

# 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:

[Apprenticeship Ambassador Network  
\(\[apprenticeships.gov.uk\]\(http://apprenticeships.gov.uk\)\)](http://apprenticeships.gov.uk)



**Anita Davenport-Brooks, People, Culture & Compliance Manager at Lander Automotive and Chair of the West Midlands AAN says:**

*“In 2016 Lander developed and introduced a large-scale apprenticeship programme. Recruiting apprentices every 8 weeks to undertake a level 2 qualification. When we began the programme, we thought we may be able to develop a smaller group to level 3 and 4. We have developed 60% to level 3 and 20% to level 4. Some of the original apprentices recruited are now in positions that we would normally recruit externally for, such as Team Leaders, Quality Engineers, Technicians. Our apprentices have attended school and career events, engaging with our 2000 students in the West Midlands. It is a fantastic opportunity to share our success story with other organisations across the West Midlands, and it is great to engage with other likeminded business people and employers who together have a commitment to develop and support young people.”*

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