

# Scottish Apprenticeship Advisory Board (SAAB)

## Apprentice Engagement Group (AEG)

### Terms of Reference

#### **Purpose**

The purpose of the Apprentice Engagement Group (AEG) is to promote the value of apprenticeships and to champion the contribution they can make to individuals, employers and the economy in Scotland, with the aim of inspiring the next generation of young people and employers to get involved in apprenticeships.

Working with employers through SAAB, the Group will take on an ambassadorial role and be the face of apprenticeships in the Scottish apprenticeship system. They will communicate the benefits of all apprenticeships and promote the expansion of Foundation and Graduate Level Apprenticeships to individuals, employers, parents and other stakeholders.

The apprentice engagement strategy delivered by the AEG will aim to support an increase in high-quality apprenticeships starts and the number of people applying for and starting apprenticeships, to meet the apprenticeship ambitions of Scottish Government.

#### **Responsibilities**

**On behalf of SAAB, the AEG will:**

- Be ambassadors for apprenticeships to individuals/ potential apprentices, employers, parents and other stakeholders, promoting the value / benefits of apprenticeships
- Communicate the value of work-based learning through the groups and engagement events, such as Scottish Apprenticeship Week, Scotland's Apprentice Convention and Apprenticeship Awards.
  - Working with SAAB/ SDS to help develop effective, streamlined and simple approaches to apprentice and key stakeholder engagement that increasingly uses digital services where appropriate
  - Working with the SAAB to harness the power and influence of SAAB members to drive growth in high-quality apprenticeship numbers
  - Supporting work towards an increase in higher and degree apprenticeships, BME applicants, and other routes to ensure that apprenticeships are viewed as an attractive option to learners, parents and employers
  - To gather intelligence and feedback on challenges young people may experience on uptake of an apprenticeship

#### **Membership/ composition**

As a sub-group of the SAAB EEG, the AEG will be co-chaired by the Director for CIAG at SDS and an apprentice.

The AEG will comprise up to a minimum of 10 members with membership majority being representatives of industry (apprentice membership) from a wide range of sectors. Members will be

currently serving within an apprenticeship, recently qualified or be previous Scottish Apprenticeship Week winners.

Apprentices will be 16 to 29 years old, and represent a range of ethnic minority, gender and disability groups.

The following Skills Development Scotland employees will attend scheduled meetings: Director of Careers Information Advice and Guidance (CIAG) and Scotland's Apprentice Network Coordinator. Other individuals may attend meetings by invitation.

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### **Quorum**

The quorum for meetings shall be 10 or more members being present at meetings.

### **Meetings**

The AEG will meet 6-8 times per year depending on the issues to be discussed.

Meetings will be held face-to-face and hosted by an employer or via conference call

### **Reporting**

Update from the Co-Chairs of AEG on the Group's activities and findings will be provided at the following SAAB EEG meeting after each AEG meeting. The SAAB EEG then reports into the SAAB Group Board, who reports into the SDS Board and any necessary items are report to Scottish Government.

Update from SAAB Engagement Manager on the Group's activities and findings will be provided at the following SAAB Frameworks & Standards Group and SAAB Employer Equalities Group meetings after each AEG meeting.

### **Review**

This work plan will be kept under regular review by the AEG and amended as necessary, taking account of business also being considered through other SAAB Groups. Where matters arise in the work of the AEG that are felt appropriate for raising with other SAAB Groups, these will be included within the work plan.

The AEG will, on an annual basis, prepare an Annual Report - (i) business review summarising the activities during the period; (ii) self-evaluation of the AEG's own performance/effectiveness and (iii) review of the Group's Terms of Reference and membership to ensure and affirm they are fit for purpose.

**Scottish Apprenticeship Advisory Board  
May 2021**

Next Review Date: May 2022