

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

National Apprenticeship Service:

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

Regional contact:

Email hello@neaan.org.uk

 @AANNorthEast

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 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.

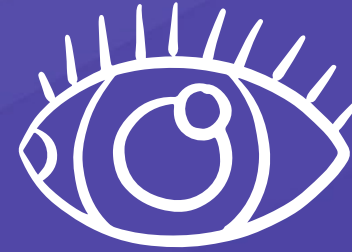
We work with companies and organisations that spearhead the drive to raise the profile of apprenticeships and encourage new employers, of all sizes, to engage in the apprenticeship agenda and commit to apprenticeship delivery in England.

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.

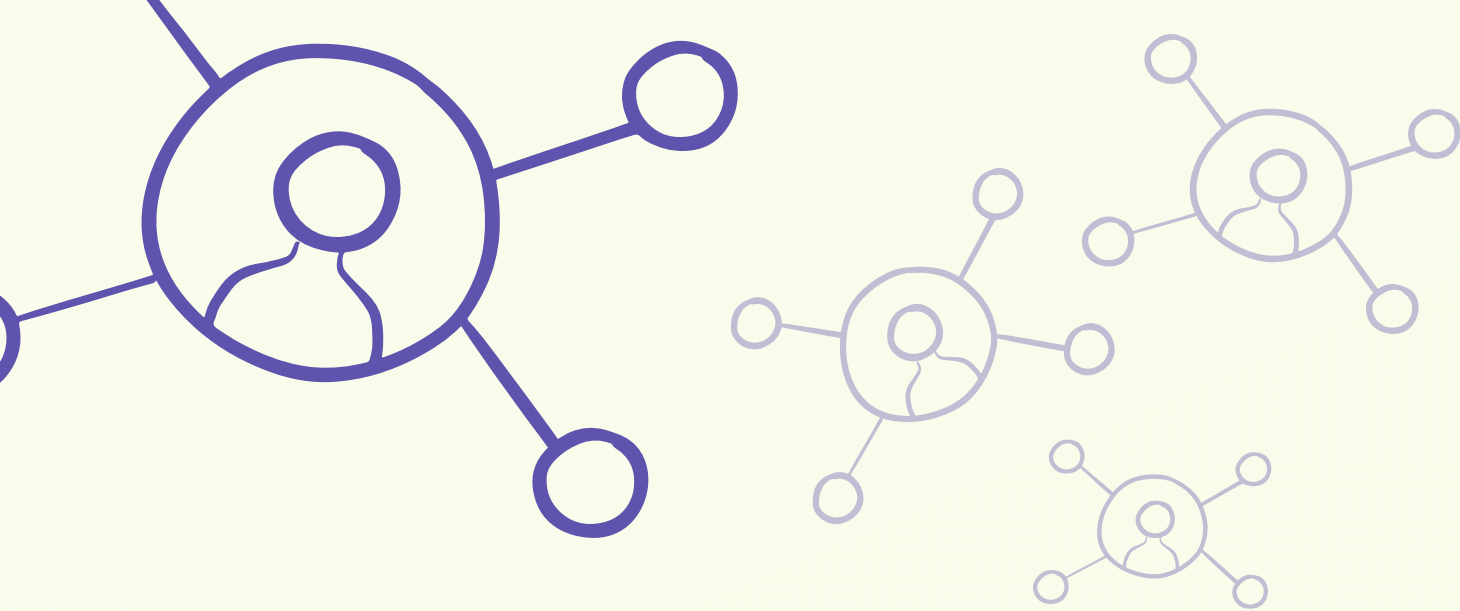
Our members are as passionate about apprenticeships as we are and recognise that apprentices can make such a significant contribution to achieving success.

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

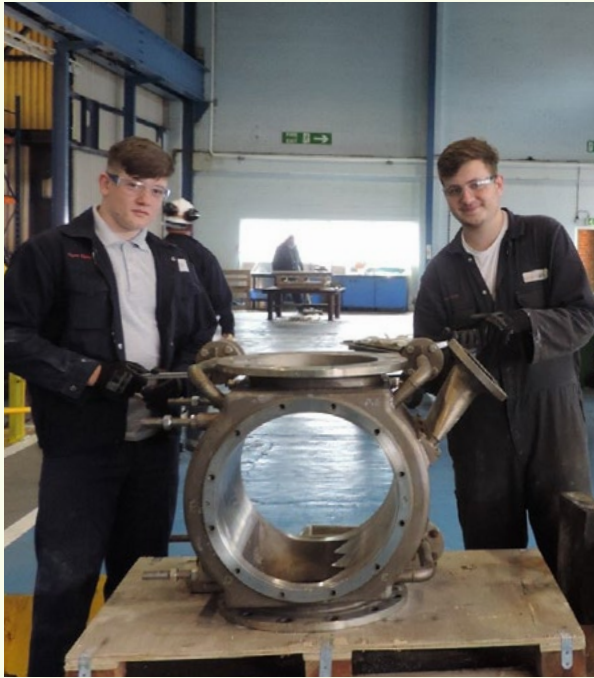
Employer Ambassadors plug into nine regional networks for England, of which the North East is one. As well as being part of a powerful national movement, Ambassadors also become regional influencers providing expertise and insight on apprenticeships.

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



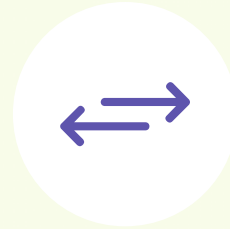
Volunteer around 0.5 days per month/6 events per year to support NEAAN activity



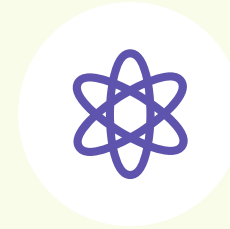
Use the NEAAN portal and resources to keep up with news and network activities



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.

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