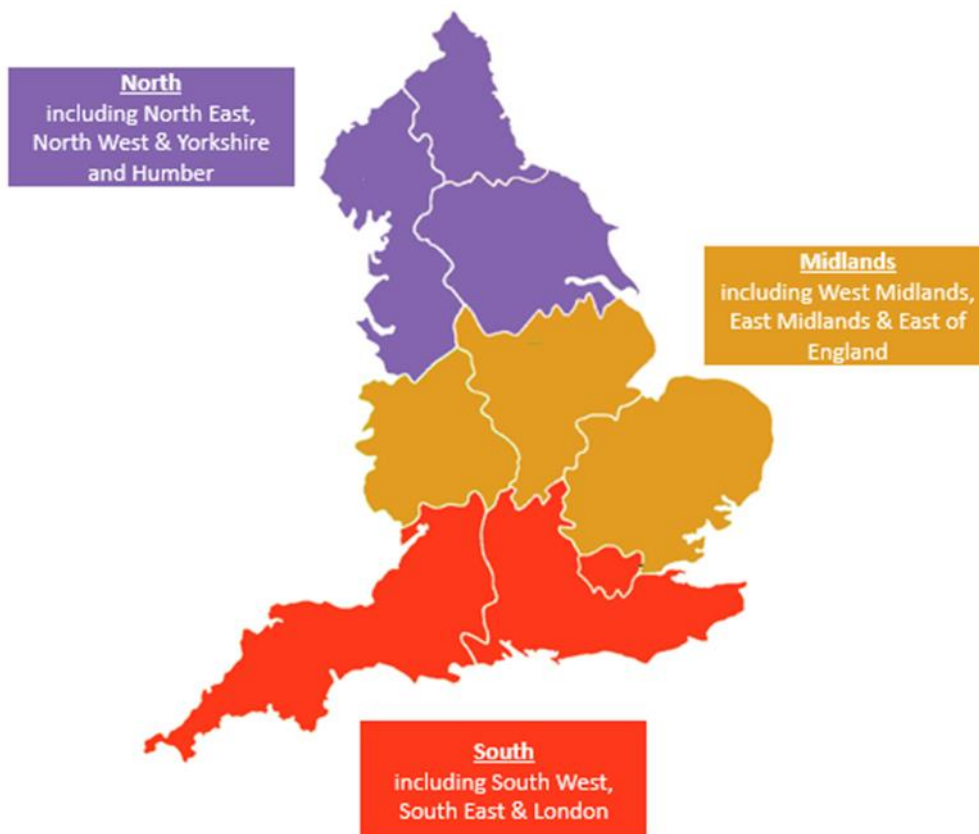


T-LEVELS

T Level Ambassador Network (TAN)

Regional Plan for the Midlands

February 2026



We're delighted to share the new Midlands Region Plan with you. It's designed to help us work together effectively across the region by providing a clear, supportive structure so that the Ambassador Network can make an even greater local impact.

Each regional plan translates national priorities into actions that reflect what matters most here in the Midlands. It draws on labour market insights, T Level delivery patterns, and the strengths you already bring as ambassadors. This means your time, expertise and connections can focus on where they can have the greatest influence.

These plans don't replace the national network objectives, they enhance them. We remain aligned to our national goals while giving ourselves the flexibility to respond to the specific needs of our local communities, employers and providers.

By working in this way, we can:

- Build momentum across local areas
- Strengthen connections with schools, colleges and employers
- Support consistent and purposeful ambassador activity
- Communicate with greater clarity and confidence

These regional plans will help us celebrate what makes the Midlands unique and make it even easier for you to have a meaningful and enjoyable impact as a T Level Ambassador.

Dawn Helsby

Regional Chair, Midlands

The introduction of regional plans marks a significant moment for the T Level Ambassador Network. They reflect a shared commitment to continuing to grow T Levels with confidence, relevance and credibility, shaped by the realities of local economies, employers and T Level providers, while contributing to a strong national system.

By setting out a regional framework, these plans create the conditions for ambassadors to work with greater focus and purpose. They recognise the value of local relationships, trusted voices and sector knowledge, and the difference this makes when engaging employers, providers, schools and partners. Regionalisation is not about changing what the network stands for, but about strengthening how it operates—so that ambassador time, expertise and influence are used where they can make the greatest difference.

Above all, these plans are an invitation. An invitation for ambassadors to play an active role in shaping opportunity for young people, for partners to work alongside a coordinated and evidence-informed network, and for the system to continue learning about what works. With the dedication of ambassadors across England and the support of the Department for Education, national and regional partners, the network is well placed to deliver meaningful impact in the years ahead.

The National Leadership Team is proud of the work that has gone into developing these plans and is fully committed to supporting their delivery. We see them as living documents, reviewed, refined and strengthened through ongoing insight, feedback and collaboration, and as a foundation for a more connected, responsive and impactful T Level Ambassador Network.

Jo Simovic
National Chair

Natalie Jones
National Vice Chair

Danny Brett
National Vice Chair

1 Vision for the Ambassador Network in the Midlands

The T Level Ambassador Network (TAN) in the Midlands will be a confident, employer-led regional voice for T Levels, rooted in the region's industrial strengths and government's future growth ambitions. Spanning advanced manufacturing, construction and retrofit, logistics, agri-food and fast-developing digital and automation clusters, the network will focus its activity where T Levels can most directly support growth, workforce renewal and progression for young people.

Ambassador activity will be shaped by evidence from Local Skills Improvement Plans (LSIPs), T Level provider delivery and ambassador coverage analysis. The network will target priority sectors and places where employer demand is strong, provision exists at scale, and industry placements remain challenging to secure. Ambassadors will be visible and active in the Midlands' most influential forums, including Combined Authorities, LSIP employer boards, Chambers of Commerce, sector bodies, and major anchor employers.

Through these connections, ambassadors will help unlock employer pipelines in sectors critical to the Midlands economy, particularly engineering and manufacturing, construction and retrofit, and digital process control, while addressing persistent gaps in creative and design and legal, finance and accounting. By focusing on the right sectors, the right geographies and the right partnerships, the network will strengthen employer confidence, expand industry placement capacity and improve understanding of T Levels across the region. By 2027, the Midlands will have an active, well-connected ambassador community playing a visible role in a more responsive and employer-engaged technical education system.

2 Executive Summary

This Regional Plan sets out how the T Level Ambassador Network will operate across the Midlands, that covers the West Midlands, East Midlands and East of England, to translate regional insight into targeted action. It explains how ambassador activity will support national TAN objectives while responding to the Midlands' distinctive economic profile.

The plan is grounded in a clear principle: ambassador effort should be focused where it can deliver the greatest impact. Drawing on regional mapping, LSIP intelligence and ambassador data, it brings together employer demand, provider capacity and existing ambassador coverage to inform decisions about recruitment, deployment and engagement. It highlights areas of relative strength, including engineering and manufacturing, construction and business routes, alongside clear gaps that require targeted action, particularly in creative and design, legal, finance and accounting, and agriculture, environment and animal care.

Ambassadors will be supported to work through high-impact routes into the system. This includes sustained engagement with Combined Authorities, LSIP employer representative bodies, Chambers of Commerce, sector networks and anchor employers, alongside practical support for providers facing persistent industry placement challenges. Activity is aligned directly to national TAN objectives, with a strong focus on growing industry placements, improving employer awareness and building more confident, better-connected regional networks.

This plan provides a clear and practical direction for the Midlands as the regional model moves into delivery. It is designed to be evidence-led, adaptable and focused on outcomes, evolving as new insight emerges and as the network learns what works best across the diverse economies of the Midlands.

3 Regional Priorities

The following page provides an overview of the economic drivers, T Level delivery, and ambassador coverage underpinning the sector priorities for the region.

A number of important national sector priorities, aligned to the government’s Modern Industrial Strategy, will also be addressed through targeted regional activity. These are Health and Science, Digital, Engineering and Manufacturing, Construction, and Creative and Design.

<p>Economic drivers</p> <ul style="list-style-type: none"> • Advanced manufacturing (automotive, aerospace, rail). • Major logistics corridors (M1/A14 underpin regional connectivity) • Construction and retrofit (green construction and retrofit skills driven by net-zero targets). • Agri-food and food tech (Rural LSIP areas focus on agri-tech innovation and food manufacturing compliance). • Digital/AI innovation arc (Birmingham–Nottingham–Cambridge is a hub for digital process control, automation, and AI). • Professional and business services 	<p>T Level delivery</p> <p>Current data across the super-region suggests:</p> <ul style="list-style-type: none"> • Strong provision in Digital, Engineering and Manufacturing, Construction, Education and Early Years and Health and Science. • Industry placement sourcing challenges in: Digital; Engineering and Manufacturing; Creative and Design; Legal, Finance and Accounting • Some sectors heavily dominated by SMEs, creating high churn.
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<p>Current ambassador coverage</p> <p>Total ambassadors in region: 302</p> <ul style="list-style-type: none"> • West Midlands: 164 ambassadors • East Midlands: 60 ambassadors • East of England: 78 ambassadors <p>By ambassador type:</p> <ul style="list-style-type: none"> • Employer / employer body: 92 • Provider: 156 • Student: 38 • Other: 16 	<p>Current coverage by T Level route:</p> <p>High coverage routes:</p> <ul style="list-style-type: none"> • Digital • Engineering & Manufacturing • Business & Administration • Construction & Built Environment. <p>Low coverage routes:</p> <ul style="list-style-type: none"> • Creative & Design • Legal, Finance & Accounting • Agriculture, Environment & Animal Care
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Route priorities for the region

The following routes will be a particular priority for the Midlands:

- Construction and the Built Environment*
- Digital*
- Engineering and Manufacturing*
- Health and Science*
- Professional Services - Business and Administration, and Marketing

** Also a national priority.*

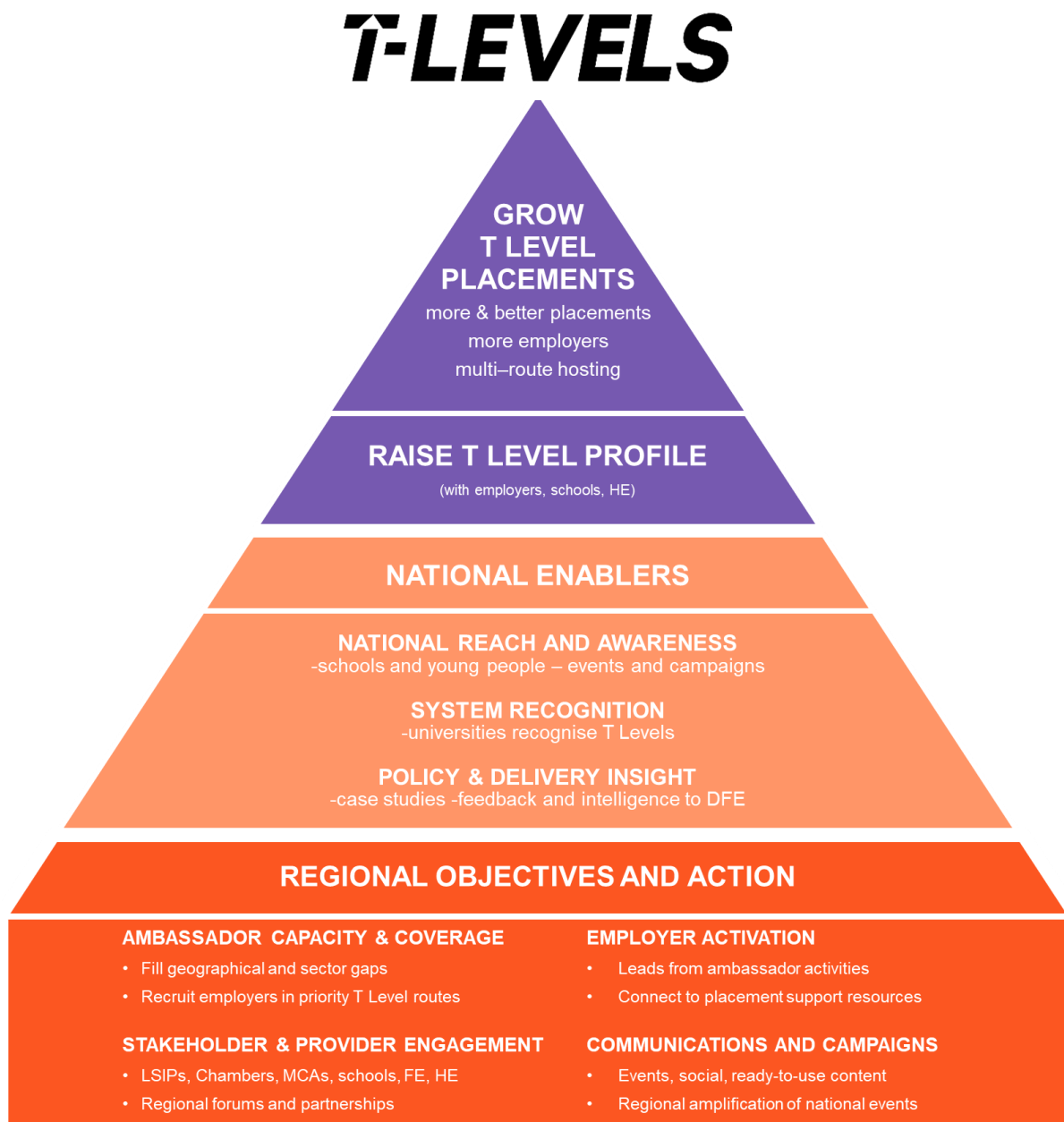
Targeted ambassador activity will also be supported in Creative and Design, aligned to key sector hotspots in different areas of the region, as well as Legal, Finance and Accounting where industry placements can be more challenging to source.

4 Linking regional and national objectives

This section provides a framework of how regional activity will be aligned with the national objectives of the T Level Ambassador Network and national policy goals. Although each region will follow the same framework, activity will be focussed on the specific sectors and priorities set out for this region (Section 3 above).

The diagram below summarises the alignment of national and regional ambassador action. The network's ultimate aim is to raise the profile of T Levels and increase the number of T Level industry placements (purple), supported by national enablers around reach, system recognition and policy and delivery (peach). Underpinning this are regional objectives and action (red).

The table on the next page sets out the full national and regional network objectives mapping how national goals correspond to regional actions.



	National objectives	Regional objectives (to August 2027)
Growing T Level industry placements	<ul style="list-style-type: none"> Triple ambassador-hosted T Level industry placements At least 50% of TAN employers to offer industry placements in two+ T Level subjects by 2027 	<ol style="list-style-type: none"> Engage employer ambassadors and provider ambassadors, connecting them to account management support, resources and events that increase industry placements
	<ul style="list-style-type: none"> Increase industry placement opportunities generated through TAN influence. 	<ol style="list-style-type: none"> Capture employer leads from ambassador activity and direct them to industry placement support Recruit new ambassadors prioritising employers aligned to key T Level routes
Supporting ambassadors to raise the profile of T Levels in the region	<ul style="list-style-type: none"> Build and sustain strategic partnerships with national stakeholders to expand influence and reach of TAN 	<ol style="list-style-type: none"> Engage regional stakeholders to support ambassador recruitment, deployment and awareness-raising activity
	<ul style="list-style-type: none"> Support the growth of T Level awareness amongst young people 	<ol style="list-style-type: none"> Work with careers partners and provider liaison teams to reach secondary schools and raise T Level awareness among 14–16-year-olds
	<ul style="list-style-type: none"> Influence the inclusion of T Levels in university entry requirements. 	<ol style="list-style-type: none"> Engage HEIs to support T Level recognition in admissions and explore hosting of industry placements
	<ul style="list-style-type: none"> Increase public engagement with T Levels via social media, events, and campaigns 	<ol style="list-style-type: none"> Equip ambassadors to speak at regional forums/events Create targeted campaigns and ready-to-use content every two months for ambassadors and stakeholders to promote in the region
T Level policy and delivery	<ul style="list-style-type: none"> Provide actionable feedback and insights to inform and enhance the development of T Level policies 	<ol style="list-style-type: none"> Facilitate ambassador input into DfE policy and identify regional case study leads

Over the coming months, a small number of key measures will be put in place and shared with ambassadors to focus effort, track progress and steer future activity and priorities as regional insights and opportunities arise.