



## PRESS RELEASE

4 December 2025

### Emma passes her apprenticeship with distinction

A year ago we let you know that we had created two apprenticeships and introduced you to [Emma and Matt](#) (original press release attached).

I'm writing to you today with an update about our Business & Administration Apprentice, Emma Cook, who joined us in the role of Information Officer. Here's a recap:

*Our Information Officer apprenticeship is a partnership with New College Swindon. Emma attends College one day a week, incorporating study topics into her work at the office, and using her work as examples of her learning. At the end of this 18-month placement she will be well equipped with experience and skills in business administration and customer service, opening the door to many career paths.*



**Emma took her final exams a few weeks ago and I'm pleased to let you know that she passed with distinction - the highest possible grade. Well done, Emma!**

Throughout, she stuck diligently to her College work, completing modules on time and using examples of her work with us to demonstrate her learning. Her line manager, Dawn Whitehall, made sure she tailored Emma's duties where possible to match the different elements of her course, helping her as well as benefiting our team and her customers: colleagues, Councillors, residents of and visitors to Marlborough.

We were mindful that the first thing for Emma to get to grips with was simply how to handle having 'a job' – moving into the work environment straight from education can be a bit of a culture shock. But Emma always knew this was the way she wanted to further her education and adapted brilliantly. She spent time with

*"Emma integrated well into the team, always taking great pride in her work"*

*Sue Fry  
Office Manager*

the whole team and contributed to every area of service delivery, working equally well with all members of staff.

Spending time in our public-facing enquiry office really helped build Emma's confidence in interacting with people – you never know from one day to the next who will walk into the office or give us a call. She looked after our visitor information kiosk in George Lane car park and, because she was here during the May 2025 local elections, she now has a really good understanding of how democracy works, both in the formal framework of an election cycle and within a town council - the first tier of local government - where she attended several council meetings.

*"I was hesitant with being on reception but everyone was supportive if I had to transfer a phone call or double check something"*  
Emma

There are some real tangibles from her time here:

- On [Facebook](#), Emma ran a series of #MarlboroughBehindTheScenes posts, highlighting the day to day (and sometimes unplanned and unexpected) work of our grounds team to give the public a greater awareness of the work they do
- On [Instagram](#), she welcomed new businesses to Marlborough and helped promote the town and its events
- She created an interactive "Hidden Marlborough" trail on the [Explore Wiltshire App](#) and took over the management of that tool
- She contributed photography and video at many events and got involved with the lead up to the election, helping with communications and gaining a deeper understanding of video and photo editing
- Created and ran the graphics at the 2024 Community Champions awards
- One requirement of her College work was to complete a substantial project. This needed to be something that would benefit us too, and took the form of two parts – tracking down, wiping clean and ethically recycling our obsolete IT equipment ([read the news story here](#)) and creating a process to manage this in future. Part two was a new policy for staff to strengthen our internal procedures around password protection and the dangers of phishing and hacking – a very topical subject this year
- Emma collated all the input to our end of 4-year council term report and produced the 4-year civic report herself. [You can read it here](#)



*"Emma is a joy to work with and takes great photos at civic events"*  
Andrea Millar  
Civic & Cemetery Engagement Officer

All of this was against a background of learning all the usual office/admin skills.

Originally the apprenticeship was set at 18 months. We're losing Emma early, but for a very good reason. She applied for a permanent job in her chosen field and starts her new career in January. This is a great success story for her, as well as a real demonstration that with the right support in place the apprenticeship schemes do what they're designed to do – help young people gain skills while earning money, so they can move into the world of work with a proven track record on their CV and the confidence that they can deliver.

*"We were new to apprenticeships so this was a great personal experience for me too. I loved seeing her develop and couldn't be more proud of what Emma has achieved"*

*Dawn Whitehall  
Corporate Services Officer*

Emma's assessor at New College, Elizabeth Ward, said:

*"Emma joined the Business Administrator apprenticeship programme with a clear goal, to develop strong administrative skills, develop a strong understanding of the business environment and gain practical experience in a professional environment. From the beginning Emma demonstrated enthusiasm and a proactive attitude toward learning and contributing to the team.*

*Throughout the apprenticeship Emma showed commitment and motivation by engaging fully in all learning activities, utilising feedback positively, taking initiative and balancing work and study effectively.*

*Emma successfully completed all apprenticeship requirements, including the End Point Assessment achieving Distinction grades in all the components.*

*Emma worked exceptionally well with the on-programme assessor, maintaining open communication, attending all scheduled meetings and providing a high standard of evidence for the portfolio, this approach ensured a smooth journey through the apprenticeship and set a benchmark for others.*

*Emma is a role model for other apprentices by consistently demonstrating professionalism, resilience, sharing best practices and a positive attitude toward learning."*

*"It has been an absolute pleasure seeing Emma grow in confidence and ability since she joined us back in the autumn of 2024. She started out a quiet and reserved young lady and is leaving us as an outgoing, very competent and capable person, ready for her exciting new role, which she will definitely 'smash'. I have really enjoyed sharing my office with Emma, we have had lots of laughs and giggles along the way, and I will definitely miss having her around"*

*Clare Williams  
Deputy Town Clerk*

This was a new initiative for Marlborough Town Council and the operational team. The team rose to the challenge of embracing a young person new to the work environment and supporting them in their progression. Emma proved to be a brilliant candidate for the position, and it is really great to see her move on and up in her career. Well done, Emma, and particular thanks to Dawn Whitehall, our Corporate Services Officer for her mentoring.

It is only fitting that Emma should have the last word:

**“I have learnt so much working here that I wouldn’t have been able to without the apprenticeship, everyone was so supportive and really welcomed me into the team. I couldn't have achieved a distinction without the help of New College and the experience I gained within the Council, I’m very grateful for everything they have helped me achieve.”**

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It can be particularly hard for young people to find a pathway into employment. Sometimes they need a helping hand and a doorway opened. A proud moment for Marlborough Town Council. Wouldn't it be great if this could be replicated across the county!

We wish her every success in the future.

*Richard Spencer-Williams*

Richard Spencer Williams, PSLCC  
Town Clerk

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## Notes to editors and further information

Emma passed with distinction. The course was the Business and Administration Apprenticeship Level 3 at New College Swindon  
<https://www.newcollege.ac.uk/course-detail/business-and-administration-level-3-apprenticeship/BU1109AP/#01/09/2025>

Matt is just over half way through his apprenticeship, which is a two year programme

5 December 2024: news article introducing new apprentices  
<https://www.marlbrough-tc.gov.uk/news/news-articles/3070-our-new-apprentices>. Corresponding press release attached

24 September 2025: news article about Emma’s project  
<https://www.marlbrough-tc.gov.uk/news/news-articles/3166-reduce-reuse-recycle>



# Marlborough Town Council



## PRESS RELEASE

5 December 2024

### Apprentices

Dear Editor

**I'm delighted to announce that the Town Council has recently appointed two apprentices.**

**Emma Cook** is our Level 3 (A-level equivalent) Information Officer Apprentice. Emma joined us on 16 September and the placement is for 18 months.

On 1 October **Matt Powell** joined us as a Level 6 (degree-level) Youth Worker Apprentice.

Marlborough residents as well as visitors to the town will benefit from these appointments as Emma and Matt bring valuable additional resource which will allow our team to enhance and extend our services. The apprentices get a great opportunity to earn while they learn and work towards more qualifications, and the wider team is grateful for the extra help and different perspective these two young people bring.



The Town Clerk with Matt and Emma

They're already making a difference.

Emma has created "[Hidden Marlborough](#)", a brand new online town trail available exclusively via the [Explore Wiltshire app](#). Matt is extremely popular at the Youth Centre where he's been getting involved in youth clubs, taking part in sport, organising activities and starting to look at how we can provide even more support to the young people of the town.

But don't just take my word for it. Approximately two months into their apprenticeships I asked them to reflect on why they applied for the position, what they hope to gain from it and how things are going so far.

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## Emma Cook, Information Officer



*Hi, I'm Emma.*

*My position within the council is 'Information Officer Apprentice', this designates me jobs like keeping the tourism platforms up to date, as well as aiding with the social media and front desk duties. The position first appealed to me because of the broad scope of work this role would cover.*

*When thinking about my next steps towards a career, I've always known that an apprenticeship would be the route I'd take, the balance between work and education always appealed to me and is the way I learn best. Seeing the opportunity to work at Marlborough Town Council I was instantly aware that this course would offer me a good foundation for my career and education. Within the role I get to learn about the inner workings of a council as well as evolve my skill set in a supportive environment.*

*Alongside the college course I am learning many skills that I will be able to take into any future job role; this opportunity has given me a better understanding of what my future career could look like, and with the technical abilities I am learning through this apprenticeship, it has become more attainable.*

*Throughout my apprenticeship I hope to help expand on the existing tourist information, whilst also promoting some fresh new trails and events for people to enjoy. I am grateful for this opportunity and look forward to working with Marlborough Town Council over the course of my apprenticeship.*

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## Matt Powell, Youth Development Worker

*Hello, I'm Matt!*

*I'm excited to introduce myself as the new Youth Development Worker for Marlborough. I have a deep passion for music, sports, especially football and athletics, and I'm eager to bring these interests to the forefront of my work with the young people of Marlborough.*



*Before I applied, I was working in education as a tutor and in all honesty didn't realise this was a career path I could pursue. From my time working with young people, I know that there isn't a lot for young people to do in the form of activities and opportunities outside of school. I've always believed we can do more for our young people, and I'm thrilled to now have the chance to change this and to make a difference.*

*My vision is to create a community where every young person feels welcomed and excited to get involved. I want to offer a variety of activities - from sports and arts to gaming - that not only help young people develop valuable life skills but also allow them to have fun. Equally important is giving young people a platform to voice their concerns and what matters most to them. By doing this, I hope to create positive change both within our sessions and across the wider Marlborough community.*

*I'm incredibly grateful to Marlborough Council for investing in me and providing the opportunity to pursue a three-year degree in Youth Work. This will help me grow in my role and provide the best possible service to the young people of Marlborough. With all the resources available to me, I am excited for what the future holds and can't wait to see how we can work together to create something special in the coming months and years ahead.*

The Town Council is really pleased to have been able to create these new opportunities for young people, and to extend its services to residents and visitors; and we are especially pleased to be able to respond so positively to the community needs of the town's young people.

Yours sincerely

*Richard Spencer-Williams*

**Richard Spencer Williams, PSLCC**  
**Town Clerk**

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## Notes to editors

Our Information Officer apprenticeship is a partnership with New College Swindon. Emma attends College one day a week, incorporating study topics into her work at the office, and using her work as examples of her learning at College. <https://www.newcollege.ac.uk/apprenticeships/> At the end of this 18-month placement she will be well equipped with experience and skills in business administration and customer service, opening the door to many career paths.

The youth work apprentice scheme has recently started which enables applicants to become a professionally [qualified JNC recognised Level 6 \(degree level\) Youth Worker](#). Like Emma, Matt has a day each week dedicated to pursuing his studies. He will graduate with a degree in youth work on completion of the programme.

The Town Council pays the salaries for both apprentices. The training costs are supported by Wiltshire Council and New College Swindon, and we would like to express our thanks to both. [Read about the Apprenticeship Levy here.](#)

We believe the Town Council is unique in offering these two positions. Starting with a modest team of 15 staff, of which 10 team members are wholly dedicated to our grounds and estate management, these appointments have increased the overall workforce by 12.5%.

Photos overleaf, please credit Marlborough Town Council

For further enquiries please contact us using the methods below






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@VisitMarlborough 



**Welcoming the Apprentices to the Town Hall**



**At the Community and Youth Centre: Matt introduces Emma to cricket**



Emma shows Matt the Hidden Marlborough town trail



Exchanging tools of the trade