

## Newsletter May 2022

Another year of SEAN network funding has recently come to an end. Here's a roundup of some of the activities and celebratory events that ambassadors across the SE have participated in to help raise awareness of apprenticeships to employers and young people.

### What Next After Kickstart?



During the year the SEAN produced a digital leaflet explaining how employers could progress kickstart placements onto an apprenticeship. This was used initially by West Sussex County Council who ran a webinar for small and medium sized 'kickstart' employers in conjunction with the Dept of Work and Pensions. The leaflet and webinar slides were shared with Chairs from the eight other AAN regional networks to share with their ambassadors wishing to run a similar event. Download the digital leaflet here: <https://sean.org.uk/what-next-after-kickstart/>

### Apprentices share their stories...



The pandemic seriously affected the number of careers and school events that apprentice ambassadors could attend in person to tell their stories about how studying towards an apprenticeship had enhanced their career prospects. So, apprentices across the SE took to their mobiles and videoed their stories. We edited them centrally, added subtitles and uploaded them to our web portal.

To date there have been over 1000 video story downloads from our web portal which is amazing. Thank you to everyone who took part

Our video stories can be found on our web portal here: <https://sean.org.uk/case-studies/video-stories/>

*Do you have apprentices willing to share their story on video? We would love to add them to our video depository. Contact: [Jayne.boyd@icloud.com](mailto:Jayne.boyd@icloud.com)*

### National Apprenticeship Week 2022

Over 1200 promotional events took place during NAW aimed at employers and young people, with 57,000 school children also attending virtual ASK assemblies which promoted apprenticeship career routes.

In the SE ambassadors attended job and careers fairs and held internal promotional events to departmental heads on the benefits of apprenticeships. CEO's at several companies also invited apprentices for 'tea and chat' sessions to find out more about their training.



AAN 'Apprenticeships Grow Skills' seed bombs were distributed to ambassadors across the network and their growth is being tracked via social media channels throughout the summer.

A digital leaflet showcasing employers in the SE that transfer their unused levy monies was produced. A copy can be downloaded from our web portal <https://sean.org.uk/levy-funding-support/>

And finally, some of our SE apprentice ambassadors took part in an Apprenticeship Bake Off in conjunction with the British Army who offered their state-of-the-art training kitchens at Worthy Down as the competition venue. Competitors worked in pairs and made 2 bakes, one that represented apprenticeships and one that illustrated the well know phrase 'the army marches on its stomach.'

Congratulations to Mia Meades and Carys Colborne from Frimley Healthcare Trust who were the winners. The event went so well that both the Army and the AAN are keen to

repeat the event next year. Here are the winners with their trophy and some of the bakes.



### AAN National Conference March 24 2022



It was great meeting so many ambassadors in person at this year's conference along with those who joined online. Speakers included Alex Berghart MP, Minister for Apprenticeships and Skills, Peter Mucklow, and Jeff Tinsley, one of our SE ambassadors from GTR Composites in West Sussex. Jeff spoke about the GTR apprenticeship story to a highly engaged audience and his talk was one of the highlights of the conference. Thank you, Jeff!

### Celebratory Events



Promoting apprenticeships is a great thing to do and celebrating achievements even better! Since last year there have been a number of virtual celebratory events in Brighton and Hove, Kent and Medway and the Thames Valley. The network is always pleased to provide sponsorship towards the cost of these events along with apprenticeship graduation badges for all achievers and a certificate of achievement template to use.

So far, we have supplied 1000+ graduation badges for such events and the idea has been taken up in other regions of the network. Badges can be ordered for similar events from [Jayne.boyd@icloud.com](mailto:Jayne.boyd@icloud.com)

In March the network sponsored the 'Community Award' at the 2022 FSB SE Celebrating Small Business Awards at Hickstead Park.



We are also pleased to be providing sponsorship for Chichester PRIDE in May 2022 to further promote the idea that 'Apprenticeships are for everyone'.

### New ambassadors

Over the last year we have welcomed several new employer ambassadors to the network. Welcome to you all including our latest recruits Apex Lift and Escalators, MCFT, Lexis Nexis Risk, SE Railways, Active Oxfordshire, Royal Surrey Hospital NHS Trust, First Intuition and Williams F1 to name a few.

### And finally...

The network has many resources available for ambassadors to use at career events. They can be downloaded here: <https://seaan.org.uk/resources/> We also have pens, temporary tattoos, badges, and other promotional items for you to use. Please contact [Jayne.boyd@icloud.com](mailto:Jayne.boyd@icloud.com) for further details.