



2022

# SUMMER UPDATE

## AN INSIGHT REPORT AND UPDATE

As we approach the summer, the Association of Apprentices (AoA) is proud to share news from our community and update on our progress, as we expand our reach to connect apprentices from across the UK, for peer support, learning, and networking.

## APPRENTICE COMMUNITY

As we grow our apprentice community, AoA is responding to matters of high-priority to our members via our dedicated networking platform [AoA Connect](#), resources from our bespoke learning tool [AoA Learn](#), and a series of online events, which can be streamed on-demand.

This summer, AoA is proud to have delivered our first ever in-person event, at London's iconic Guildhall, on 1st July '22. Apprentices travelled from across the UK to hear from expert speakers on the power of networking before putting it into practice at a social in the Crypts.



### COMING UP

We are excited to announce our next stop this September 27th. ['The Apprentice Meet Up: Manchester'](#) presented in partnership with the Greater Manchester Combined Authority and The Growth Company to which we welcome all current and recently completed apprentices to learn and network. Following this AoA will be in Birmingham on 4th October, for an event in partnership with Birmingham Met College. Registration will be available soon via our [website](#).

What about apprentices-to-be? For the first time, AoA will host an event for soon-to-be apprentices. In partnership with Not Going To Uni, we will equip apprentices with advice and guidance on how to prepare and 'Get Ahead' before their roles begin. Attendees are invited into their community and employers are assisted in keeping new recruits warm over the summer. See our [website](#) for more details.

The Association of Apprentices is brought to you by our Founding Partners



As we expand our apprentice community, AoA is simultaneously growing our partner community. Over the last six months, we have been joined by leading employers, providers, awarding organisations, professional bodies and associations who are behind the AoA's mission to connect thousands of UK apprentices for peer-to-peer support, learning, and networking to help them fulfil their potential and progress to completion and beyond.



"The Amazon apprenticeship programme has allowed us to create new opportunities for people of all ages and backgrounds across the UK so they can gain skills in many of our teams, from logistics to robotics. The Association of Apprentices provides further opportunities for our apprentices to create external networks, peer to peer learning and personal and career development - enriching their experience as an apprentice and beyond."

**Nicola Drury, Head of Apprenticeships UK, Amazon**

"At Bud, it is our passion to support the delivery of consistent high-quality training to high volumes of learners, thereby increasing accessibility to learning for all. That's why we're proud to announce that we are now Founding Partners of the Association of Apprentices."

**John Ingram CEO, Bud**

"Absolutely delighted to be partnering with AoA, providing additional support for our amazing apprentices at Asda."

**Lyndsey Horobin, Apprenticeship Specialist, Asda**

"Support Connect are excited to be partnering with the Association of Apprentices. AoA has a mission statement that mirrors our own values, and working together we will strive to increase awareness of AoA to support the amazing talent of the apprentice community, to facilitate the best possible learning experience for our future talent."

**Caroline Fillery, CEO, Support Connect**

"At Professional Assessment, we are always looking at ways to improve our EPAO offer, and partnering with the Association of Apprentices means apprentices have access to even more resources and the opportunity to grow their networks, so this partnership is a WIN: WIN for everyone."

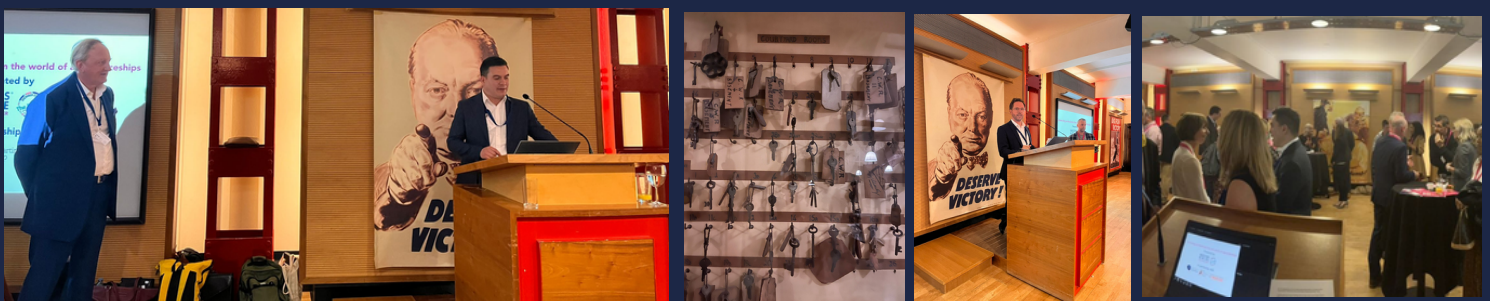
**Linda Martin, MD, Professional Assessment Ltd.**

We are excited to announce we have become the first ever honorary member of the University Vocational Awards Council (UVAC), reflecting the growing number of degree apprentices, and supporting UVAC members to engage their apprentice communities.

We're also proud to collaborate with a number of leading organisations who share our ambitions to build and engage an apprentice community, helping apprentices and their employers and providers to achieve successful outcomes:

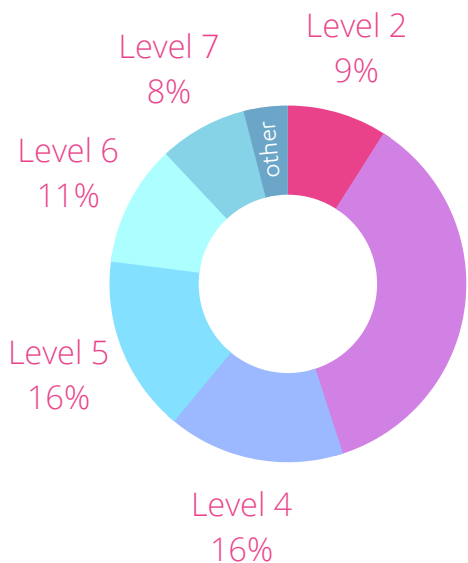


On 10th May, AoA was able to bring together representatives from our partnership community for a networking event, together with Investors In People, The 5% Club and The St Martin's Group. Over 130 stakeholders convened to discuss the importance of quality in apprenticeships and connect with others in the sector.

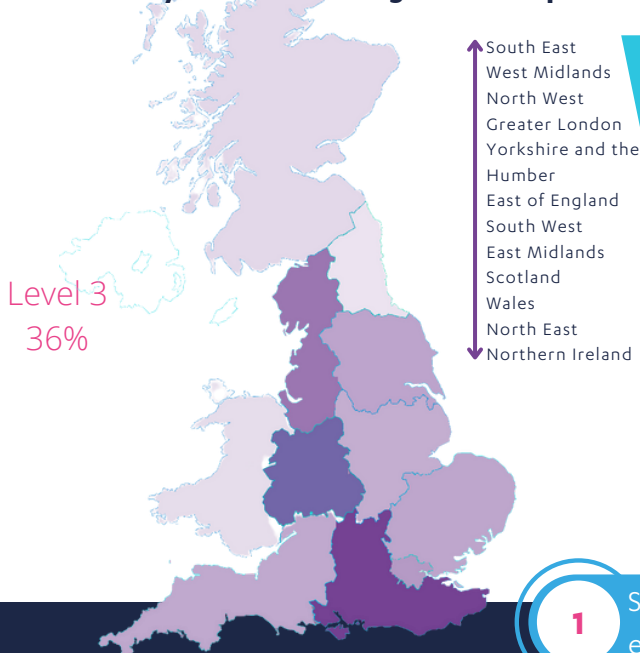


## OUR MEMBERS

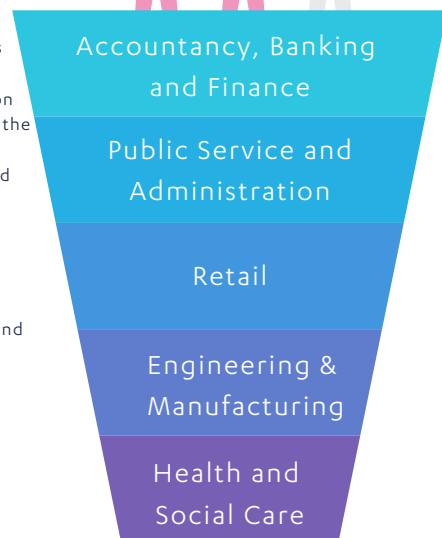
### Apprenticeship Levels



### Truly UK wide coverage: Heat Map



Two thirds of our members work in these sectors:



## OUR APPRENTICES AND PERSONAL DEVELOPMENT



Apprentices report highest confidence levels in:

- Self-awareness
- Relationship building

Apprentices report lowest confidence levels in:

- Career planning
- Career advancement

Most accessed content of all time

1 Self-awareness explained

2 How good is your work-life balance?

3 What is emotional intelligence?

4 Using psychometrics and assessments

5 Why career conversations matter

## WHAT MATTERS MOST

### Top 3 things members say they like most about apprenticeships:

1. Receiving recognised qualifications
2. Improving employability
3. Getting ahead



83% of members do not feel engaged with policy decisions (internal survey)

### The top 5 reasons why community is important to members:

1. Networking
2. Support and advice
3. Connecting with like-minded people
4. To help with completion of their programme including EPA
5. To gain knowledge and skills through other apprentices experiences

### Biggest benefits of being a member of the AoA

