

# Apprenticeship Ambassador Network

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## What is an Apprenticeship Ambassador?

The Apprenticeship Ambassadors are all employers who have recruited apprentices as part of their workforce. They are passionate about their experiences with apprentices and are keen to promote the apprenticeship route to other employers and potential new apprentices.

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## What does an Apprenticeship Ambassador do?

- ✓ Proactively champions apprenticeships in their own networks including customers, supply chains, and trade & sector bodies
- ✓ Acts as a role model to promote and encourage the breadth and diversity within apprenticeships
- ✓ Shares experiences, knowledge and skills and talks positively and honestly about the impact an apprentice has made within your organisation – this may be through case studies, meetings and events and via social media
- ✓ Endorses apprenticeships at job fairs, skills shows and events and influences other employers about the benefits of apprenticeships
- ✓ Ambassadors volunteer to undertake their role for approximately 1 day every 3 months.

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## What support will an Apprenticeship Ambassador receive?

- Be part of a network of trusted and influential Apprenticeship Ambassadors locally as part of the wider region – expanding your own networking and peer to peer support opportunities
- Invited to an annual regional conference to share good practice, network across the regional ambassador group and hear topical speakers including Ministers.
- Promotion via our social media channels to support key messages and campaigns, e.g. National Apprenticeship Week; and showcasing your role, as both a significant employer and Apprenticeship Ambassador.

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## Become an Apprenticeship Ambassador

The apprenticeship reforms have encouraged lots of new and exciting businesses and sectors to be more actively involved in apprenticeships. We want our refreshed ambassador network to reflect this dynamic.

**If you are interested in joining as an Ambassador, please contact:** [AAN.CHAIR@education.gov.uk](mailto:AAN.CHAIR@education.gov.uk)

**For more information visit:**

[gov.uk/government/groups/apprenticeship-ambassador-network](https://www.gov.uk/government/groups/apprenticeship-ambassador-network)



### George Ritchie MBE, Associate Director – Consultant at PX Group and Chair of the North East AAN says:

“I started my working life as an apprentice and passionately believe in the difference the apprenticeship made to my career and the companies I worked for. All the companies I worked for recruited quality apprentices who I know made a difference to the company performance. The businesses wanted to grow their own people who had a passion for the company, who knew the company were investing in them and that meant the individual wanted to put something back in to the business. As chair of the North East Apprentice Ambassador Network I lead a group of like-minded employers, all the employers share the desire to see their people succeed, business grow and prosper and believe that apprentices make a significant contribution to achieving this”.

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