

# Apprentice Ambassador Handbook.

2021/22

# Welcome from Emma Beauchamp



Hello and welcome to the Apprenticeship Ambassador Network. I would like to personally thank you, for choosing to volunteer your time to become an apprentice ambassador.

The Apprenticeship Ambassador Network (AAN) is a dynamic and influential network made up of current and former apprentices and employers of all sizes. They are passionate volunteers who champion apprenticeships and are dedicated to helping meet the needs of employers, communities and individuals across England.

The AAN's activities are closely linked to the Government's priorities for the apprenticeship programme, showing how important and valuable your role within this network is. You will be making a real impact in both your local region and across England.

We know hearing from apprentice ambassadors can be influential to people when making their decision on taking up an apprenticeship. Your influence goes even further when it reaches parents, guardians, teachers and employers, and anyone else who has a critical and impactful voice guiding the individual's decision.

Our Department for Education colleagues will work closely with the network ensuring you have access to the resources and support you need to allow you to fulfil your role as an ambassador.

This is the start of an exciting journey for you where you will grow in confidence and develop personally and professionally, and reap all the amazing benefits the AAN community has to offer.

I look forward to hearing about the impact of your work, the growth of the network and sharing your success. Good luck!



Department  
for Education



# The AAN structure



Anthony Impey, MBE  
Chair



Kathryn Marshall,  
Vice Chair



Emma  
Beauchamp, BEM  
Co-Vice Chair

Multi Regional  
Ambassadors

Regional Employer  
Chairs

Regional  
Apprentice Chairs

# The role of Apprenticeship Ambassadors – employer and apprentice

The Apprenticeship Ambassador Network is a group of employer and past and current apprentice ambassadors all working together towards promoting apprenticeships.

Employers & apprentices have slight difference in roles’.

## Employer Ambassadors

- Are committed to spearhead the drive to engage new employers to deliver apprenticeships in England.
- Interact with employers to highlight the impact an apprentice can have on a business.
- Share their experience of recruiting and upskilling through an apprenticeship programme.
- Provide information, guidance and mentoring to employers looking to introduce apprentices to their business.

## Apprentice Ambassadors

- Inform and inspire through sharing their personal story.
- By attending events they speak to young people, guardians, teachers, adults and employers.
- They share their apprenticeship experience to raise the profile of the benefits of completing an apprenticeship for both the individual and the organisation.
- Reach a wider audience using social media, writing and filming case studies.



# The AAN four core activity areas

## Storytelling

Sharing their positive stories on apprenticeships



## Signposting

Signposting key partners and individuals towards key information



## Celebrating

Their successes as employers, individuals and apprentices



## Insight

Providing insight to Government on apprenticeships



# Benefits of being an Apprentice Ambassador



## There are many benefits to being a member of the AAN

- Join school & college sessions and share your story through the ASK programme – find out more about the ASK programme [here](#)
- You will be invited to join in with exciting campaigns
- Receive the most up to date information and guidance around apprenticeships
- Have opportunities to attend high profile events
- Share your views by taking part in surveys
- Join regional social events and get to know other members of the network
- Have access to live and pre recorded training sessions delivered by the Department for Education



# Apprentice Ambassador Training



As an apprentice ambassador, there are opportunities for you to join live and pre recorded training sessions. These include:

- **Mandatory** ambassador training to create your 'My Story' presentation
- Sessions to help you apply for the National Apprenticeship Awards
- Hear from experts to help you to in your role as an ambassador

These are all promoted through the monthly Apprentice Ambassador Newsletter and through your regional network



# The Apprentice Ambassador Commitment



## As a member you are agreeing to:

- Join and participate in apprenticeship ambassador training sessions provided by the Department for Education
- Volunteer approximately 0.5 days per month/ 6 events / activities per year
- Share your story to help promote the apprenticeship options available
- Stay in contact with your apprenticeship ambassador regional Chair
- Tell other apprentices about the network
- Remain a member for at least 1 year





# Linking with your regional network



**Each member of the national network is also part of the regional network.**

**Each region has:**

- An Employer Chair and Apprentice Chair

The regional Chairs set the strategic and operations priorities for their region.

Your regional network helps link members with

- Social media activities
- School events
- Careers Fairs
- Social activities
- Local employer engagement

Please stay connected to your regional network and participate in regional activities. Contact your Apprentice Chair to find out how you can get involved.



# Key Contacts For Your Region

Region	Employer Chair	Regional Coordinator	Apprentice Chair	Website
North West	Laura Kedward	Craig Watson	Matthew Newman <a href="mailto:Matthew.Newman@uuplc.co.uk">Matthew.Newman@uuplc.co.uk</a>	<a href="https://www.nwaan.co.uk/">https://www.nwaan.co.uk/</a>
North East	Jenienne Hinchcliffe & Ian Green <i>Interim Co-Chairs</i>	Alan Wallace	Natasha Scorer <a href="mailto:Natasha.Scorer@northumbria-healthcare.nhs.uk">Natasha.Scorer@northumbria-healthcare.nhs.uk</a>	<a href="https://www.neaan.org.uk/">https://www.neaan.org.uk/</a>
Yorkshire & Humber	Katie Rankin & Jill Coyle	Craig Watson	Bradley Longford <a href="mailto:blongford@henryboot.co.uk">blongford@henryboot.co.uk</a>	<a href="https://www.yorkandhumberportal.com/">https://www.yorkandhumberportal.com/</a>
West Midlands	Anita Davenport-Brooks	Craig Watson	Heather Campbell <a href="mailto:Chair@wmaan.co.uk">Chair@wmaan.co.uk</a>	<a href="https://www.wmaan.org.uk">https://www.wmaan.org.uk</a>
East Midlands	Angela Borman	Alan Wallace	Charlotte Nicholls <a href="mailto:Charlotte.Nicholls@broxtowe.gov.uk">Charlotte.Nicholls@broxtowe.gov.uk</a>	<a href="https://emaan.org/">https://emaan.org/</a>
South West	Nigel Fenn, MBE	Debbie Passmore	Amy Kyme <a href="mailto:Amy.Kyme@devon.gov.uk">Amy.Kyme@devon.gov.uk</a>	<a href="https://www.southwestaan.com/">https://www.southwestaan.com/</a>
South East	Elizabeth Flegg	Jayne Boyd	Jayne Boyd – <i>Interim contact until Chair appointed</i> <a href="mailto:jayne.boyd@icloud.com">jayne.boyd@icloud.com</a>	<a href="https://seaan.org.uk/">https://seaan.org.uk/</a>
East of England	Matt O’Conner	Karen Kelly	Kieren Buxton <a href="mailto:Kieren.Buxton@flagship-group.co.uk">Kieren.Buxton@flagship-group.co.uk</a>	<a href="https://www.eastofenglandaan.co.uk/">https://www.eastofenglandaan.co.uk/</a>
London	Neil Weller, MBE	Mariam Shaikh & Izzy Gordan-Hobson	Luke Cryan & Tom Culley <a href="mailto:londonyaan@gmail.com">londonyaan@gmail.com</a>	<a href="https://www.londonaan.com/">https://www.londonaan.com/</a>

# The ASK Programme



## What is the ASK programme?

The Apprenticeship Support & Knowledge for schools and college programme (ASK) provides engagement for KS3, KS4 and KS5 students, teachers and parents.

The programme is designed to provide up to date information and guidance on apprenticeships and help to change perceptions.

Apprentice members of the network support the ASK programme by attending events taking place at schools and colleges.

## ASK Delivery partners

The service is delivered through four Delivery Partner organisations

<b>North region</b> <b>BL Training</b>	<b>Midlands region</b> <b>Workpays</b>	<b>London region</b> <b>Education Development Trust</b>	<b>South region</b> <b>CXK</b>
Main Contact	Main Contact	Main Contact	Main Contact
Guy Saxton <a href="mailto:guy.saxton@bl-training.co.uk">guy.saxton@bl-training.co.uk</a> 07515 286688	Tina <a href="mailto:PatelTina.Patel@workpays.co.uk">PatelTina.Patel@workpays.co.uk</a> 07964 396786	Bradley Davis <a href="mailto:bdavis@educationdevelopmenttrust.com">bdavis@educationdevelopmenttrust.com</a> 07805349598	Hazel Allan <a href="mailto:HazelAllan@cxk.org">HazelAllan@cxk.org</a> 07498 374845



# Delivering a talk on your apprenticeship story at an Ask Event

## Who will you be sharing your apprenticeship story with:

- Students
- Employers
- Teachers
- Parents

## Delivering your talk

- This is an opportunity for you to share your personal story to inspire others
- You are not expected to be an expert on apprenticeships only your personal story
- Your presentation should last 5 – 10 minutes
- You can create your 'My Story' presentation after you have watched the training film
- Please answer any questions in a positive and honest manor

## If you are unable to attend an event you have signed up to

We understand that other priorities may occasionally occur. In these circumstances, please get in touch with the event contact as soon as possible to alert them that you are no longer available.



# Talk Checklist

When you have signed up to an event it is important to consider all of the points listed below to ensure you are fully prepared.

## Preparing for the talk:

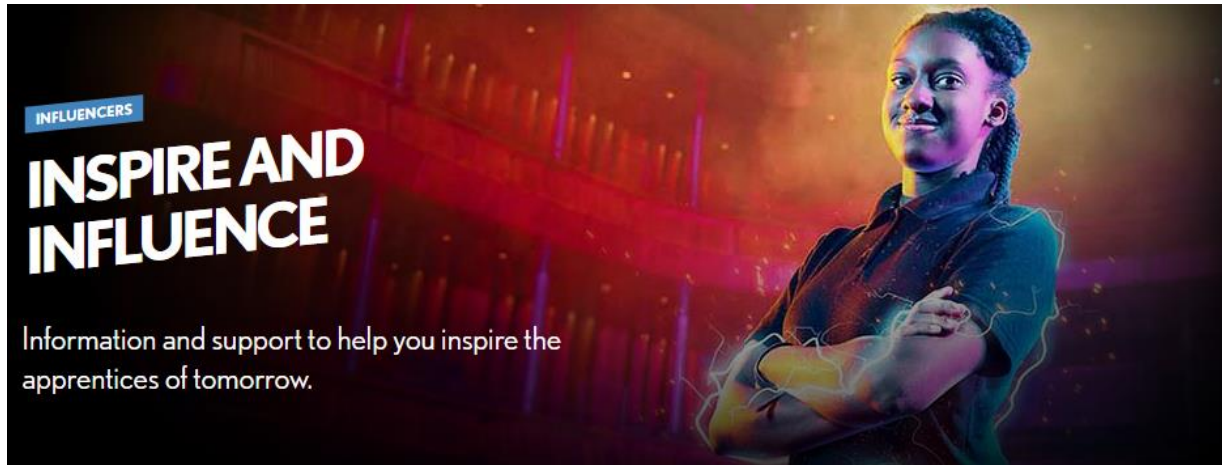
- Why are you giving the talk?
- Who is the audience ?
- What is the event? Will you need to share your presentation?
- Will you need to prepare handouts?
- When is the talk taking place? Date/time/locations/platform
- How long does your presentation need to be?
- Do you need to update your presentation?

## Final preparations for the event:

- Check your presentation for spelling and grammar errors
- Are links/images/logos up to date?
- Do animations/transitions all work?
- Share your presentation with the event contact beforehand
- Practice your presentation
- Prepare for any questions you may be asked
- Check all of the event details; times, locations, platforms required
- Plan your travel arrangements or arrange for a quiet space to join an online event
- Prepare what you are going to wear



# Useful apprentice ambassador guidance and resources



There is a full resource library to help you in your role. The resources available are

- 'My Story' presentation slide deck
- The Ambassador Handbook
- Safeguarding guidance
- FAQ's
- How to guides

<https://www.apprenticeships.gov.uk/influencers/yaan-resources>

Welcome to the network film



Apprentice training film



Welcome from Emma



'My Story' slide deck



Department for Education



# Safeguarding at an in person event



Apprentice Ambassadors should feel safe and confident when participating at in person events. Here are the key points to remember. Please read the full safeguarding guidance on the resources page of the government webpage of the apprentice ambassador webpage.

## Prior to the event

- The venue should be in a professional or public space
- Only attend events to represent the network when you have all of the details
- Take responsibility for knowing where you are going
- Make sure your line manager knows you are attending

## On the day

- Sign in and out as a visitor at reception
- Read the establishments safeguarding policy
- Wear your identity badge
- Do not spend any unaccompanied time with students at the school
- Make sure your event contact knows where you are during the event
- Do not share your personal contact details to anyone at the event



# Safeguarding at a virtual event



Apprentice Ambassadors should feel safe and confident when participating in online events. Please read the full safeguarding guidance found on the resources page of the apprentice ambassador webpage.

## Prior to the online event

- Take responsibility for having the login details and the times you are required to be joining the event online
- Never share the event login details with others
- Please use a professional email address when registering for events
- Seek permission from your line manager so they know you are supporting the event
- If you would like to take any photos or digital recordings, please get permission from your event contact

## On the day

- Sign into the platform with your correct name and professional email address
- Follow any additional safeguarding procedures you may have been sent from the organiser
- Use a secure WIFI network
- Log out of any applications you do not need for the event, including emails
- Do not share your personal contact details with anyone in the chat functions





# Social Media guidance



To ensure all members are using social media positively, the content should:

- Highlight to individuals or employers the benefits of apprenticeships
- Promote events of interest
- Celebrate apprenticeship achievements
- Share or link to useful apprenticeship resources
- Not contain any derogatory terminology
- Be exciting and motivating

Please speak to your Apprentice Chair to find out more about posting on social media.



# Social media platforms

Follow	LinkedIn	Twitter	Instagram	YouTube
<b>Apprenticeships</b>	<a href="#">Apprenticeships: Overview   LinkedIn</a>	<a href="#">@Apprenticeships</a>	<b>N/A</b>	<a href="#">esfagovuk</a>
<b>North West</b>	<a href="#">North West Apprenticeship Ambassador Network: Overview   LinkedIn</a>	<a href="#">@NWAANetwork</a>	<a href="#">@nw.yaan</a>	<a href="#">NW AAN</a>
<b>North East</b>	<a href="#">North East Apprenticeship Ambassador Network (NEAAN)   LinkedIn</a>	<a href="#">@AANNorthEast</a>	<a href="#">@aannortheast</a>	<a href="#">NE AAN</a>
<b>Yorkshire and Humber</b>	<a href="#">Yorkshire and Humber Apprenticeship Ambassador Network: Overview   LinkedIn</a>	<a href="#">@YHAANetwork</a>	<a href="#">@yh.aan</a>	N/A
<b>West Midlands</b>	<a href="#">West Midlands Apprenticeship Ambassador Network: Overview   LinkedIn</a>	<a href="#">@WestMidsYAAN</a>	<a href="#">@Westmidsyaan</a>	<a href="#">WMAANetwork</a>
<b>East Midlands</b>	<a href="#">EMAAN: Overview   LinkedIn</a>	<a href="#">@EastMidsAAN</a>	<a href="#">@eastmidsaan</a>	N/A
<b>London</b>	<a href="#">London Apprenticeship Ambassador Network: Overview   LinkedIn</a>	<a href="#">@AanLondon</a>	<a href="#">N/A</a>	N/A
<b>East of England</b>	<a href="#">East of England Apprenticeship Ambassador Network   LinkedIn</a>	<a href="#">@EofEAAN</a>	N/A	N/A
<b>South West</b>	<a href="#">SWAAN: Overview   LinkedIn</a>	<a href="#">@SouthWestAAN</a>	<a href="#">@SouthWestAAN</a>	<a href="#">South West Apprentice Ambassador Network</a>
<b>South East</b>	<a href="#">South East Apprenticeship Ambassador Network (SEAAN): About   LinkedIn</a>	<a href="#">@NetworkSeaa</a> <a href="#">@SouthEastYAAN</a>	<a href="#">@southeastyaan</a>	N/A



# Code of Conduct

## Principles

Your ability to champion apprenticeships across the country is critical to the success and growth of the network. Your work will make a huge contribution to the reputation of apprenticeships.

**All ambassadors are required to follow the following key principles:**

1. Honesty
2. Integrity
3. Accountability
4. Respecting others
5. Behaving professionally

**As an ambassador, you will be expected to adhere to the following:**

- Be friendly and welcoming with everyone
- Be supportive and committed to other ambassadors
- Respect the rights, dignity and worth of all participants
- When using social media, explicit content will not be tolerated
- Appropriate language must be used at all times. Any bad language will not be tolerated
- Report inappropriate behaviour or risky situations to: [apprentice.ambassador@education.gov.uk](mailto:apprentice.ambassador@education.gov.uk)
- Keep yourself safe
- Always be prepared for your ambassador role
- Do not consume alcohol or drugs whilst representing your regional or national network



# If a member has a complaint

The Department for Education and the Apprenticeship Ambassador Network has a procedure in place to ensure that complaints are taken seriously and dealt with promptly, transparently, fairly and consistently by the AAN Manager. It is the policy of the Department for Education to have a fair and open process for dealing with concerns and complaints raised by members and non-members.

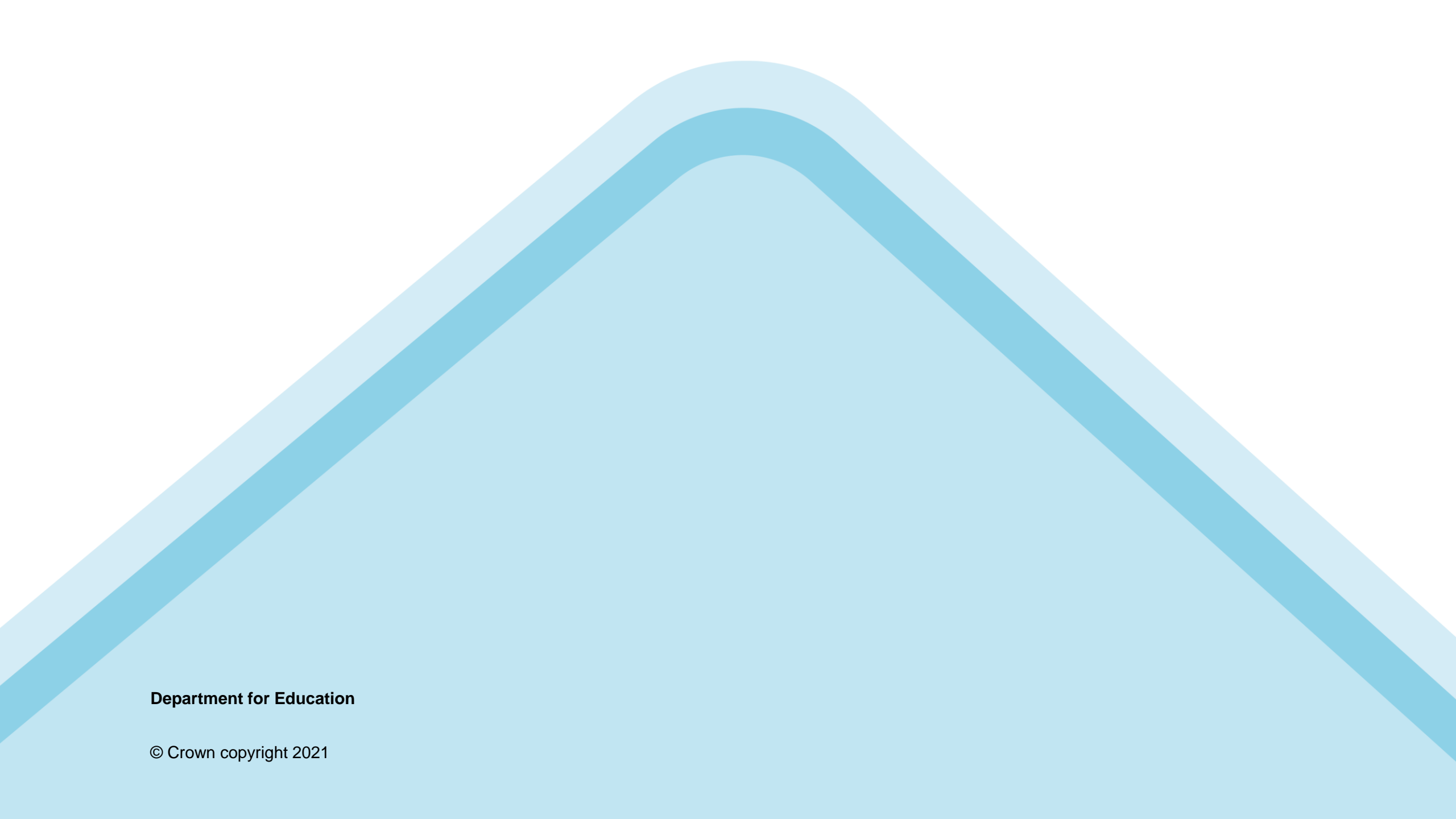
## How my complaint will be dealt with

- Complaints will be handled in a positive and pro-active manner and we expect resolutions and outcomes to contribute to a process of continuous improvement.
- The investigator may need to speak to you and a number of other people to fully understand the complaint and the circumstances surrounding it.
- A written report will be produced alongside a timeline of actions and activities.
- The AAN manager will make a decision about the complaint and will inform you whether your complaint is upheld or not and the actions that will be taken as a result.
- Where the complaint is deemed critical, a meeting with a Deputy Director will be arranged.

## If you have a complaint

- Any complaint concerning a member of the Apprentice Ambassador Network will need to be made in writing and identify the issues and where possible contact substantial information.
- The complaint needs to be directed to the Department for Education Manager: [apprentice.ambassador@education.gov.uk](mailto:apprentice.ambassador@education.gov.uk)
- If the AAN manager is not available, then it will be dealt with by the next senior manager or by someone asked by them to investigate the complaint
- You will be kept informed of the progress of the complaint with an acknowledgement of receipt of the complaint within seven days and regular updates (typically at least every four weeks).





**Department for Education**

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