



Association of
Apprentices

INSIGHTS



The Association of Apprentices (AoA) is paving the way for a new era in the apprentice experience, bringing together a wider apprenticeship community to create a complementary ecosystem benefiting everyone involved. Covering events, demographics, and social impact, the findings in this report are useful for training providers, employers, and policy makers who are interested in supporting and promoting apprenticeships as a pathway to career success.

We are excited to share insights from our community with you

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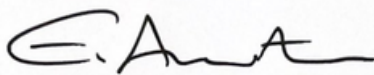
The Association of Apprentices is brought to you by our Founding Partners

“ In the last six months we’ve experienced significant growth in all areas at the Association of Apprentices. We have seen hundreds of apprentices joining us each month and established new partnerships across a range of industries. Our engagement scores, which serve as a measure of the value we deliver, have also increased. Of particular note is the feedback we get for AoA’s virtual masterclasses which apprentices tell us add so much to their apprenticeship and life in general. The highlight for me was the return of our flagship event at London’s Guildhall on 7th July. With over 300 joining us, this was record-breaking as the largest cross-sector networking and development event solely for apprentices. The feedback has been overwhelmingly positive and it is humbling to see the impact AoA is having on apprentices’ lives.

I’m pleased to share this feedback in our latest insight report, together with data that demonstrates the social impact we are starting to see from our work. The reason we exist is to support apprentices on their journey and beyond, to wherever the apprenticeship takes them next, so it’s encouraging to see that our members believe we are already helping their progression, that we will positively impact their career and that we provide the tools that help them to advance. You can read more on this in our impact section on [page 4](#).

AoA is making a huge difference to our members but we can't stop here. There are more apprentices that could benefit from our community and events.

Thank you as ever to our members, to our partners and to AoA’s team including our amazing Apprentice Council without whom none of this would be possible. Looking forward to the next six months with all of you! ”

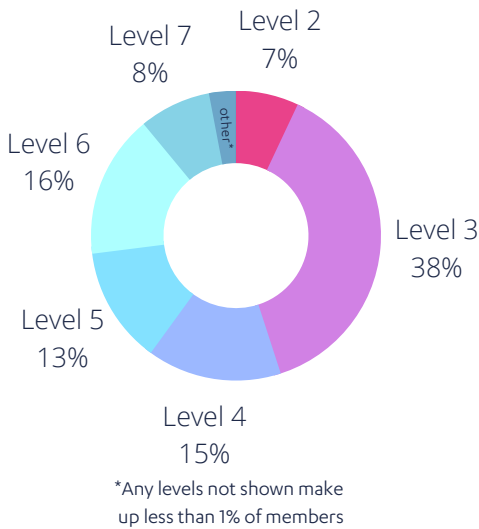


Emily Austin, CEO
Association of Apprentices

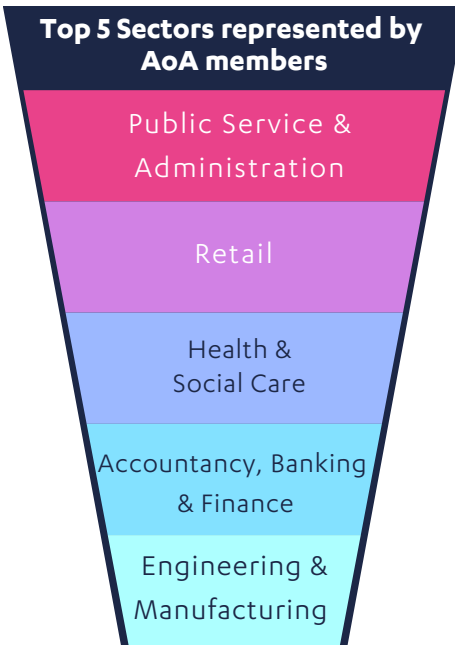


Connecting thousands of apprentices across the UK - online and in person

What are AoA members studying?



Top 5 Sectors represented by AoA members



400+

NEW MEMBERS EVERY MONTH

20% of members are from England's most deprived areas

Most members join at the beginning of their apprenticeship

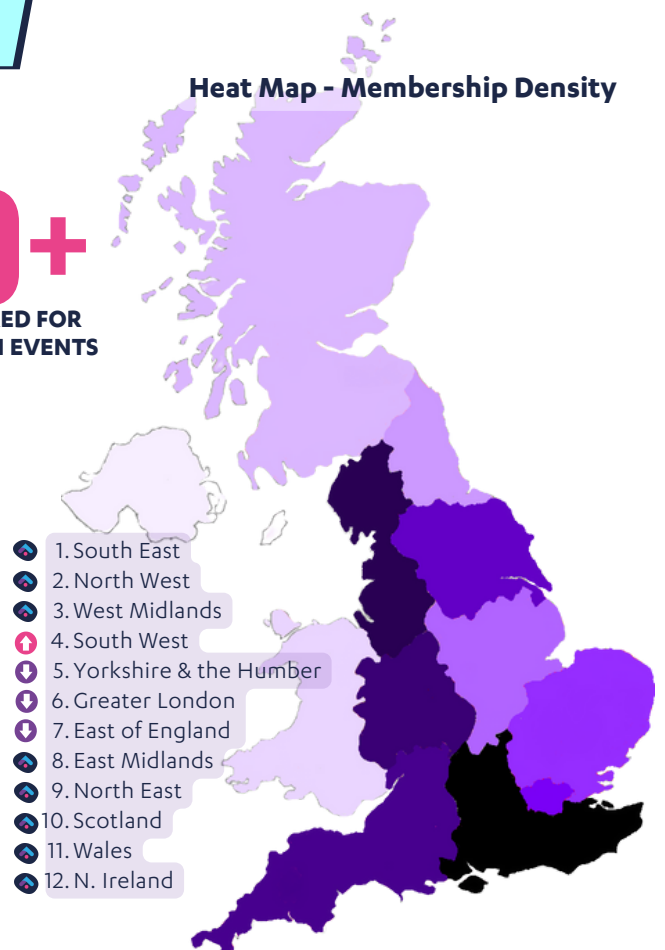
14%

OF MEMBERS COME FROM SMES

3000+

APPRENTICES REGISTERED FOR VIRTUAL AND IN-PERSON EVENTS

Heat Map - Membership Density



Most Accessed E-Learning Topics

1. Well-being new entry

2. Emotional intelligence new entry

3. Self-awareness ↑

4. Communication ↓

5. Time management new entry

AoA gives me the opportunity to connect with other apprentices and for us to learn from each other's experiences. It can be difficult to access resources specifically for apprentices, but this platform brings everything together.

I love being a member of AoA. It lets me connect with my peers, which to me is an invaluable tool in finding (and sharing) development opportunities and advice... The featured content from our Community Managers means that I'm always up to speed on what's going on in the apprenticeship world.



Abbi Browning

Level 6 Digital Marketing Integrated Degree Apprentice and former L3 Digital Marketing Apprentice at Infinity Digital

I'm a digital marketer with a small start-up agency called Infinity Digital. We specialise in search ads and social media but have recently been moving into PR. I've been here 8 months but before this, I was a freelance content writer for five years with knowledge of Search Engine Optimisation, so moving into Digital Marketing felt like a natural step.

I love working at an agency, as it gives me such a range of clients and industries to explore. Within my apprenticeship, I've been able to challenge myself and put forward so many ideas of areas I'd like to explore. For example, I've recently been teaching myself how to create social media filters using 3D modelling and platforms such as Spark AR and Effect House. I'm now working on my digital marketing degree and am grateful I've had the opportunity to do so much.

Being a member of AoA has given me a platform to connect with other likeminded individuals and attend events where I can make the most of my apprenticeship experience.

I'd recommend anyone starting an apprenticeship think about what they want to achieve and develop through their career and to talk to their employer about opportunities, regardless of whether it is something the company currently does or doesn't do. Digital Marketing especially is such a wide topic with room to find your niche and what you would like to work in.



Qasim Shah

Level 3 Accountancy Apprentice (AAT) at Primo Dialler

I haven't been in my apprenticeship for very long; I started at the end of June 2023. However, I have already been exposed to many different accounting tasks. My employer, Primo Dialler, provides Hosted Dialler Solutions.

I have gained the confidence to ask questions and raise queries of my own having developed an understanding of how an office environment works, thanks to my apprenticeship. My colleagues support and help me build my career in all aspects whilst teaching me transferable skills and supporting my personal goals.

I would like the opportunity to resume in-class learning. Although e-learning has its benefits, getting to know your classmates and talking about your qualification makes for a better experience.

Luckily, I can connect with my peers through AoA. AoA events allow me to meet and network with apprentices from many industries and backgrounds which is a very hard opportunity to get! With AoA Connect you can even connect with local apprentices.

The responsibility to complete is not easy, there can be high workloads at times so I would advise potential apprentices to prepare mentally and physically. But, not only do you learn and improve yourself, you also gain so many skills for the future.

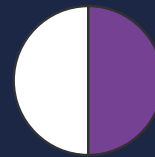
I'm pleased that AoA has provided me with multiple things, ways to save money, Masterclasses, plus many opportunities such as being an Apprentice Council Member.

We are beginning to measure AoA's impact on apprentices and businesses



60% of apprentices asked agree or strongly agree that AoA membership makes them feel less isolated in their apprenticeship

Almost half of members asked credit their AoA membership with assisting in the successful completion of their apprenticeship



Designed to enhance professional skills, AoA's e-learning tool features frequently updated, easy to embed content that can count towards the off-the-job training requirement.

Members utilising AoA Learn demonstrate higher levels of awareness and confidence in

67,054
LEARNING ACTIVITIES
COMPLETED



Percentage of apprentices asked who agree or strongly agree that AoA membership provides the tools to achieve career goals

69%



Percentage of apprentices asked who agree or strongly agree that AoA addresses social issues

67%

AoA works closely with all our partners including training providers such as Umbrella Training. Hear from Adele Oxberry, Chief Executive and Founder and Jenni Clarke, Commercial Director of Umbrella Training below.



Umbrella Training is a leading UK training and apprenticeship provider working with the hospitality and corporate sectors.

Founded in 2012 by Adele Oxberry FIH, the company works with hotels, restaurants, food service businesses and many corporate services organisations across the UK. Through its Apprenticeship Training Schemes, Umbrella Training is recognised as a GOOD provider by Ofsted with “outstanding features”, and is one of the leading providers for the Education and Skills Funding Agency in the UK.

On the Partnership



Adele: Partnering with AoA has aligned with our commitment to providing a first-class apprentice experience. At Umbrella Training, we want to match the ambitions and goals of our learners with outstanding provision - Incorporating AoA platforms and collateral into our timetabling ensures that we always utilise resources that match our energy and goals, ultimately enhancing the apprentice experience we provide.

On Learning and Development

Jenni: The AoA Learn platform offers an accessible, comprehensive range of high-quality teaching and diverse educational resources, making this one-stop shop an incredible return on investment for L&D professionals like me. Covering and enhancing a wider curriculum of apprenticeships, AoA Learn is the single most comprehensive learning and development tool I could find. Umbrella, with its emphasis on Careers, Information, Advice, and Guidance, finds AoA's resources highly beneficial for supporting learners.

On the Apprentice Journey

Jenni: AoA is an integral part of our learners' journeys right from the beginning at onboarding. New apprentices sign up and get acquainted with the platform, with a video from AoA providing a comprehensive guide to all the features and capabilities. Throughout their programmes, apprentices continue to utilise the resources and opportunities provided by AoA.



On Ofsted

Adele: As a training provider, we understand the importance of utilising resources that align with our vision. Showcasing our partnership with AoA will demonstrate the brilliance of our offerings when it comes to our Ofsted self-assessment. Having sound voices like AoA supporting our provision and learners is crucial for our success.

AoA also works closely with employers. Hear from Nicola Drury, UK/IR Apprenticeship Lead and Jo Simovic, Apprenticeship Curriculum Programme Manager.

Amazon's Apprenticeship Programmes operate across the Amazon UK business and include on the job coaching as well as specialist partner training. By the end of the programme apprentices will leave with real commercial experience coupled with associated qualifications.

 Apprenticeships with
amazon

On the Benefits



Nicola: AoA provides apprentices with a valuable network for both current and future opportunities. Amazon apprentices are spread across over 150 locations and AoA offers a comprehensive blend of online and in-person networking and development, catering to their social and professional needs. AoA's unique offerings, such as networking, speakers, and materials, provide apprentices with unparalleled reach, opportunity, and selection that cannot be replicated internally. It enriches their experience and goes beyond what any employer can offer.

The main benefit of AoA is connecting apprentices across regions. Employers can organise activities, events, or platforms to foster connections within their teams and businesses. However, AoA goes beyond that by providing an environment that develops apprentices socially and professionally. It allows apprentices from different employers to connect, exposing them to diverse businesses and people. This networking opportunity is crucial because it extends beyond their current role and enables future collaborations and relationships. It facilitates both personal friendships and professional connections with potential future colleagues or customers.

On Apprentice Completions

Jo: We are observing an increase in completions and retention, we can attribute a portion of that success to the strategic direction we have taken in fostering a sense of community and belonging through AoA. AoA is deeply integrated within Amazon's apprenticeship community, and being part of both allows individuals to fully utilise the benefits. This integration is highly valued by our apprentices, who recognise the impact of AoA in their journey.



On the Apprentice Experience

Jo: We are committed to providing an amazing apprenticeship experience and are measuring ourselves against external benchmarks. Our strategic approach includes partnering with AoA, which has resulted in increased NPS scores and a sense of community among apprentices. We aim to further utilise AoA throughout the apprentice journey by promoting it more holistically in our fulfilment centres.

So far in 2023, the Association of Apprentices has had significant growth in its network of partners and affiliated organisations. With over 70 committed partners, including Top 100 Apprentice Employers, providers, awarding organisations, associations, and professional bodies, we continue to strive towards our mission of connecting and supporting UK apprentices in unlocking their full potential.



'The partnership provides a fantastic opportunity for our apprentices across all our programmes to interact and collaborate in a dedicated environment and at the same time supporting and accelerating their development... We believe that this partnership will help to drive our learners' commitment to learning both during their programme with Paragon Skills and beyond.' - Jen March, Head of Product and Portfolio at Paragon Skills

Highlights from our record-breaking flagship event at the Guildhall, July 2023



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