

Apprenticeship Ambassador Network



April 2019 Edition 12

Dear Ambassadors,

I am reminded of a quote from the American theoretical physicist, John Archibald Wheeler, who said: 'Time is what prevents everything from happening at once'. And with the incredibly fast-paced world of apprenticeships, the AAN and the YAAN, it can feel as though everything is happening at once.

We've had a hugely successful National Apprenticeship Week, we are thinking about how to align our long term vision with the structure of the national board, we are looking at greater integration between the AAN and the YAAN, and we are exploring how we can successfully grow our networks.

There's also the magnificent '[Inspiring Apprentices](#)' campaign that we are undertaking in conjunction with TES. The articles that have appeared so far - and this campaign will run for twelve months – have been impressive and captivating. Thank you to all the regions for submitting a wide range of brilliant case studies.

Added to that we have the concept of 'Honorary Ambassadors', the superb work being undertaken by the regional Chairs to engage with their respective MPs on a 1:1 basis, and collating the wealth of information from the AAN member datasets to give us a true and accurate picture of our members across the country.

Combining all the dataset information gives us a powerful story to tell. I will be using this content to emphasise the reach of our members, our links to intermediary bodies, and to show how many apprentices we collectively employ when I meet Eileen Milner this month.

As Chief Executive of the ESFA, Eileen understands the experience, the expertise and the enthusiasm around apprenticeships that our Chairs and members have. And I will use the opportunity with her to reinforce the impact of our work.

That's why it's great to see how we much we are focusing on both our 4 'Core activity' areas and the 7 'Common Indicators' to use as effective measurement tools. Everyone will be familiar with the 4 'Core' areas of Celebrating, Storytelling, Insight, and Signposting. And we are now going one step further with 'Common Indicators' covering topics such as schools engagement, case studies, social media activity, and attendance at events for example. Robust evaluation is key to our future success; indeed it is central to our future funding and the way we are seen by Ministers and wider Government. .

There is an amazing amount of work taking place across the country; and again, I want to thank you all for your contributions and support. Your work and your efforts are being noticed. Thank you for investing so much time in both apprenticeships and our shared mission.

Kind regards,
Jason
Jason Holt CBE



Stakeholder news and events

Keegan talks about the goals of apprenticeships and T Levels

Gillian Keegan MP (Con, Chichester) was recently appointed as an MP Apprenticeship Ambassador by Anne Milton. She hosted an event on the Commons Terrace Pavilion on 1 April for 100 members of the Federation of Small Businesses in the South East, 25 members of the SE AAN/YAAN including Elizabeth Flegg and John Druce, and 50 of the new T Level panel ambassadors. Keegan spoke passionately about her own background as she began her career as an apprentice at the age of 16 in a car factory on Merseyside. She also emphasised the strong link between social mobility and apprenticeships. In fact, Gillian is the only MP in the Commons in this Parliament with a Degree apprenticeship.



Mike Cherry, the FSB's national chair, spoke positively about the robust business benefits of apprenticeships that he had witnessed first-hand with many SMEs.

Sue Lovelock, DfE Deputy Director, T Level delivery, talked about the latest developments in T Levels and the future timetable for the new technical education qualifications.



The SE AAN also unearthed an enthusiastic speaker in **Peggy-Jane Murrell**, a Nursing Associate trainee, from the Western Sussex Hospital Trust who gave a great story about her apprenticeship experience.

Finally, **Jane Hadfield**, Health Education England & Chair, T Level panel for Health also talked to the audience about the importance of structured and meaningful industry placements.



Apprenticeships, Skills and Careers for the future

On Thursday 7 March 2019, Eileen Milner spoke at a House of Commons event with more than 50 young people from the Young Apprentice Ambassador Network. The National Apprenticeship Service, National Careers Service and WorldSkills UK celebrated the best of and the future direction for apprenticeships, skills and careers.

The objectives of the event were to:

- encourage apprentices to join the Young Apprenticeship Ambassador Network (YAAN)
- encourage attendees to become partners in the new Fire it Up Apprenticeship Campaign
- celebrate National Apprenticeship Week and National Careers Week
- recognise the importance of teacher champions and career leaders within schools
- celebrate the achievements of Team UK selection for WorldSkills Kazan 2019



Niall Benn, Luke Pear, Roz Boyle & Whitney Boateng with Jason Holt and Eileen Milner at World Skills, House of Commons

Jason was name-checked by Eileen in her speech for all his work leading the AAN.

Calling all small businesses!!!



Anthony Impey

Founder of **Optimity**, Apprenticeship Ambassador & Chair of the Skills & Apprenticeships Policy Unit, Federation of Small Businesses

Even after being an apprentice ambassador for a number of years, I'm still overwhelmed by the amount of work done by the Network. Its advocacy is so important in inspiring other employers to make a commitment to apprenticeships. As a small business owner, I believe this is especially important. As I've found in my own business, smaller organisations really benefit from using apprenticeships. It's the reason why smaller firms have historically accounted for the large part of demand for apprenticeships. As a major part of the UK economy (small firms account for 99.3% of all private sector businesses and 60% of all private sector employment) they have a big part to play in making apprenticeships work.

However, there has been a marked decline in the number small businesses using apprenticeships in recent years.

As a network, we can play a big part in reversing this trend. By engaging with more small employers who are using apprenticeships and encouraging them to become ambassadors, we can increase the number of role models that will influence business owners of similar size organisations.

I would recommend we could do this by:

- Speaking to the local branch of the **Federation of Small Businesses**, if you haven't already done so (they are really focused on championing the interests of small organisations);
- Reaching out to small businesses in our **supply chains** and inspire them to become ambassadors.
- Talking to the **Local Enterprise Partnership (LEP)** about small employers in your local community that could become ambassadors.
- Simply speaking to small business owners who are **passionate about apprenticeships**.

In other words, we should use every opportunity to speak to, inspire and invite small businesses that are interested in growing the next generation of talent to join the Network. By working together, we can make a big difference to the number of small businesses that use apprenticeships to develop the talent of the future.

Social Market Foundation

In [Making Apprenticeships Work](#), the Social Market Foundation says that more should be done to improve the return on investment in apprenticeships, including guarding against poor-quality training.

It recommends:

- Apprenticeship value premiums for all occupations
- Excellence ratings for providers
- A labelling system to distinguish different types of apprenticeships

Ofsted

During a [speech to the Annual Apprenticeship Conference](#), Ofsted's Amanda Spielman said that the new standards are, "having a positive effect on apprenticeship quality."

The Chief Inspector welcomed a diverse range of apprenticeships particularly when it offers progression in an occupation, but said it is concerning that levy money is "not always being spent in the intended way, for example, on graduate schemes that are in effect being "re-packaged" as apprenticeships."

Ms Spielman also spoke about the sector "holding steady" with a consistent 60% of providers rated as good or better, but said that the challenge is now to raise this level. Ineffective governance and poor coordination of off-the-job training are particular areas of concern for Ofsted.

Institute for Apprenticeships and Technical Education

A new [Quality Strategy](#) for apprenticeships has been published by the Institute for Apprenticeships and Technical Education, setting out best practice expectations before, during, and after apprenticeships. It has been developed by the "Quality Alliance" which is made up of the ESFA, Ofsted, Ofqual, Quality Assurance Agency for Higher Education (QAA) and the Office for Students (OfS).

The Federation of Awarding Bodies, Association of Colleges, Ofqual and AELP welcomed the strategy.

National Audit Office

The [National Audit Office's](#) latest report on apprenticeships looks at progress made since 2016 in reforming the programme. It recommends:

- Clearer measures of the impact of apprenticeships on productivity and increasing participation
- Looking at whether prioritising certain types of apprenticeship, rather than delivering a programme for apprentices at all levels, in all sectors, would be better value for money
- How to make sure apprentices spend 20% of their time on off-the-job training
- Making assessment arrangements fair, consistent and robust across different apprenticeship standards and between different assessment organisations.

The [Confederation of British Industry](#), [Make UK](#), and [The Association of Employment and Learning Providers](#) responded to the report.

Federation of Master Builders

More parents [want to see their child undertake an apprenticeship](#) than a university degree, according to the Federation of Master Builders. The survey of 2,000 adults said 25% would rather their children became apprentices whilst 24% would prefer a university degree.

The Office for Students

The Office for Students says that [degree apprenticeships are a vital route to increasing social mobility](#), but more work is needed to realise their potential and help more disadvantaged and underrepresented learners to access these programmes.

The National Society of Apprentices

The National Society of Apprentices ([NSoA](#)) works with more than 120 training providers and employers, representing over 150,000 apprentices across the UK as the national voice of apprentices.

The *society* was set up to support *apprentices*, to champion their rights, to represent *apprentices'* views on a *national* level, and celebrate the part that they play in their communities. Membership of the society is free to training providers, colleges and employers.

For more information on the society, please follow the link: [NSoA](#)

National Apprenticeship Week

Nationally

Total of 1,250 events and visits which is over 400 more than last year.

On Twitter, #NAW2019 and #BlazeATrail 'trended' in the top 10 in the UK on Day One of the week.

The TES 'Inspirational Apprentices' campaign started and case studies of Sophie Ellis (Cyber security apprentice at Arquiva – SE), Rhys Goulden (an engineering apprentice at Unipres – NE), and Kerrie Fisher (fire fighter apprentice, London Fire Brigade) all appeared in NAW following submissions by AAN teams. And we now have 6 months of future content "in the bank" for the next wave of case studies which will now appear weekly.

There was also the media coverage pre-NAW in the 'Metro' where the AAN regional map was featured – this reached 900,000 readers in London with a further 700,000 outside of the capital. Thanks to Neil for working with Janet Hull at the IPA on this.

The AAN Chair videos were uploaded to Twitter – all the Chairs did a remarkable job as every video was recorded on the first 'take' each time.

Jason attended the IPA Arch Apprenticeships 'Creative Pioneers' launch in London on Day One, the House of Commons event on Day Four with Eileen Milner of the ESFA plus involvement from the AAN and YAAN alongside WorldSkills UK – and we've recruited some superb extra YAAN members!

Jason also took part in a panel event with the Mark Dawe from the AELP and Pearson on the last day of the week.

In the regions

In the **South West**, Anne Milton visited Wessex Water in Bristol – set up by the AAN. There was also the Somerset Apprenticeship Awards ceremony.

In the **East Midlands**, the Big Assembly reached an audience of 32,000 which is a magnificent achievement.

In the **South East**, three activities were organised by Elizabeth with Gillian Keegan MP – one of our MP Apprenticeship Ambassadors. Gillian met apprentices from the RSPCA and stone masonry apprentices who worked on Chichester Cathedral. Anne Milton also visited Invotra in Woking – an AAN member.

In the **North West**, the AAN emphasis was on connecting the LEPs together – and the YAAN led with Blaze the mascot securing extensive and impressive social media coverage. We did not get Anne Milton to BAE Systems as we wanted but we're trying for a new visit.

In **London**, there was the fantastic #loveapprenticeships social media campaign which captured a large number of compelling stories about the power of apprenticeships from AAN members – and Lord Young even sent his first ever Tweet from the IPA event on the launch day!

In the **West Midlands**, brilliant social media work from the YAAN with imaginative video examples of apprentices summing up their jobs in 3 words – and in addition, a series of 'I love my apprenticeships because' videos that can then be turned into wider case studies with some great employers.

In the **East of England**, Norfolk and Norwich University NHS Trust and Greene King appeared on BBC Breakfast with Steph McGovern to talk about apprenticeships. Matt was able to meet Stephen McPartland MP. And there was collaborative activity with business intermediary groups in Cambridge.

In the **North East**, there was the upbeat North East Ambassador video with George & Joe that has been a hit on 'youtube'. In the week itself, 7 of the YAAN attended the House of Commons event with great images on social media. AAN members including Unipres and Accenture made a real impact supporting events with parents and young people at places such as Northumbria Healthcare, Hartlepool College, and Sunderland City College.

In **Yorkshire & Humber**, the social media coverage was particularly striking; both with innovative videos of young people describing their apprenticeships in 3 words to the linking up to almost every FE college in the region with high profile apprenticeship activities.

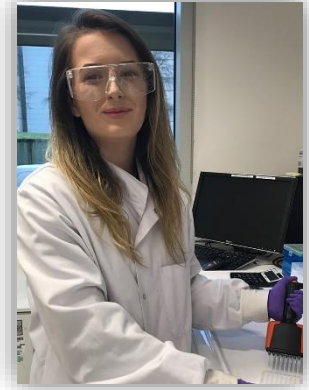
Thank you to every region for investing huge amounts of time and energy to creating a ubiquitous buzz and excitement around NAW.

Inspiring Apprentices

STEM

Charlotte Hughes our YAAN Chair East of England has had her blog featured in TES around women in STEM careers. Charlotte is proud to be a female Stem apprentice.

Charlotte is a level 5 applied bioscience technology apprentice at GlaxoSmithKline. She tells her story as part of the #InspiringApprentices campaign



Women under-represented

I have had the opportunity to work with industry experts and equipment that I wouldn't have if I had chosen to go to university. Being able to earn while learning and gain experience in a field that I'm so interested in was an opportunity that I couldn't turn down. I completed my level 5 apprenticeship in 2017 and have progressed on to the level 6 top-up to gain a BSc.

I am extremely proud to be a part of around 8 per cent of science, technology, engineering and maths (Stem) apprentices that are female. I think in terms of Stem careers, women overall are under-represented – only approximately 24 per cent of the workforce is female and that needs to change.

Strong role models

One way to encourage women to pursue a Stem career is to show them strong female role models – women who inspire others and whom other women can aspire to be like – and this relates to all industries. Any female scientist, engineer, technician or mathematician is a role model for young women, enabling them to think "I can do that too".

Great teachers can also inspire students to continue with Stem careers. If it wasn't for my biology teachers, I wouldn't have chosen the route I am now on.

Last year, I was named higher or degree apprentice of the year at the [National Apprenticeship Awards](#). I think my award proves that apprenticeships work for women and those in Stem. I now have a full-time job at GSK and am able to continue my studies to a bachelor's degree. At GSK, I have been encouraged to focus on not only my technical skills but also my soft skills. This has helped me think about where I would like my career to take me, whether that's further education to a master's or PhD, people management or project management.

Considering all options

As the East of England chair of the [Young Apprentice Ambassador Network \(YAAN\)](#), I hope to continue sharing my story and ask other apprentices to join me, with the aim of inspiring students to consider all options when it comes to their career. I believe an apprenticeship is a great way to get your foot in the door of a company, and would definitely recommend the route to anyone looking to start their career while gaining a qualification.

I would encourage all apprentices to join their regional YAAN and start getting out there and telling their inspirational stories, becoming the role models to young people that they might not have had when in school.

<https://www.tes.com/news/i-am-proud-be-female-stem-apprentice>

Oxbridge?

An interesting article in TES - Airbus engineering apprentice Aaron Beaumont tells his story of how he was steered towards Oxbridge – but became an apprentice'

<https://www.tes.com/news/i-was-steered-towards-oxbridge-became-apprentice>

NEW Feature:

Going forward we would like to shine the spotlight on our hardworking coordinators

Coordinator in the spotlight

Grace Payne – Troup Bywaters + Anders – London

Q1. What do you enjoy the most about being the AAN co-ordinator for the London region?

During my time as the LAAN Co-ordinator I've had the pleasure of meeting so many passionate and wonderful people, who've taught me not only about apprenticeships and the education system, but life itself! This role has also allowed me to be a part of some great opportunities, including attending World Skills LIVE, two NAS Award shows and meeting Education Secretary, Damian Hinds to talk about the future of apprenticeships and my opinions on them.



Q2. What is your biggest challenge as a co-ordinator?

As a Co-ordinator my biggest challenge is trying to make sure that every ambassador feels they are a part of a supportive and engaging network. One of my main aims is for all our AAN members to work together and share best practice with one another, therefore it is extremely rewarding when Neil and I see our hard work paying off and ambassadors come together to champion apprenticeships.

Q3 Sum up a co-ordinator's role in 3 words

Eye opening, unique and rewarding.

Q4. Sum up yourself in 3 words

Driven, passionate and fun! 😊

Q5. Tell us about your day job at Troup Bywaters & Anders?

My day to day role at Troup Bywaters + Anders can really vary due to my dual role as a Digital Marketing apprentice and London AAN Co-ordinator, therefore it is extremely important that I am able to spread my time equally.

Ultimately, my role at TB+A consists of many duties which involve managing social media channels, writing press releases, co-ordinating marketing campaigns, updating the website and our internal news system, as well as creating graphics for external marketing pieces.

Q6. You must have been hugely proud when TBA took the award of 'SME of the year' in the National Apprenticeship Awards final?

Even though I have only been at TB+A for 7 months it has been such a positive experience and everyone is so supportive that this was an extremely well-deserved win. I'm really proud to work for a business that ensures the wellbeing of its people is at the core of everything they do and I trust that this win will not be TB+A's last!

Q7. What do you think about the new 'Fire it Up' apprenticeship campaign?

Brilliant, modern and diverse! 'Fire It Up' is so different to anything that's ever been done before I believe it will really have an impact on those people who are second guessing apprenticeships. The negative perceptions around apprenticeships have manifested for far too long now that this innovative and engaging campaign was desperately needed. Hopefully, with all the investment that has been put behind the back of this campaign it will really resonate with the nation and change stereotypes for good.

Q8. If you were Skills Minister for a day, what one thing about apprenticeships would you want to change?

Apprenticeships for me must begin to be spoken about from a much younger age. If I were to become Skills Minister for a day I would try my best to ensure that all secondary schools address and educate their pupils about alternative career paths, right from the beginning of further education.

It's vital to address apprenticeships before sixth form and college as it allows students to have a fairer chance at finding the perfect career route for them and not regretting any decisions they make when it's too late!

Q9. Finally, it must be great working with Neil as he was a former apprentice himself.

It's a pleasure to work alongside Neil, especially as he has been an apprentice himself. Even though the industry and role we specialise in is extremely different, he understands what it feels like to be thrown in the deep end at such a young age and I really respect his opinions and advice.

I hope to become as successful as him one day!

Useful Information

DfE would like to hear from you!

Subject: **Maths and English in apprenticeships: DfE would like to hear from you!**

We are currently exploring the delivery of maths and English in apprenticeships as part of a DfE strategy project.

We would really like to talk with employers in all sectors for their views on maths and English in apprenticeships.

Please drop a line to eve.oakley@education.gov.uk and we will contact you to arrange a short meeting or telephone call at a time to suit you.

We look forward to hearing from you.

Background info: Maths and English requirements in apprenticeships:

- *English and maths are key elements of apprenticeships. Good numeracy and literacy is highly valuable for both the apprentice and the employer.*
- *Level 2 apprentices must achieve Level 1 maths and English (Functional Skills or GCSE qualifications grade D to G) as part of their apprenticeship, if they have not already achieved these levels. They must then continue to study and take the test for Level 2 maths and English before they complete their apprenticeship (but do not have to achieve this outcome).*
- *Level 3 apprentices (and above) must achieve Level 2 maths and English (Functional Skills or GCSE qualifications grade A* to C) as part of their apprenticeship, if they have not already achieved these levels.*

Regional Input

Double-header in the East of England

As we continue to establish and grow the regional AAN in the East of England, we're delighted to welcome Stuart Gibbons and Jess Morris as respective AAN and YAAN local chairs for Cambridgeshire and Peterborough. The interesting angle for the networks are that both Stuart and Jess work at Le Mark Group which provides staging, flooring, labels, tapes, etc to the entertainment industry.

They are a formidably positive force for the benefits of apprenticeships and are working hard in the local area to promote and share their stories.



Image shows Matt O'Conner regional chair welcoming Jess and Stuart to their roles.

Further award recognition for an AAN member

Congratulations go to AAN members, the **East of England Co-op** for recently winning the Silver Award for Best Apprenticeship Programme at the Training Journal Awards.

These awards are open to global entrants, and recognise the hard work and support that their Apprenticeship programme has received over the past two years. In particular, the judges commented on:

- Inclusivity
- Business aligned – programmes linked to, and resolving real business goals
- Collaboration – with internal business units & external apprenticeship providers
- Fair pay – our apprentices are paid for the job they do
- Talent – creating an internal talent pool of skilled colleagues (specifically team managers)



All of the above will be recognised by our AAN community as stand out features of a great apprenticeship programme - a massive well done to Effie Burrell (centre of photo) and the team involved.

Case study received from Leonie Stephen, Apprenticeship, Internship and Work Experience Advisor, Coventry City Council

Sean –Success Story

Sean is currently a Looked After Child within Coventry City Council and has been living with foster parents since the age of four. He worked well at school and during that time thought about what he wanted to do for a career. In his last year at school he worked with a careers adviser to help decide what best suited him after completing his GCSE exams. Sean wanted to work outdoors doing something practical and the careers adviser connected him with the apprenticeship team at the council. Sean completed a Horticulture Apprenticeship at level 2; unfortunately he was not able to continue working within this role. He remained motivated and secured work in warehousing and then litter-picking.

Sean values his first apprenticeship and has been looking for the next opportunity. He first applied for a 'Highways Technical Apprenticeship' at Whitley Depot, although unsuccessful on that occasion, the line manager for this vacancy thought his attributes best lay with another sister department. Sean received very positive feedback from his interview and took on board the advice given to him about looking to other areas which encompass responsibilities he was originally looking for. We asked Sean to put together a personal statement that we could use as a reference point to talk to department managers about him:

'I would like to gain a position in the Waste Department because I think it would be a good area to work in for the Council and it would be something different for me to try. It sounds like a job that I would love to do and it would be a new challenge for me to take on. I have worked for the Council previously through an Apprenticeship in the Parks and was always punctual and reliable. I am good at getting up early in the morning. As there could be the possibility to gain my HGV License I am even more keen as one of my dreams and ambitions is to be a Lorry Driver in the future. I hope that you can consider my Expression of Interest for this job role and I look forward to hearing from you.'

- Personal Statement by Sean

The Apprenticeship and Early Careers team worked closely with the Waste department at Whitley Depot to arrange a four-week work trial, with the view to Sean moving into an Apprenticeship afterwards. Sean excelled in this placement, with department managers especially impressed with his commitment, teamwork and willingness to learn new skills every day. Andrew Walster, Director of Street Scene and Regulatory Services has committed to funding two apprenticeship posts, in which one of those Sean has now been placed into.

Sean is now working as a Waste Management Apprentice undertaking a level 2 Apprenticeship in Sustainable Resource Management along with completing his Maths and English at Level 1.

Police apprentice talks about her role – Y&H

AN APPRENTICE with North Yorkshire Police has spoken about her experience with the force.

Lucy Marshall is working as a resourcing administrator in an apprentice role with the force, and is the first apprentice within the HR department at Allerton Court, police headquarters.

The 20-year-old, who previously worked in admin and marketing for a bus advertising company said the new role had been "a huge but exciting change".

The link is:

<https://www.yorkpress.co.uk/news/17371679.police-apprentice-talks-about-her-role/>

Key contacts

Local Apprenticeship Ambassador Chairs

LAAN AREA	LAAN Chair	Email Address
South East	Elizabeth Flegg	Elizabeth.flegg@westsussex.gov.uk
	John Druce	john.druce@arqiva.com
London	Neil Weller	N.Weller@tbanda.com
East Midlands	David Hughes MBE	David.Hughes@the-mtc.org
East of England	Matt O'Conner	matt@johnoconner.co.uk
North East	George Ritchie MBE	George.ritchie@pxlimited.com
North West	Mark Donnelly	mark.donnelly@baesystems.com
South West	Nigel Fenn	nfenn@southwestwater.co.uk
West Midlands	Jenny Conlon	j.conlon@kmf.co.uk
Yorkshire and Humber	Frank Clayton	frank.clayton@ngbailey.co.uk

Young Apprenticeship Ambassador Chairs

YAAN AREA	YAAN Chair	Email Address
South East	Ben Clarke	bclarke@Superiorltd.com
London	Ekansh Sharma	Ekansh.sharma@accenture.com
East Midlands	Simeon Powell	Simeon.Powell@motorpoint.co.uk
East of England	Charlotte Hughes	charlotte.x.hughes@gsk.com
North East	Joe Powell	joe.powell@digital.hmrc.gov.uk
North West	Lois McClure	lois.mcclure@coop.co.uk
South West	Bethany Wiltshire	Bethanie.Wiltshire@flagship-consulting.com
West Midlands	Alistair Head	alistairhead1997@gmail.com
Yorkshire and Humber	Rusian Brooks	Rusianbrooks@hotmail.com

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.