 15 days and a quarter of employers (24%) offer

placements of just 5 days, showing the significant jump needed to help T-Level students reach the minimum required amount of 45 days. One in five employers (22%) said they would be able to offer the required work experience but would need a financial incentive, 10% said they could only offer two- or four-week placements, and a quarter (24%) said they would not be able to offer work experience at all.

Despite this, employers appear broadly supportive of the new qualifications, with almost half (44%) saying that they thought it would make a positive difference to young people’s employability, and two-fifths (41%) saying they would value the breadth of skills and understanding that they would bring to the labour market.

Cross Party Apprenticeships

Parliament has updated the list of members of the All Party Parliamentary Groups (APPGs).

The APPG for Apprenticeships consists of:

Officers

Role	Name	Party
Chair & Registered Contact	Catherine McKinnell MP	Labour
Co-Chair	Gillian Keegan MP	Conservative
Officer	Lord Aberdare	Crossbench
Officer	Baroness Garden of Frognal	Liberal Democrat
Officer	Karin Smyth MP	Labour
Officer	Jim McMahan MP	Labour (Co-op)
Officer	Lord Lucas	Conservative
Officer	Lord Moynihan	Conservative
Officer	Lord Fox	Liberal Democrat

The next 3 meetings of the group are as follows, and can be attended by network members.

17th October – All Party Parliamentary Group on Apprenticeships meeting:

4.-5pm, Grimond Room, Portcullis House: Apprenticeships and Brexit – Opportunities and challenges.

20th November – All Party Parliamentary Group on Apprenticeships meeting:

4.-5pm, Grimond Room, Portcullis House: Apprenticeships and the public sector – What lessons can be learned from the private sector?

11th December – All Party Parliamentary Group on Apprenticeships meeting:

4.-5pm, Grimond Room, Portcullis House: Diversity, Disability and Apprenticeships – What more needs to be done to support people with disabilities into apprenticeships?

Member in the spotlight

Frank Clayton – NG Bailey – Yorkshire & Humber LAAN



Q - What is your role within your company?

Group Head of Learning

Q - How long have you been involved in apprenticeships?

Almost 10 years, in a number of roles, NG Bailey employed its first apprentice in 1934 and has employed them every year since.

Q - What motivates you to support apprenticeships as an ambassador?

As someone working in learning I believe that we owe people, particularly young people, a complete picture of their options – apprenticeships are often treated as a poor choice and I think that's unfair. If people have all the relevant information, they can make an informed choice. As an Ambassador I have a role to play in providing an honest, unbiased view of the opportunities available in the apprenticeship world, which is what I try to do.

Q - How do you personally go about connecting more employers to apprenticeships?

I have quite a large network, and also have the good fortune of working for an employer with a great reputation in the apprenticeship world – that means I'm often asked to speak about apprenticeships at events or in the press. I also work internally with our clients, helping them to understand apprenticeships better, particularly since the advent of the levy.

Q - What has been your biggest achievement as an ambassador?

My proudest moment must be being asked to Chair the network; as for biggest achievement there's no one thing that springs to mind – it's always great to see businesses and apprentices from Y&H winning awards so I suppose it would have to be that!

Q - Where do you see apprenticeships going over the next 10 years and where might ambassadors have the most impact?

I think higher and degree level apprenticeships will start to have an even greater impact – and universities will start to become more apprenticeship focussed – and I also think that as we focus more on solving our energy problems and becoming greener, the need for skills in the automotive “electric car” sector, as well as connected homes and smart buildings, will see apprenticeships head into new and exciting territory.

As Ambassadors, our job is to lead the way into these new sectors, helping those employers see the potential for using apprenticeships to develop their workforce and upskill their existing teams.

Q - What would make the biggest difference to your role as an ambassador?

A TARDIS – there's lots to do and that clock keeps ticking!

YAAN Member in the spotlight

Lilly Deevey – Crown Worldwide – London YAAN



Q - What is your role within your organisation?

My role within Crown Worldwide is a dual role to implement an apprenticeship programme to both upskill existing members of staff and introduce entry-level apprentices to the business alongside providing a recruitment and headhunting revision for all levels of roles across the UKINE region. It is a challenging role but it's great to see the new generations coming into to Crown and making such a difference!

Q - Why did you choose to complete an apprenticeship?

After my A-levels I went to university for a year before dropping out because it wasn't the right learning environment for me. I then stumbled across an apprenticeship with AstraZeneca and leapt at the opportunity. The blend of learning and meaningful work was exactly what I needed.

Q - What motivated you to become a young apprenticeship ambassador?

Like so many other apprentices during school I was given no careers advice apart from time specified to complete university applications and visit university open days. I also didn't know anyone who had done an apprenticeship before so I went into my role blind. I became an ambassador to try and help young people gain balanced advice about what all of their options are not just university.

Q - What has been your biggest achievement as a young ambassador?

I have been involved with a lot of very high profile events as part of the YAAN network including co-hosting the national apprenticeship awards evening earlier this year which was incredible but my biggest achievement is when I speak to a student who has never heard of apprenticeships or never considered one, and they come away enthusiastic with their eyes opened. That's when I really feel I've made an impact.

Q - Where do you see apprenticeships going over the next 10 years?

Apprenticeships have evolved so much even since I completed my own programme but my prediction is that more and more universities will evolve their offering to include apprenticeships and the demand will continue to grow. I think the prestige of gaining an apprenticeship will continue to rise and what I would love to see over the next 10 years is schools and colleges focusing equally on preparing their students for assessments and interviews as well as university.

Q - Where do you think young ambassadors have the most impact?

Definitely the biggest impact is in schools and with young people directly. Being able to discuss apprenticeships with someone who has done one is invaluable and makes such a difference!

Q - What would make the biggest difference to your role as a young ambassador?

I think raising the profile and prestige to employers of their apprentices being a part of the YAAN network would make a huge difference. Helping employers realise how big an influence their apprentice is having on securing the next generation of apprentices is vital, and though we appreciate giving apprentices time out of their work is difficult at times it's not just a great network to be involved in but it's also beneficial to the business when they come to hiring more apprentices.

Useful Information

Apprenticeship Service update

A new funding projection tool

A new feature for employers on the apprenticeship service was recently released. The feature will project funds over the next four years, helping employers to plan their apprenticeship programme costs.

This feature has now been extended to allow employers to estimate costs for apprenticeships they would like to fund in the future and to see the impact on their projected account balance.

Further enhancements to the projection tool are planned for later in the autumn including:

- inclusion of costs for approved apprentices who are waiting to start their programmes
- estimation of funds that are likely to expire from May 2019

As this is a new feature that we are continually working to improve, we're keen to gather employer feedback, so please use the survey on the funding projection page in your account.

Notifications in apprenticeship service accounts

Employers and training providers will now receive email notifications of tasks to be carried out for apprentices funded by a transfer of apprenticeship funds. This will help with managing transfers activity between employers sending and receiving a transfer and the training provider.

We are also making enhancements to the notifications that are visible in an employer's apprenticeship service account.

On the home screen, employers will be able to see a list of tasks they need to complete and a link to take them to the relevant page in their account to complete the task. An additional tab will also display an activities list. This will allow employers to see the activities that have been carried out in their account and who actioned them.

Setting up an apprenticeship service account

If you're an employer who is setting up an apprenticeship service account for the first time please take a look at our [support videos](#) that will guide you through the process step by step.

These videos will be particularly useful for employers who are setting up an account because they are sending or receiving a transfer of apprenticeship service funds.

The videos include information on how to obtain your organisation's Government Gateway user ID and password, which you'll need before you can register for an account.

Top tip: have more than one super-user

It is recommended that employers have more than one super-user assigned to their apprenticeship service account. This allows employers to access the account when someone is absent or leaves the organisation.

Employers with queries about the apprenticeship service, please call the National Contact Centre helpline on 08000 150 600 or email helpdesk@manage-apprenticeships.service.gov.uk

National Apprenticeship Awards regional finalists announced

The National Apprenticeship Awards 2018 regional finalists have been [announced](#). Finalists from a wide range of industries and occupations are progressing to the next stage of the National Apprenticeship Awards.

The awards were open to apprentices, individuals who promote apprenticeships and employers of all sizes from all sectors. The refreshed categories for 2018 gave additional opportunities for entrants to demonstrate the impact apprenticeships has made to individual's lives and their workplaces.

Regional ceremonies will take place across the country throughout September, where the regional winners will be announced. Regional winners will then progress to the national final held at Old Billingsgate, London, on Wednesday 28th November 2018.

What is really impressive this includes 7 AAN members and 19 YAAN members.

Vacancy Snapshot update

Vacancy Snapshot (<https://vacancies.amazingapprenticeships.com/>) is revolutionising understanding around apprenticeship applications, improving applicant quality, quantity and diversity for apprenticeships programmes. It provides a concise, usable 'snapshot' for teachers, students and parents to be able to see upcoming apprenticeship vacancies, and includes how the application process works, what individuals can do to prepare for the recruitment process, and what working for particular employers may be like.

Employers have the opportunity to promote their organisation through the online company fact file, which also links through to 'Find an Apprenticeship' for live apprenticeship vacancies. There is no cost to employers to use the system.

Find out more by emailing: Vacancy.Snapshot@education.gov.uk

Higher and Degree Vacancy Listing

We are launching a higher and Degree Vacancy Listing later this year, allowing employers to advertise higher and degree apprenticeship vacancies at careers events.

Working with UCAS and linking up with our Recruit an Apprentice website, the higher and Degree Vacancy Listing tool will target a vast pool of high calibre candidates who are looking to start an apprenticeship.

Employers are invited to share their vacancies and highlight their brand to some of the very best potential candidates.

For more information or to get involved, please email by 18th September:

Vacancy.Snapshot@education.gov.uk

Diary Dates 2018

AAN Meetings	Date	Time	Venue
	Thursday 18 th October, 2018	10:00 – 12:30	TBC
	Thursday 7 th March, 2019	10:00 – 12:30	TBC

*Please note LAAN Chairs meeting to follow

Key contacts

Local Apprenticeship Ambassador Chairs

LAAN AREA	LAAN Chair	Email Address
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If you have any content for future issues, please contact Marcus Rai: marcus.rai@education.gov.uk

This is a regular bulletin from the National Apprenticeship Service about our activities, services, resources and publications, apprenticeship opportunities and forthcoming events.