

# APPRENTICE AMBASSADORS

**A Prospectus**



# Inspire others

“We share the stories that inspire future apprentices...”

The **Apprenticeship Ambassador Network** is a national group who share experiences to enthuse others about the potential offered by apprenticeships.

We are a community of inspirational, driven, current and former apprentices, of all ages, who volunteer as **Apprentice Ambassadors**, providing passionate and knowledgeable voices for apprenticeships in their area.

We need you to lend your voice and share your experiences as an apprentice to inspire, motivate and inform the apprentices of tomorrow and tell new apprentices about the wealth of opportunities ahead of them as they make informed career choices.

It offers access to training, funded by the **Department for Education**, and **Apprentice Ambassadors** are empowered to attend events to tell their stories, network, support each other, share skills and do all the things that count towards your Off The Job Training

**Apprentice Ambassadors** are encouraged to use social media to connect with and inspire audiences, sharing the benefits apprenticeships and the **Apprentice Ambassador** network.



## OBJECTIVES



1. Grow influence & relevance



2. Tell stories



3. Nationally significant/  
Locally relevant



# A view from the Chairs



**It's an honour to be appointed Chair, helping the great work the network does in promoting, championing and educating people about apprenticeships.**

I'm passionate about it and focused on growing our network, recruiting talented and enthusiastic new Ambassadors.

Like many, I thought my route was to complete my GCSEs, then A-Levels, a gap year, then university and work, but lockdown changed that. Travel was postponed - I wasn't waiting for the world to reopen, so I explored apprenticeships.

It was one my best decisions - learning on the job, developing skills, earning qualifications, and securing a role in cybersecurity.

Apprenticeships open doors for individuals to flourish and realise their potential and for businesses to shape the employees they require. We need more Ambassadors to talk up their experiences and inspire others to fulfil their ambitions.

**Jess Duff**  
**North East Apprentice Ambassador Chair**



**Apprenticeships are an opportunity to learn skills in a professional environment - an experience that I could not have received elsewhere.**

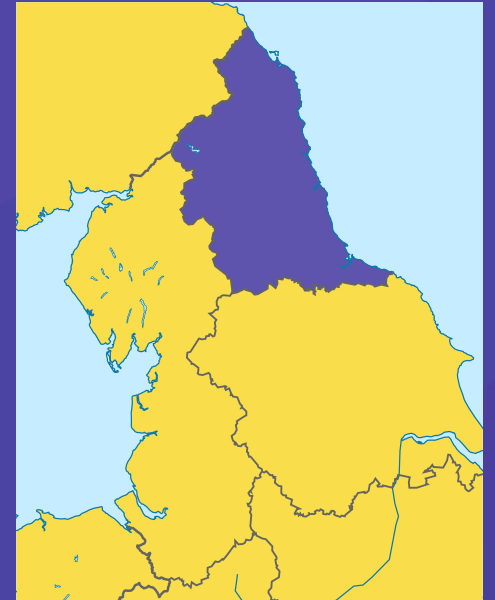
I wanted to work with experts. Theory takes you so far, but first-hand experience is vital. I'm now responsible for communicating with customers and partners to build and maintain relationships. I also lead roll-out of a huge events programme.

The best thing about apprenticeships is exposure to people across your industry and other apprenticeship advocates. I've learned so much from specialists across the country through opportunities to network with them.

We must demystify apprenticeships, promoting the benefits for professional development, personal growth and confidence building.

It's vital we explore ideas to promote apprenticeships as an opportunity to people of all backgrounds and ages, building on an already supportive network for regional apprentices and employers.

**Jake Richardson**  
**North East Apprentice Ambassador Vice Chair**



# A National Network

**Apprentice Ambassadors plug into nine regional networks, of which the North East is one. As well as being part of a powerful national movement, Ambassadors also become regional influencers.**

The North East Apprentice Ambassadors has a Chair, currently **Jessica Duff**, and members are invited to lead and be part of exciting campaigns and projects, often of national significance.

Ambassadors have presented at awards ceremonies, spoken at the **House of Commons**, been the face of national TV apprenticeship campaigns, featured in the Times Education Supplement, and been invited to other high-profile events.

**Being an Apprentice Ambassador opens a lot of doors.**







# National Influencers



The Network provides Ambassadors with a direct link to the people setting the policy around apprenticeships and apprenticeships provision.

We speak at national events, meet regularly with the industry legislators and speak with a collective voice that holds weight with decision makers in Whitehall.

That is why your stories, experience and insight is key for NEAAN. Without hearing directly from apprentices, how can we ever promote, develop and enhance the experience for others?

**Your stories can make a difference – let us help you tell them.**





Join the North East regional network



Attend a training session provided by the National Apprenticeship Service



Use apprentice portal and resources to keep up with news and network activities



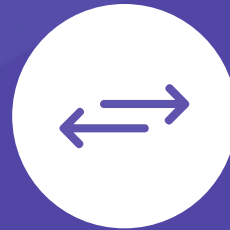
Use the portal log to update on the activity/events you have supported



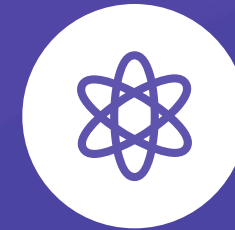
Remain on the group for minimum of one year



Volunteer around 0.5 days per month/6 events per year to support apprentice activity



Keep line managers informed about apprentice activity



Provide a balanced view of the vast array of apprenticeship options available

## Sign up or find out more about becoming an Apprentice Ambassador.

Please get in touch to find out how you could become a leading voice in the effort to promote the apprenticeship agenda.

We are always on the lookout for committed, talented and innovative Apprentice Ambassadors and we'd love to tell you more about it.

### National Apprenticeship Service:

Visit [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk) or call **08000 150 600**

### Regional contact:

Email [hello@neaan.org.uk](mailto:hello@neaan.org.uk)

 @AANNorthEast

 aannortheast

 NorthEastAAN

 North East AAN



**EMPLOYERS**  
**AMBASSADORS**

**A Prospectus**

# A Network of Leaders...

**NEAAN is comprised of employer and apprenticeship members and serves the people and businesses of the North East, promoting, championing and creating apprenticeship opportunities.**

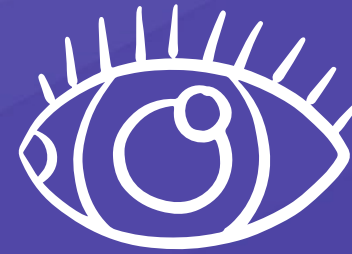
We work with companies and organisations that spearhead the drive to raise the profile of apprenticeships and encourage new employers, of all sizes, to engage in the apprenticeship agenda and commit to apprenticeship delivery in England.

Our Employer Ambassadors are a vital part of our network – sharing their passion, knowledge and best practice across our partners, helping improve apprenticeship provision and drive innovation.

Inspire. Inform. Grow. Three words that underpin what we do. The golden thread that runs through our vision and the DNA of our network.

Our Ambassadors work with people of all ages considering apprenticeships, those who already embarked on their journey, and fellow employers who are either engaged in the apprenticeship agenda or considering dipping their toe in the water.

We need you to not only to employ apprentices, but tell others why they are so vital to your business, sector and the economy as a whole in the region.



## Vision

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



## 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.



# A view from the Chairs



**My professional life began as an apprentice and I passionately believe in the difference apprenticeships can make to careers.**

I witnessed and eventually oversaw the process of training and moulding individuals to excel in a variety of roles, while the business enjoyed the benefits of fresh ideas, enthusiasm and skill.

NEAAN is proud to work with companies dedicated to creating quality apprenticeships and training quality apprentices. These individuals then go on to fill a variety of roles across all sectors – people making a difference to the performance of their organisations.

We want to shine a spotlight on the firms growing their own people, recognising good practice and sharing it across our network.

The North East has a wealth of fantastic apprentices and organisations doing incredible work to enhance their apprenticeship offer – we see it as our job to recognise, celebrate and share their continued success.

**Prof, Ian Green MBE, NEAAN Co-Chair  
FCIPD Professor of Practice at Newcastle University**



**As Co-Chair of the North East Apprentice Ambassador Network, I enjoy a position where I'm lucky enough to observe some of the finest apprentices in the country and a group of employers who share the desire and passion to see people succeed.**

The North East is a beacon for the rest of the country – a region full of businesses and organisations who recognise that to grow and prosper, they must continually invest in training staff for the future.

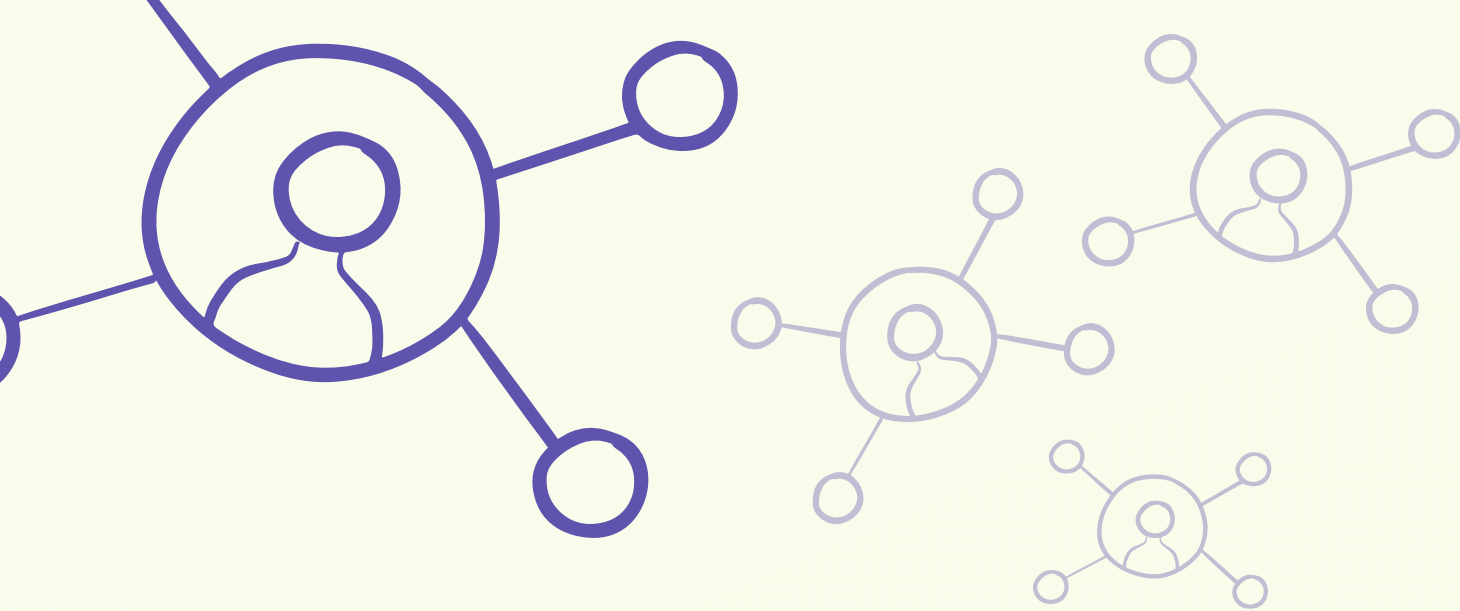
Our members are as passionate about apprenticeships as we are and recognise that apprentices can make such a significant contribution to achieving success.

NEAAN, like our members, always has one eye on the future. And that is why we need more Apprenticeships Ambassadors and Apprentice Ambassadors, regional cheerleaders to help us shine the spotlight on what is going on in the North East.

We're always looking for more employer Ambassadors...maybe you could be our next one?

**Jenienne Hinchcliffe, NEAAN Co-Chair  
Learning & Organisational Development Coordinator (Talent & Leadership Development) at Northumberland County Council**





# A National Network

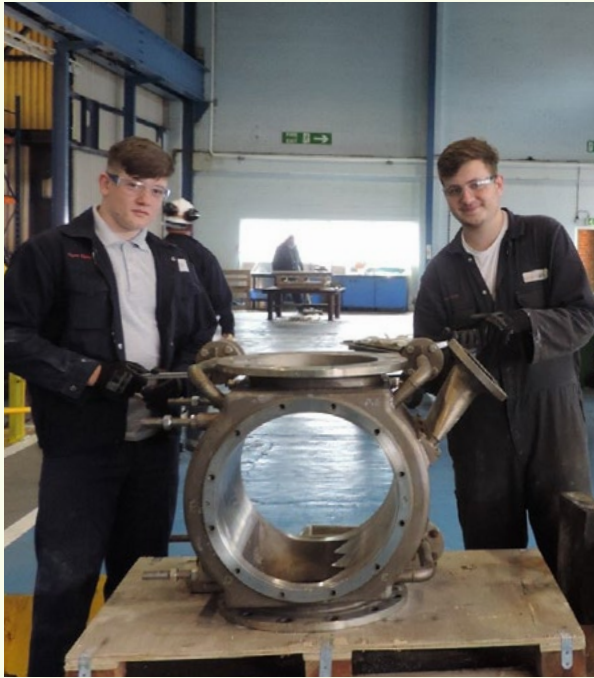
**Employer Ambassadors plug into nine regional networks for England, of which the North East is one. As well as being part of a powerful national movement, Ambassadors also become regional influencers providing expertise and insight on apprenticeships.**

**The North East Apprentice Ambassadors** has joint Chairs, Jenienne Hinchcliffe and Ian Green, and members are invited to lead and be part of exciting campaigns and projects, often of national significance.

Ambassadors shout about the difference that apprentices make to their business, raising the profile of the company nationally.

**Being an Employer Ambassador can provide a real opportunity for you to promote your business.**





# Opinion Formers/ Policy Leaders

**Employer Ambassadors have a direct link to the people and organisations that are not only setting policy around apprenticeships and apprenticeships provision, but also sharing it. It is the trusted employer voice within Department of Education and Education Skills Funding Agency.**

Employers have the opportunity to present at national events, share best practice and ideas, and meet regularly with the industry legislators and speak with a collective voice that holds weight with decision makers in Whitehall.

That is why your stories, experience and insight is key for **NEAAN** – without hearing directly from apprentices, how can we ever promote, develop and enhance the experience for others and engage more employers that it makes good business sense to employ apprentices.

**Your stories can make a difference - let us help you tell them.**



Join the North East regional network



Remain on the group for minimum of one year



Attend a training session provided by the National Apprenticeship Service



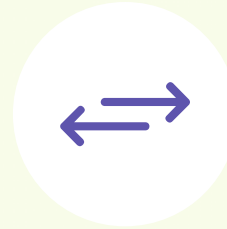
Volunteer around 0.5 days per month/6 events per year to support NEAAN activity



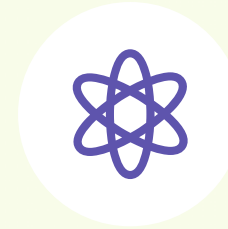
Use the NEAAN portal and resources to keep up with news and network activities



Share your best knowledge and experience of apprenticeships



Use the portal log to inform on your own activity/events



Provide a balanced view of the vast array of apprenticeship options available

## Sign up or find out more about becoming an Employer Ambassador.

If you think you have the passion, knowledge and communications skill required to be an Employer Ambassador, please get in touch.

Discover how you could become a leading voice in the effort to promote quality apprenticeships, innovation and best practice.

We are always on the lookout for committed, talented and innovative Employer Ambassadors and we'd love to tell you more about it.

### National Apprenticeship Service:

Visit [apprenticeships.gov.uk](https://apprenticeships.gov.uk) or call **08000 150 600**

### Regional contact:

Email [hello@neaan.org.uk](mailto:hello@neaan.org.uk)

 @AANNorthEast

 aannortheast

 NorthEastAAN

 North East AAN