

Young Apprentice Ambassador Network

Inspiring the next generation of apprentices



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Welcome to the Young Apprentice Ambassador Network

– **Karen Woodward**, Deputy Director, Employer Relations and Communications (Apprenticeships)

Dear Ambassador,

I am writing to thank you personally for giving up your time to become a Young Apprentice Ambassador for your region.

The growth of the Young Apprentice Ambassador Network (YAAN) is an extremely important development for the National Apprenticeship Service and your role is critical in the success.

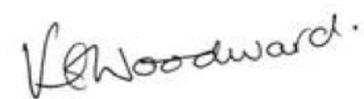
Being part of the Young Apprentice Ambassador Network provides a fantastic opportunity for you to inspire others and promote all aspects of apprenticeships.

Your work with schools will be significant and inspiring young people with your personal journey and sharing your story will make a huge contribution to the growth and reputation of apprenticeships.

As the network grows, our National Apprenticeship Service colleagues will work closely with you to ensure that you have access to the training, resources and support that you need to allow you to fulfil your role as an ambassador.

This is the start of an exciting journey for you and for us and I look forward to hearing about the impact of your work , the growth of the network and sharing your success.

Yours sincerely,



Karen Woodward
Deputy Director, Employer Relations and Communications
(Apprenticeships)



Karen Woodward,
Deputy Director,
Employer
Relations and
Communications
(Apprenticeships)

What is the Young Apprentice Ambassador Network (YAAN)?

What is the YAAN?

The Young Apprentice Ambassador Network (YAAN) is a community of inspiring, driven apprentices and former apprentices who have chosen to register as Young Apprentice Ambassadors in their local area. The YAAN gives today's apprentices the opportunity to engage and inspire the apprentices of tomorrow.

What do Young Apprentice Ambassadors do?

Young Apprentice Ambassadors use their own positive apprenticeship experience as a powerful tool for engaging and inspiring future apprentices.



- ✓ Ambassadors will be invited to promote apprenticeships to young people, their teachers, parents and employers through a variety of exciting events.
- ✓ Ambassadors will be encouraged to use social media to inspire and engage different audiences, sharing the fantastic benefits of being an apprentice and a member of the YAAN.
- ✓ Ambassadors have also found themselves presenting at awards ceremonies, speaking at the House of Commons, fronting national TV apprenticeship campaigns and attending high profile events.

“
As a YAAN member you have the opportunity to promote apprenticeships as a great career choice and inspire young people with your own experiences.

Ben Clarke

Chair of the South East YAAN

The YAAN commitment

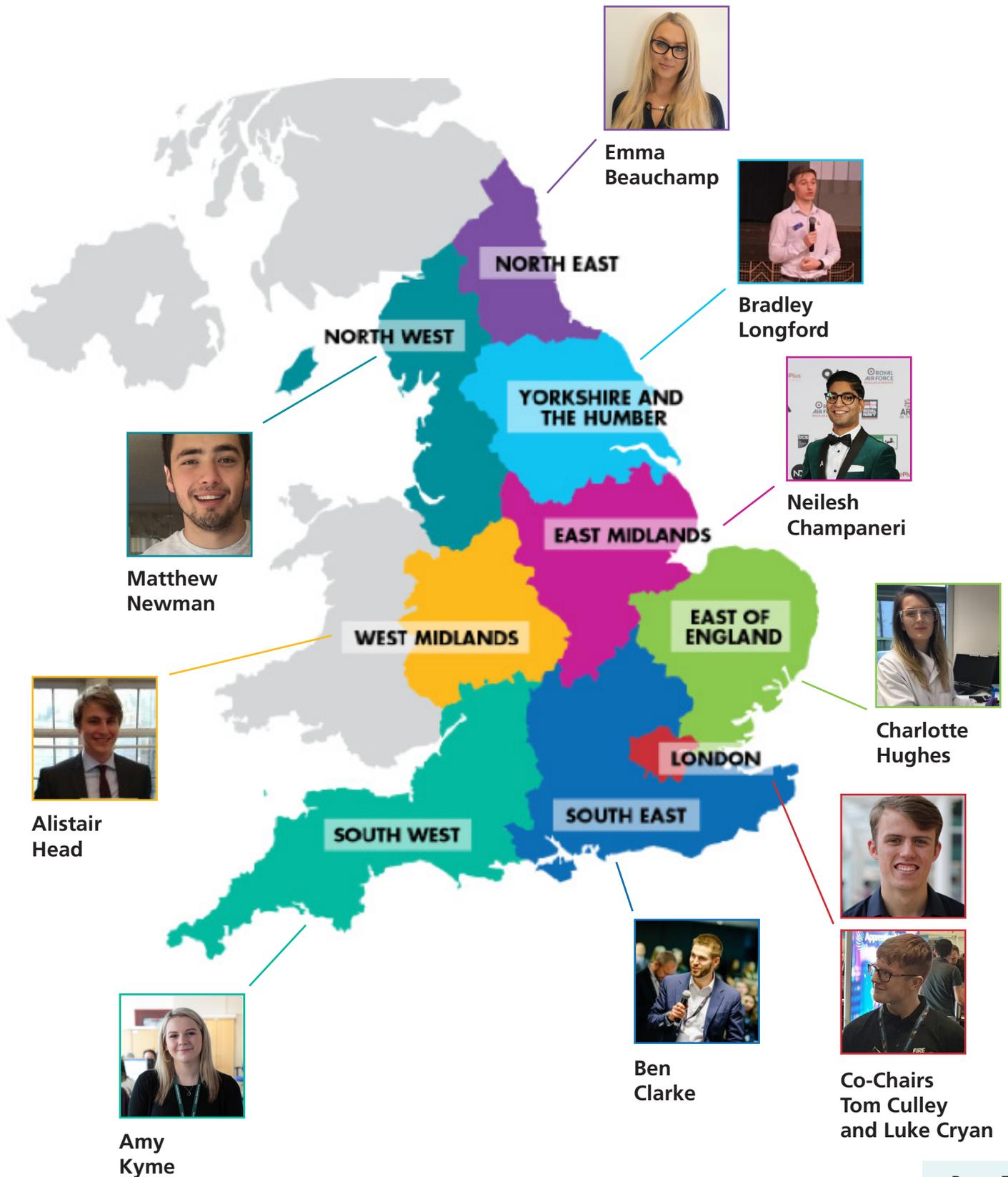
Use the YAAN portal activity log to update the network on the activity/events you have supported.

- Volunteer approximately 0.5 days per month/ 6 events per year to support YAAN activity.
- Keep your line manager informed about your YAAN activity
- Provide a balanced view of the vast array of apprenticeship options available



The YAAN regions

The Young Apprentice Ambassador Network is split into 9 regions. Each region has a Chair.



The YAAN Chairs



Name: Emma Beauchamp
Region: North East
Job title: Trainee Account Engineer
Employer: Gestamp

Email: emmabeauchampyaan@outlook.com

The best thing about being an apprentice is the invaluable time you're given to learn and really understand everything, allowing you to work out the best way you can learn and apply it in the future.



Name: Bradley Longford
Region: Yorkshire and the Humber
Job title: Trainee Business and Marketing Assistant
Employer: Henry Boot Construction

Email: blongford@henryboot.co.uk

The best thing about being an apprentice is being able to work alongside senior managers, learning about the business and having the opportunity to input my ideas from the theory learnt at university.



Name: Neilesh Champaneri
Region: East Midlands
Job title: Electrician
Employer: Derby Homes
Email: Neil.Champaneri@live.co.uk

The best thing about being an apprentice was earning and learning. I'm a practical learner so bringing to life what I learnt in the classroom helped me to develop. A real living wage meant I was able to support myself and do everything I wanted!



Name: Charlotte Hughes
Region: East of England
Job title: Associate Scientist
Employer: GlaxoSmithKline

Email: charlotte.x.hughes@gsk.com

The best thing about being an apprentice would be working in an environment surrounded by industry experts, the science we do actually makes a positive difference to peoples lives.



Name: Tom Culley
Region: London
Job title: Degree Networks Apprentice
Employer: BT

Email: thomas.culley@bt.com

The best thing about being an apprentice is the unique blend of work and study, to kickstart your career and set you up for success from a young age.



Name: Luke Cryan
Region: London
Job title: Project Delivery Support
Employer: Cabinet Office
Email: luke.cryan@ipa.gov.uk

The best thing about being an apprentice is that opportunities are rife and you can kick-start an amazing career! Being an apprentice means that you get to make a real world difference in your sector.

The YAAN Chairs



Name: Amy Kyme
Region: South West
Job title: Apprenticeships Administrator
Employer: Devon County Council

Email: Amy.Kyme@devon.gov.uk

The best thing about being an apprentice is experiencing a variety of work within the organisation, which has opened up opportunities for me to gain experience in a range of HR activities.



Name: Alistair Head
Region: West Midlands
Job title: Service ToolMaker
Employer: Hadley Group

Email: westmidsyaan@gmail.com

The best thing about being an apprentice was being able to attend college/ training facilities and further my education while still being paid to do it.



Name: Matt Newman
Region: North West
Job title: Development Schemes Administrator
Employer: United Utilities

Email: Matthew.Newman@uuplc.co.uk

The best thing about being an apprentice is earning a wage whilst gaining valuable business knowledge.



Name: Ben Clarke
Region: South East
Job title: Quality Manager
Employer: Superior Seals

Email: bclarke@superiorltd.com

Some of the best things about being an apprentice are earning a salary, gaining a recognised qualification, meeting like minded people and accumulating a variety of important life skills.



Linking with your regional network

The National Apprenticeship Service recognises 9 regions across the country, each region has two different networks, the Apprenticeship Ambassador Network (AAN) and the Young Apprentice Ambassador Network (YAAN). The two networks work closely together and are working towards integration.

The AAN is designed for employers and has a membership of employers who are keen to use their experience of employing apprentices to share with other businesses. Your manager may wish to join the AAN. Please speak to your YAAN Chair about this and they will be able to provide details.

The AAN has one overall chair for the country – Jason Holt CBE. Jason has championed apprenticeships for small- and medium-sized businesses for many years, having authored a 2012 independent review for the government on the issue.



The 9 regional YAAN networks each have an elected Chair. The Chair will set the strategic and operational priorities for each network by working with the AAN Chair. They will also decide how their region is structured. For example, some of the regions are so large that Chairs have decided to put a sub-regional structure in place which is usually by county or clusters of counties.

Communication with your Chair

Your YAAN Chair will get in touch with you as soon as you have joined the network. This will usually be by email and they will contact you to let you know about any meetings or webinars coming up that you may wish to join. You can also initiate contact with your Chair and we would encourage you to get in touch and introduce yourself.

Meeting other ambassadors

A great way to start is by using the portal to see the other ambassadors that are local to you. Or you can search by industry, if you would like to talk to someone who is working in the same field as you.

Social opportunities

From time to time, your Chair will organise social activities where you can meet other apprentices. This could be something informal like meeting up at a pub, or it could be participating in an activity or charity event.

National events and opportunities

On occasion, there could be national events or media opportunities that you may wish to be involved in. These will be communicated to you centrally through email.

Monthly YAAN newsletter

We will keep you informed of the latest apprenticeship news through the monthly YAAN newsletter. Please make sure do not un-subscribe from the YAAN newsletter. If for any reason you have not received the newsletter please contact Charlotte@amazingapprenticeships.com. We are also keen to hear from you if you have any news or would like to contribute an article.



I joined the YAAN back in 2015 and have had some of the best experiences of my career to date with the network. Being able to share my personal journey with young people is very rewarding, breaking down the old school stigma around apprenticeships.

Neilesh Champaneri

Chair of the East Midlands YAAN

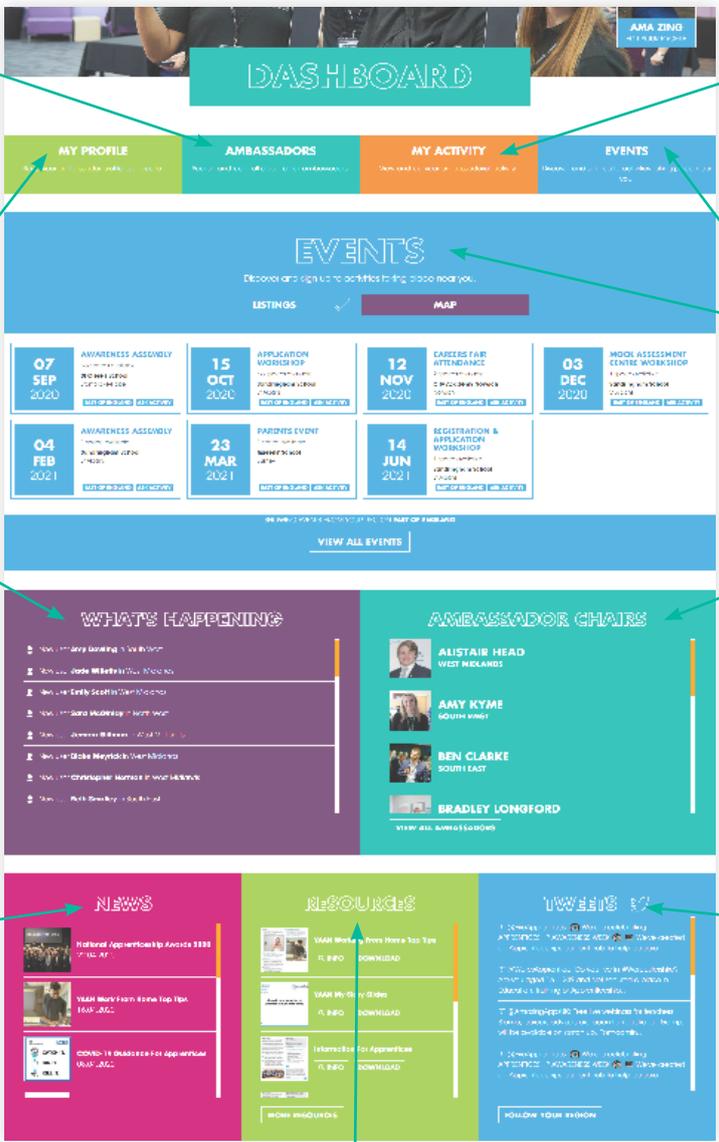


Using the YAAN portal

The YAAN portal www.amazingapprenticeships.com/YAAN was launched in November 2017 to provide a national website that could be used by apprentice ambassadors from across England to share experiences and access resources. The portal has two parts:

- **Public** – These pages are public access and enable individuals to find out more about the YAAN, submit their application and
- **Secure** – This area of the site is restricted to approved users only and is protected with a secure login

As a user, when you log in to the secure area of the portal, you will access the dashboard containing various sections:



Ambassadors: View the other ambassadors in the network, read their profiles and connect with them via email.

My Profile: Update your profile whenever you want so that it reflects your latest story

What's happening: Stay up to date with new members that have joined the YAAN, any events that are coming up and it's a great way to staying across anything new that is happening.

News: Read relevant sector news including the latest initiatives to boost apprenticeship uptake.

Resources: Download the latest resources to help you to undertake your role as an Apprentice Ambassador

My Activity: Use this area to log any non-ASK events/activities you support in your role as an Apprentice Ambassador

Events: Use the calendar to view and book to attend the latest events requiring support

The List of Chairs: Here are the list of Chairs for each region, this gives you a quick view of who they are for your reference.

Tweets: View all tweets from across the network. Click the 'follow your region' to see each region twitter handles.

YAAN Training

What is the YAAN training programme?

A one-day mandatory training programme has been commissioned by the National Apprenticeship Service to support YAAN members.

The 1 day programme covers:

- An overview of the Young Apprentice Ambassador Network
- Inspiring others with 'your story'
- Presentation skills
- Planning your talk
- Next steps

How many people attend?

A maximum of 11 apprentices participate in the training day. There will usually be an interesting mix of apprentices from different companies, levels of apprenticeship and job roles. It is a great way to build your network of fellow apprentices and the feedback from the training is always really positive.

What do I need to bring with me?

You will need to bring a laptop or tablet with PowerPoint so that you can work on your presentation. It would also help if you could bring some images of you in the workplace so that you can add these to your presentation. We have a standard template that you can use as a starting point and then personalise it to your story.

You may also need to bring lunch with you (please check the booking form)

YAAN Bursary

Each apprentice ambassador that participates in the full training day will be entitled to a reimbursement of £15 towards the cost of travel and lunch.

Booking your training day

To book your training day, login to your profile on the YAAN website. View all of the available dates in your area and check with your line manager that you are able to book onto the day and then register for the training day.

You will receive a confirmation email for your booking, followed by an email from the trainer providing you with further information that you will need.

If you have any problems, or there are no suitable dates or locations, please contact Charlotte@amazingapprenticeships.com.



The workshop was great fun. You have the chance to meet other apprentices and compare your story with theirs.

Santiago Cajales

It's a great thing to do and makes you excited for the future opportunities of being a YAAN.

Jude Eastal

I feel that I have much more confidence from completing the training. I have learnt lots of presenting techniques and these will be valuable for me in the future.

Jack Lord

The workshop was a fun and engaging way to be introduced to our responsibilities as a Young Apprenticeship Ambassador and it is also a great opportunity to meet new people.

Abigail Wooster



Booking a talk

How do I know which talks are available?

The majority of talks will be advertised through the calendar on the portal: www.amazingapprenticeships.com/yaan

What is the process for booking myself on?

You can go on at any time and check the listing of events. Schools will book activities throughout the year so it's important to keep checking regularly.

You need to follow these steps:

1. View the calendar of events and search for the events happening in your region. You can also search by event type.
2. Speak to your line manager about which days/times you might be available to cover.
3. Select and register for the event that you wish to cover.
4. You will then receive an email, introducing you to the named Delivery Partner* for this event.
5. The Delivery Partner will liaise with you in the lead up to the event, ensuring that you feel prepared to give the talk and understand the details of the event and the audience requirements.
6. The Delivery Partner will be with you on the day of the event. They are there to support you and to give detailed information about apprenticeships in general. You will be there to inspire the audience by sharing your story.
7. You will then receive a thank you email and any feedback from the school (if provided).
8. Complete the evaluation form that will be sent out to you.

*The Delivery Partner is commissioned by the National Apprenticeship Service to provide a range of apprenticeship support services to schools and colleges across



“
Being involved in the YAAN is such a rewarding experience. I get to help other young people, gain valuable presenting experience, and network with schools, employers and other Ambassadors.
Charlotte Hughes
Chair of the East of England YAAN

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What to expect during a talk

It is important that you feel confident and well-prepared when delivering a YAAN talk. Most talks will happen in schools and colleges, however there could be occasions when you speak at other events with employers, teachers or other audiences.

Please use the talk checklist on page 13 to help you to prepare for your talk. Please also visit the YAAN portal page for additional resources and the presentation template.

Safeguarding

Being part of the network is a fantastic opportunity for you to share your experiences with lots of other people. While doing this it is important that you follow the YAAN safeguarding guidelines which identifies the key points that you must follow. The full policy can be found on the YAAN website in the resources page.

Support on the day

Your local Delivery Partner will usually be with you when you deliver a talk. This is so that they can ensure that things run smoothly and to answer any difficult questions about how apprenticeships work.



They will liaise with you before the event with details of the venue, timings, where to go on arrival etc.

“You are not expected to be an expert on everything about apprenticeships, you are an expert on your personal story”

Delivering your talk

This is not a test – there is no ‘right way’ of delivering a talk. This is an opportunity for you to share your story and to inspire others. Talks will typically last around 5-10 minutes and if you are using PowerPoint, should include a few bullet points and some images too. This will all be covered during the YAAN training day so you will get lots of help.

Handling questions

Your audience may have questions about your apprenticeship experience and so we encourage you to answer these as honestly as you feel comfortable. We have prepared a list of typical questions that you may be asked available on the YAAN portal.

Feedback

After the event has taken place, the Delivery Partner will send you an email with some feedback from them and the school (if they have provided any). We would encourage you to share this with your line manager so that they are aware of what a brilliant job you are doing as a member of the YAAN.

There is also an evaluation form for you to complete. It is important that we have your feedback from the event, to make sure there is nothing else that can be done to support you while at events.



“ I believe being a YAAN gives people a strong sense of community, as you are constantly talking to people who are just as passionate about apprenticeships as you are, and being a YAAN means you get to play a part in changing the stigma around apprenticeships.

Emma Beauchamp

Chair of the North East YAAN

Talk checklist

When you are invited to deliver a talk at a local school or any other event, it is important that you have considered all of the points listed below and ensure that you feel fully prepared.

It is important that you have a point of contact that you can discuss what the expectations of you are and understand how the event is planned and your role within this.

The talk:

- Why are you giving the talk? What is the main aim?
- Who is your audience?
- How will you present? Will you use a PowerPoint? Do you need to have sent your presentation to the ASK partner or the event organiser prior to the event for it to be embedded into the full presentation. Is there a projector/laptop provided? Do you need to take your presentation on a USB stick?
- Will you need to prepare handouts?
- When will your talk take place? What is the date and time? Location? How long should your presentation last for?
- Is there an opportunity for the audience to ask questions?
- How will you travel to your talk? Is there onsite parking? How much time should you allow for your journey?
- Confirm the details of who you will be meeting at reception and what time. Do you need to phone anyone when you arrive on site? Who should you report to?

Final presentation check:

- Check your spelling and grammar. If you have used facts and links are they up to date?
- If you have set animations/transitions, do they work in the order you want them to?
- Have you saved a backup of your presentation? If needed, have you put your presentation on a memory stick/ emailed it to someone?

Practice makes perfect:

- Practice your talk beforehand - find someone to listen to your practice run and give you constructive feedback.
- Prepare for questions - think about what questions may be asked after your talk, and prepare some responses to those questions.

Continued on next page.



YAAN was created to develop not only your personal skills but to boost the morale and willingness of others to get an apprenticeship.

Alistair Head
Chair of the West Midlands YAAN



Talk checklist

On the day:

- Sign in and out as a visitor at reception
- Wear your identification/ visitors badge
- Do not spend any time with students from the school without another member of staff or adult present with you.
- Dress smartly (business attire/ uniform/YAAN polo shirt)
- Arrive early to make a good impression
- Switch off your mobile once you have met your contact
- Introduce yourself to people when you meet them and shake their hand
- Consider bringing literature along or other information about any job vacancies or recruitment activities that you could give out to students
- Take your YAAN business cards with you so that you can promote the work of the network



Booking a talk - FAQs

We've put together some of the most frequently asked questions about how to book a talk, see below for the answers.

What if I sign up to give a talk, and then I am no longer available?

We understand that life and work will need to take priority over your ambassadorial duties. As soon as you know that you may not be available, we ask that you contact the named Delivery Partner (see page 15) and alert them that you are no longer available.

Can I cover more than one talk?

Absolutely – we would love our Ambassadors to cover as many talks as possible! Please always ensure that you have spoken to your line manager about your availability and also remember that we need to try and ensure that every ambassador can access an event to share their story.

My old school or college isn't on the list – can I approach them?

The Apprenticeship Support & Knowledge for Schools programme (ASK) tries to work with every school and college across England. Not all schools chose to access this fully funded programme and some schools may have had events earlier in the year.

If there is a school or college that you are particularly keen to be involved with, it is always best to check with the local Delivery Partner first. They will be able to let you know what communication has been had with the school and then help you to make an approach to the school.

I've been asked to cover a talk, but it's not on the calendar. Is this ok?

Yes of course. We know that not all talks will be generated by the ASK programme and sometimes schools may invite you in to speak to a group of students. Make sure you have their contact details and understand what is expected of you at the talk.

In this instance, we ask that you complete the YAAN activity log on the portal so that we can track which talks you have given and how many people were in the audience.

Can I attend a talk to see what it's like?

Yes – if you see an event happening that another apprentice has already signed up to, we suggest that you contact the organiser to talk to them about the event and check that this would be ok.

What is the ASK programme?

The ASK programme

The National Apprenticeship Service commissions a programme of apprenticeship information in schools and colleges across England. This is called the Apprenticeship Support & Knowledge for schools and college programme – ASK for short:

**ASK
ABOUT
APPRENTICESHIPS**

Over the past 5 years, this programme has supported more than 10,000 events. The programme is planned for at least another 3 years.

The ASK programme provides engagement for KS3, KS4 and KS5 students as well as supporting teachers and parent in changing perceptions of apprenticeships.

This service is delivered through four Delivery Partner organisations. These organisations are contracted by the National Apprenticeship Service and cover 4 regions, North, Midlands, London and South.

The Delivery Partner organisations maintain regular contact with schools and will be booking in events and assemblies throughout the year. These events will appear on the calendar on the YAAN portal so that you can see where schools are asking for an apprentice speaker and you can put yourself forward to cover the event.

Delivery Partner contacts

If you should ever need to contact your local delivery partner, you'll find their details in the right column.

bltraining
business solutions provider

North region BL Training

Main contact

Guy Saxton
guy.saxton@bl-training.co.uk
07515 286688

**work
pays**
inspiring people to thrive
big difference

Midlands region Workpays

Main contacts

Tina Patel
Tina.Patel@workpays.co.uk
07964 396786
Hollie Sturgess
Hollie.Sturgess@workpays.co.uk
07341 864025

CXK
inspiring people to thrive

South region CXK

Main contact

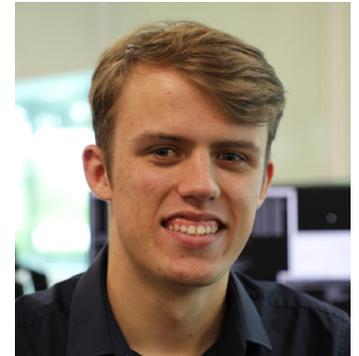
Hazel Allan
HazelAllan@cxk.org
07498 374845

**Education
Development
Trust**

London region Education Development Trust

Main contact

Andrew Cruickshank
acruickshank@educationdevelopmenttrust.com
07876 837945



The YAAN is so important to me since starting my Apprenticeship in 2018. Sharing our experience, passion and enthusiasm is what makes young people realise that they have a choice – and that is so powerful!

Tom Culley

Co-Chair of the London YAAN



Marketing and social media guidelines

Using social media

We encourage you to use social media to connect with and demonstrate your work to the public and other networks.

If you are part of any social media groups, e.g. Facebook, twitter, WhatsApp, carefully consider the content of what you are posting and any impact it will have. This is important to protect you, your employers, your fellow apprentices and the Apprenticeship brand.

Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs will not be tolerated.

Social Media Guidelines

Each region of the YAAN has created social media channels that contribute to the positive messaging around apprenticeships.

Combining the voice of ambassadors, apprentices, their employers and parents, they present an integrated message on social media that should be positive at all times. We want to ensure that social media activity is managed professionally, with positive impact, across all channels.

Some of the channels and opportunities social media presents for YAAN members include:

- Articles and vlogs hosted on LinkedIn
- Twitter accounts for each YAAN network
- Short stories and pictures on Instagram
- Video snippets and posts on Facebook
- Longer length videos on You Tube, signposted from the social media channels above

All content shared should be current, exciting, motivating, dynamic and as interactive as possible it should also address one of 3 questions;

1. How can I benefit from being an apprentice?
2. How can employers benefit from hiring an apprentice?
3. Why is an apprenticeship a great alternative to other routes of learning?

Guidelines

To ensure that all YAAN members are using social media positively, whilst adhering to some restrictions, please note guidelines below to be followed:

- Content should support communications from the National Apprenticeship Service and amplify appropriate content;
- Content should highlight key apprenticeships information and direct followers to appropriate (National Apprenticeship Service) resources;
- Content can promote events of interest – both ambassadors own events and key partners events – see below for an example.
- Content should celebrate achievements and promote the benefits of apprenticeships;
- Content should link to a range of resources - including films, publications, articles and campaign materials;
- Language should be relatable for the target audience but should not contain any swearing or derogatory terminology of any kind;
- Access to platforms should be restricted to a few trusted users so that the creation and volume of content can be managed.

Example tweets

If you are a past or current #apprentice & feel passionately about the positive impact that #apprenticeships have had for you then the Young Apprenticeship Ambassador Network wants to hear from you. Your story could inspire others: <https://yaan.amazingapprenticeships.com/> #WednesdayWisdom #YAAN

NWYAAN #Journey - in April 2020, we held a Networking Event for all NWYAAN Ambassadors. We hope to have more similar events in the future. Sign up as an ambassador to be part of our events @Apprenticeships @AmazingAppsUK

Marketing and social media guidelines

The primary objective for the National Apprenticeship Service when using social media is to keep our audiences informed. We also use social media to promote good practice across the sector and we have a number of channels that help us communicate in different ways to different audiences. Our secondary objective for using social media is to raise the prestige and parity of esteem of apprenticeships and to encourage more individuals and employers to engage with apprenticeships.

Ambassador networks are encouraged to follow the National Apprenticeship Service channels and to amplify their content through their own channels. The National Apprenticeship Service channels are listed below:

Account	Type	Managed by	Followers	Audience	Recommendation for corporate channels
@Apprenticeships	Twitter	NAS PR & social media team	62,300+	Sector stakeholders, sector press, employers, colleges and training organisations and apprentices	Our main channel. Lots of retweeting & engagement with the sector
National Apprenticeship Service	LinkedIn	NAS PR & social media team	17,200+	Sector stakeholders, sector press, employers, and training organisations.	Employer based content, including recent Hire an Apprentice campaign
National Apprenticeship Service	Instagram	NAS PR & social media team	n/a	Campaign led by hashtags	Not appropriate for employer audience
National Apprenticeship Service	Snapchat	NAS PR & social media team	n/a		Not appropriate for employer audience
Fire It Up	YouTube	NAS PR & social media team, DfE campaigns team	3100 subscribers	Sector stakeholders, sector press, employers, colleges and training organisations. apprentices	Now managed by GIGF team at DfE comms. Includes libraries for NAS content, including NAW2017, NAW2018, Awards etc.
Fire It Up	Facebook	DfE campaigns team	48,000	Individual (young people)	Now managed by GIGF team at DfE comms.
Fire It Up	Instagram	DfE campaigns team	6046	Individual (young people)	Now managed by GIGF team at DfE comms.

Hashtags for each AAN and Young Apprenticeship Ambassador Network have been created and should be used in twitter handles and on tweets.

#NEAAN	#NEYAAN	#YHANN	#YHYAAN	#NWAAN	#NWYAAN
#WMAAN	#WMYAAN	#EMAAN	#EMYAAN	#EEAAN	#EEYAAN
#SEANN	#SEYAAN	#LONAAN	#LONYAAN	#SWAAN	#SWYAAN

Code of conduct

What is the code of conduct for?

The purpose of this code of conduct is to provide a guide for apprentice ambassadors. It sets out behavioural expectations of being an ambassador and will ensure that all ambassadors maintain a professional conduct that is acceptable to other ambassadors, employers and key stakeholders.

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 all.
- Be supportive and committed to other ambassadors.
- Respect the rights, dignity and worth of all participants regardless of age, gender, ability, race, cultural background or religious beliefs or sexual identity.
- Be aware when using social media, dishonourable content such as racial, ethnic, sexual, religious, and physical disability slurs will not be tolerated
- Report inappropriate behaviour or risky situations to: YAAN.SUPPORT@education.gov.uk
- Keep yourself safe.

- Always be prepared for your ambassador role. This includes taking responsibility for knowing where you are going, what time you need to be there, who to report to, what your transport/parking arrangements are and having your presentation or story ready.
- Wear your ambassador polo shirt/uniform or business dress depending on the event to all events, unless otherwise stated depending on the nature and profile of the event.
- Do not consume alcohol or drugs of any kind on any premises whilst representing your regional or national network.

We encourage openness at all times, you can share any concerns or complaints that you may have with: YAAN.SUPPORT@education.gov.uk

Complaints procedure

The complaints procedure

The National Apprenticeship Service and Young Apprentice Ambassador Network has a procedure in place to ensure that complaints are taken seriously and dealt with appropriately. This document describes how to make a complaint and how your complaint will be dealt with.

It is the policy of the National Apprenticeship Service to have a fair and open process for dealing with concerns and complaints raised by YAAN members and non-members.

Who deals with complaints about YAAN members?

Any complaint concerning a member of the Young Apprentice Ambassador Network (YAAN) will be directed to the National Apprenticeship Service YAAN Manager: YAAN.SUPPORT@education.gov.uk

If the YAAN 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.

All complaints will be required to:

- Be provided in writing
- Identify the issue to be addressed;
- Where possible contain substantiating information;

How will my complaint be dealt with?

All complaints will be dealt with promptly, transparently, fairly and consistently. 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.

- On receipt of a complaint the YAAN Manager will review and assess the contents and nature of 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).

- The investigator may need to speak to you and a number of other people to fully understand the complaint and the circumstances surrounding it.
- The complaint will be investigated and a written report will be produced alongside a timeline of actions and activities.
- The YAAN 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.

Further information

We hope you find this information valuable. If you require clarification or require advice on how to make a complaint, please contact the National Apprenticeship Service YAAN Manager.

Complaints should be addressed to:

Emily Chapman-Wade
Young Apprentice Ambassador Network
(YAAN) Manager
YAAN.SUPPORT@education.gov.uk

Acronym glossary

AANs	Apprenticeship Ambassador Networks (Employers of apprentices)
ASK	Apprenticeship Support & Knowledge for schools and colleges
ATAs	Apprenticeship Training Agencies
BAME	Black Asian Minority Ethnic
CEC	Careers & Enterprise Company
CEIAG	Careers Education Information Advice & Guidance
DfE	Department for Education
DWP	Department for Work & Pensions
EAs	Enterprise Advisers
EE	Education & Employers
ESFA	Education & Skills Funding Agency
ETF	Education & Training Foundation
ESF	European Social Fund
FE	Further Education
FSB	Federation of Small Businesses
IAG	Information, Advice & Guidance
ITPs	Independent Training Providers
JCP	Job Centre Plus
KPIs	Key Performance Indicators
LDD	Learning Difficulties & Disabilities
LEP	Local Enterprise Partnership
NAS	National Apprenticeship Service
NCS	National Careers Service
NEET	Not in Education, Employment or Training
OAs	Opportunity Areas
RAG	Red, Amber, Green
SEND	Special Educational Needs & Disability
WBL	Work Based Learning
YAANs	Young Apprentice Ambassador Networks



“

Since joining the network, it has opened up so many opportunities for me, many that have helped to develop my skills and confidence.

Amy Kyme
Chair of the South West YAAN

”

Contact us

Questions, comments, queries?

If you would like to get in touch to discuss any aspect of the Young Apprentice Ambassador Network, please contact the Amazing Apprenticeships team using YAAN@amazingapprenticeships.com

We will then direct your enquiry as appropriate.



The network is a great platform to meet likeminded individuals across a range of roles. Seeing the network consistently grow brings a great sense of achievement as I hear the breadth of positive stories from ambassadors from all walks of life.

Bradley Longford

Chair of the Yorkshire and the Humber YAAN



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