

# Apprenticeship Case Studies

## Name:

Chloe Coltman

## Apprenticeship Title:

Business Administration  
(Communications, Marketing and Digital)

**Chloe is currently undertaking an apprenticeship in Business Administration with Luton Borough Council. This is her story.**

## Why did you decide to do an apprenticeship?

I chose to do an apprenticeship because I wanted to experience the world of work and earn money whilst receiving education and training at the same time.

## Tell us about your experience of being an apprentice

My experience of being an apprentice has been positive, I felt welcomed by the team straight away and I have learnt a lot from colleagues who have shared their experience and knowledge with me to help me improve my skills. I have found it interesting because I have had the chance to experience different areas within my team including Consultation and Sponsorship and Advertising. I also feel like I have more confidence dealing with the public as I have had to deal with issues on social media and pass them on to relevant departments so they can be resolved.

## Do you believe that the apprenticeship will help you progress into a career or a permanent job?

I believe that my apprenticeship will help me to progress into a career because I have learnt a lot from being at college. I feel like my ICT skills have improved because I feel more confident using Excel and Access



and I think this could help me with a future job in Business Administration.

Additionally, I have learnt a lot from being at work. Since writing press releases and drafting articles for the intranet, my writing has improved and I feel this will stand me in good stead for a future in communications.

I have also learnt a lot about Sponsorship and Advertising by having the chance to be involved with booking advertising for the Bedfordshire Cycle Challenge and the Pedestrian Safety Campaign and this could help me progress into a career in Sponsorship and Advertising. Moreover, now I have done the level 2 Business Administration qualification I could progress on to the level 3 Business Administration qualification and progress my career further.

## What do you feel the advantages are of doing an apprenticeship over other education/training programmes?

The biggest advantage of doing an apprenticeship over other training programmes is the fact that you get a mixture of both learning in the classroom and practical training - something that you might not get with other training programmes. In addition to this, you also have the chance to earn money whilst you learn; something that you wouldn't get by going to university.