

# Introduction to the Apprenticeship Ambassador Network



# Ambassador Network - Background



What is the AAN?

**AAN is the Apprenticeship Ambassador Network.** It is the employer arm of the Ambassador Network, it is the trusted voice of employers. They are all volunteers! Members are employers of all sizes.

Ambassadors are chosen to join AAN because:

- ✓ They demonstrate a high commitment to apprenticeships and/or traineeships in their own workforce
- ✓ They have a high profile in their sector or geographical area
- ✓ They represent a diverse range of employment sectors
- ✓ They must primarily be an employer and willing to promote apprenticeships to a range of partners (supply chains, schools, LEPs, disengaged employers) and share best practice/mentor other employers

# Ambassador Network - Background



What is the [Apprentice Network](#)?

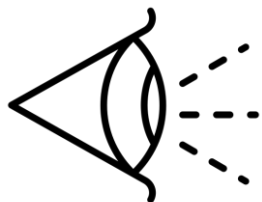
It is the Apprentice arm of the Ambassador Network and is the trusted voice of apprentices. They are all volunteers!

Ambassadors are chosen to join Apprentice Network because:

- ✓ They are current or recently completed apprentices
- ✓ They want to provide information and inspiration to other potential apprentices
- ✓ They represent a diverse range of employment sectors
- ✓ They must be willing to promote apprenticeships to a range of partners (schools, employers, Local Authorities) and share best practice/mentor other apprentices. They work alongside the AAN and link into the ASK project

# Vision

*The vision is aspirational and is our 'North Star', by setting out what our long-term success looks like with a clear measurable impact.*



Every individual and employer will understand the value of apprenticeships as a route to opportunity and economic success.

# Purpose

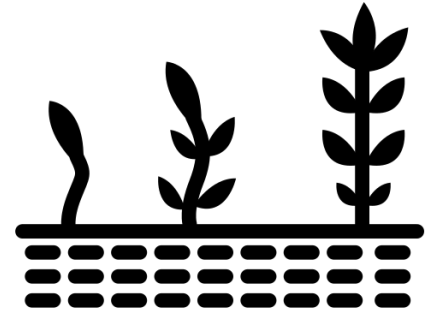
*Reflects who we are and condenses “grow in influence and relevance; tell our story; be nationally significant and locally relevant”.*



Inspire

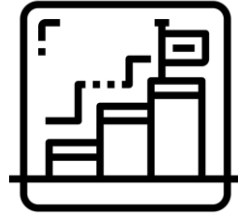


Inform



Grow

# Mission



We will use our influence, advocacy and passion for apprenticeships so that more individuals, employers, and local communities understand and value the role apprenticeships play in igniting business productivity and social prosperity.

As we grow and become more inclusive and diverse, we will pave the way for future apprentices by creating more opportunities for individuals to thrive.

# Objectives – to achieve by March 2026

- Ambassadors will be engaged with every secondary school and college in England (3,500).
- Ambassadors will buddy with small business employers, starting with those recruited through the new piloted Apprenticeship Growth Partners work (3,000).

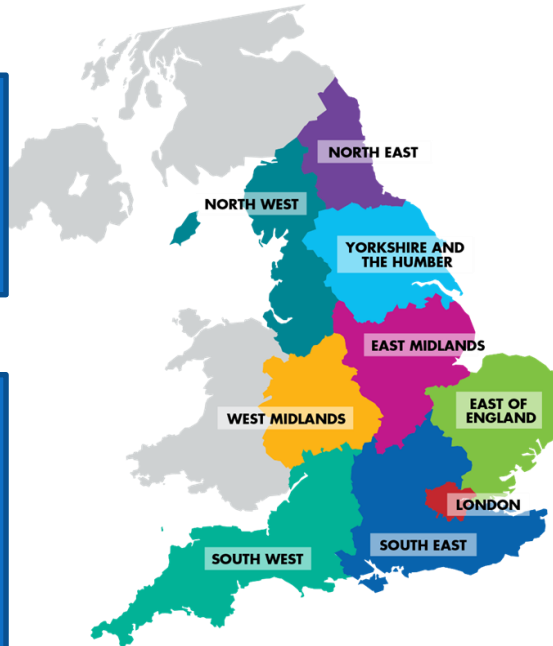


# Structure of the Ambassador Network

## The Regions:

The AAN is split into 9 regions, each with an employer Chair who leads numerous members in the region. ESFA Grant supports each region

Each region delivers against a business plan – activities are aligned to the 4 objectives of the apprenticeships benefit realisation programme and AAN strategy



Each region has an Apprentice Chair that leads their regional membership and works with the regional AAN Chair

Activities of plan – report against 7 common indicators; School events, Case studies, Events/celebrations attended, SM activity, Advocacy to disengaged, Hours Volunteered & Insight



# Apprenticeship Ambassador Network Chairs



**Anthony Impey**  
MBE  
Be the Business  
AAN Chair



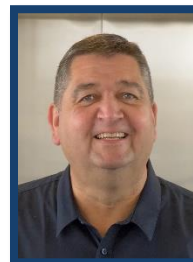
**Kathryn Marshall**  
Lloyds Banking Group  
AAN Vice Chair



**Tom Culley**  
BT Group  
AAN Vice Chair



**Laura Kedward**  
EMR Group  
North West Chair



**Ian Greene**  
Britishvolt  
North East Co-Chair



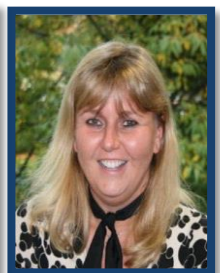
**Jenienne Hinchcliffe**  
Northumberland County Council  
North East Co-Chair



**Angela Borman**  
Siemens  
East Midlands Chair



**Katie Rankin**  
Jet2  
Yorkshire and Humber Co-Chair



**Jill Coyle**  
Nestle UK&I  
Yorkshire and Humber Co-Chair



**Neil Weller MBE**  
Troup Bywaters + Anders  
London Chair



**Elizabeth Flegg**  
West Sussex County Council  
South East Chair



**Nigel Fenn MBE**  
South West Water  
South West Chair



**Matthew O'Conner**  
John O'Conner Grounds Maintenance Ltd  
East of England Chair

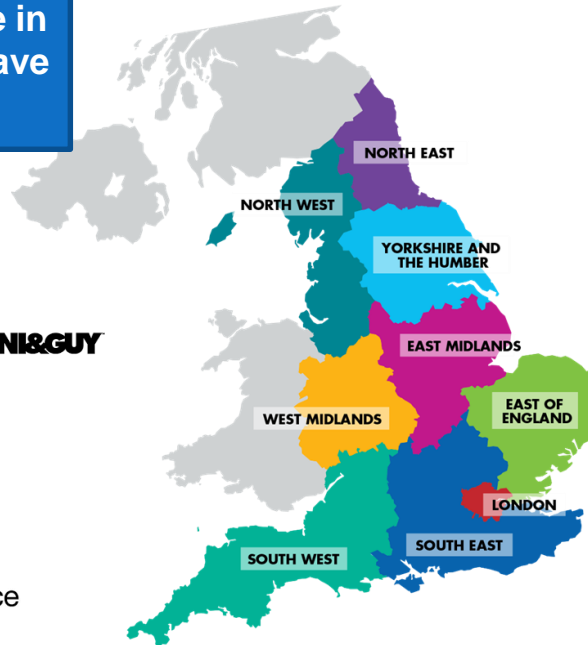


**Anita Davenport-Brooks**  
Lander Automotive  
West Midlands Chair

# Structure of the Ambassador Network

## Multi-Regional Employers (MREs):

To become a MRE member, employer must have presence in at least 5 of the 9 regions & have an active programme



MREs sign a commitment pledge;

- Report against the 4 AAN strategy quadrants
- Encourage apprentices to join AAN
- Support regions where they can
- Use weight of their brand to promote apprenticeships

# Ambassador Network -

## Benefits/ Why Individuals Become Ambassadors

- Network successes shared with Ministers and external publications: raises profile as an apprenticeship employer and individual. Many members have been recognised with Honours due to their service in the education and skills arena
- Part of a network of trusted and influential Apprenticeship Ambassadors locally and part of the wider region – expanding networking and peer to peer support opportunities
- Invited to annual conference to share good practice, network with ambassadors across the country and hear from topical speakers and Ministers.
- Promotion via DfE social media channels to support key messages and campaigns, e.g. National Apprenticeship Week; and showcasing individual's role as both a significant employer and Apprenticeship Ambassador
- Invited to provide insight and feedback on policy and curated briefings via roundtables and surveys as and when required
- Opportunity to be involved with new initiatives as and when required.
- Opportunity to judge regional and national apprenticeship awards
- - Invitation to attend AAN national meetings with the Minister and other high profile individuals
- **MOST IMPORTANTLY, THE MEMBERS BELIEVE IN APPRENTICESHIPS AND ARE HAPPY TO PROMOTE AND SHARE BEST PRACTICE.....**

*Find out  
more*

YHAAN Portal

[www.yorkandhumberportal.com](http://www.yorkandhumberportal.com)

National AAN Portal

<https://engage.apprenticeships.gov.uk/aan>

