

For Partners

Management apprenticeships advocacy toolkit

Making the case for the #ApprenticeManager

<https://www.managers.org.uk/>

What is CMI asking for?

- CMI is undertaking a parliamentary campaign to make UK Policymakers aware of the value of management apprentices.
- Key to ensuring we present an authentic message is amplifying the voices of those who know best - our apprentices and our partners!
- So in 2020, we're asking as many of our partners as possible to write to their MP and tell them about why they value management apprenticeships.

Objectives

1. To make Parliamentarians aware of the positive contribution management apprenticeships make to individual skills development and progression, to workplace productivity and to the wider UK economy, by highlighting the impact made to your local community.
2. To secure the continuation of management apprenticeships - particularly at degree-level - by amplifying CMI messaging.
3. To build support from MPs on a common agenda: improved prospects for individual apprentices, local businesses and your local region.

Who is my local MP?

- You can find out who your local MP is by going to <https://members.parliament.uk/> and searching by name, postcode or location.
- You'll be able to see all sorts of information including about your MP's parliamentary career, their voting record and other issues that they're interested in.

Contacting your MP

- When searching for your MP through <https://members.parliament.uk/> you will also be able to find their Parliamentary and Constituency contact details.
- You're most likely to engage your MP if you tailor your correspondence and talk about the impact of management apprenticeships in your local area or region.
- You can invite them to visit your organisation, for example, or meet some of your apprentices. Don't be afraid to follow up with a phone call if you don't get a response!
- Prioritise ministers, Parliamentary Private Secretaries, shadow ministers and select committee members

The Impact of Management Apprentices

How should you articulate this to MPs?

We suggest focusing on a couple of key areas:

1. The impact management apprenticeships are having on productivity and employability.
2. The value of work based learning - to the learner, the organisation and wider economy.
3. The impact management apprenticeships are having on social mobility
4. The popularity of management apprenticeships in your local area with a particular emphasis on widening participation

Amplify CMI's messaging

To secure the future of management apprenticeships CMI wants Government to:

1. Continue to champion apprenticeships at all levels to boost productivity & support social mobility & employability.
2. Rebrand the Apprenticeship Levy as a 'Brighter Future Fund' to make it clear it is inclusive and relevant to the modern knowledge economy.
3. Ensure a long-term funding commitment for technical & vocational education & training, including management & leadership development.
4. Ensure the Levy remains employer-led.
5. Champion standards such as Chartered Manager as an effective way to demonstrate capabilities in managing & leading

For more information and supporting data, read our [Manifesto](#)

What should you ask?

Give your MP a call to action.

→ For example:

- Suggest they raise an issue with a Minister;
- Ask them to table a Parliamentary Question. You can ask us for advice on this if needed;
- Give them briefing material to read. You can find our latest Policy documents [here](#) (click on the Policy tab). We have also published a range of research which can be viewed [here](#), as well as full reports.

Do some quick research beforehand

- Most MPs have their own website, visit this to get a flavour of their interests.
- You can also visit <https://members.parliament.uk/> or <https://www.theyworkforyou.com/> to see an MP's voting record and interests.
- Look out for any local or national newspaper columns or coverage involving the MP and use that as an opportunity to contact them.
- Look at their Twitter page or simply Google them.

What if I don't like the response?

- Whilst your MP is elected to represent you, that doesn't mean they have to do what you say.
- Your MP may respond to you with an answer you don't like, and there's not much you can do about it!
- If you want to disagree with them, do it amicably and they'll respect you for it.



Keep in touch!

Let us know if you're contacting your MP

Ask us for support or advice:

policy@managers.org.uk

Share your activity with us on social:

[LinkedIn](#)

[Twitter \(@cmi_managers\)](#)

[Instagram](#)