

Apprenticeship Ambassador Handbook



Contents

Subject	Page
Contents	2
AAN strategy and objectives	3
AAN structure	4
Role of the ambassador	5
AAN key partners	6
Engagement programmes	7
Social media	8
The code of conduct	9
The AAN portal	10
Useful information	11

AAN strategy and objectives

The Apprenticeship Ambassador Network is a group of employers and past and current apprentice ambassadors. These ambassadors work together to promote the diversity and benefits of apprenticeships at all levels and across all sectors.

The government is committed to supporting high quality apprenticeships to boost the country's skills, growth and productivity. The Apprenticeship Ambassador Network is aligned with the government's priorities. By March 2026, the objectives of the AAN are to have:

- ambassadors engaged with the more than 3,500 secondary schools and colleges in England
- ambassadors buddy with small business employers, starting with the 3,000 recruited through the new piloted Apprenticeship Growth Partners work

Our vision and mission for the AAN

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

Ambassadors will influence, advocate and have a passion for apprenticeships. This is so that more individuals, employers and local communities understand and value the role apprenticeships play in igniting business productivity and social prosperity.

The network grows and becomes more inclusive and diverse. This paves the way for future apprentices by creating more opportunities for individuals to thrive.



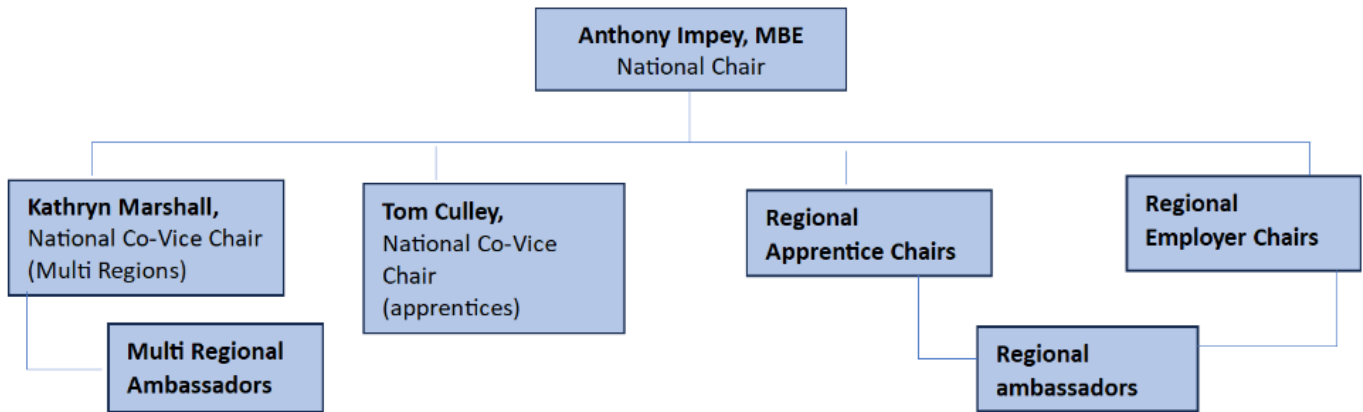
Ambassadors joined the Minister for Skills, Apprenticeships and Further Education Robert Halfon at an event in London.

AAN structure

The Apprenticeship Ambassador Network operates across England. It includes both apprentice and employer apprenticeship ambassadors.

The strategic direction of the AAN is overseen by the national leadership team, which led by Anthony Impey, MBE and supported by the Department for Education.

It comprises an employer-led multi-regional group and 9 regional networks. Each of the regions has its own employer and apprentice chair(s) supported by a coordinator. Their contact details can be found below.



Region	Employer Chair/Co-Chair	Regional Co-ordinator	Apprentice Chair
Yorkshire and Humber	Jill Coyle Jill.coyle@nestle.com Katie Rankin Katie.rankin@jet2.com	Craig Watson craigdwatson@yahoo.co.uk	Bradley Longford blongford@henryboot.co.uk
North West	Tom Russell Tom.russell@emrgroup.com	Craig Watson craigdwatson@yahoo.co.uk	Sara McGinlay sara.mcginlay@royalmail.com
North East	Ian Green mrigreen@sky.com Jenienne Hinchcliffe Jenienne.hinchcliffe@northumberland.gov.uk	Alan Wallace Wallacealan10@gmail.com	Jess Duff Jessica.Duff@newcastle.co.uk
West Midlands	Amy Thompson Amy.thompson@veolia.com Saima Yaqub Saima.yaqub@midlandheart.org.uk		Heather Campbell Chair@wmaan.co.uk
East Midlands	Angela Borman Angela.borman@siemens-energy.com	Alan Wallace Wallacealan10@gmail.com	Charlie Gresswell Charliegresswell8@gmail.com
London	Neil Weller n.weller@tbanda.com	Mariam Shikh m.shaikh@tbanda.com	Luke Cryan londonyaan@gmail.com
East of England	Matt O'Conner matt@johnconner.co.uk	Karen Kelly eocean@gmail.com	Kieren Buxton kieren@nationaltennis.org.uk
South East	Elizabeth Flegg Elizabeth.flegg@westsussex.gov.uk	Karen Pirks Kpirky@outlook.com	Lee green Lee.green@maersk.com
South West	Nigel Fenn nfenn@southwestwater.co.uk	Debbie Passmore dpassmor@southwestwater.co.uk	Jordan Keen jordankeen@southdevon.ac.uk

The role of an ambassador

The role of an apprenticeship ambassador is to champion apprenticeships by

- sharing success stories that demonstrate the impact apprenticeships have on individual careers and business success, such as improved productivity
- providing insight to the government to continue to develop and grow the apprenticeship landscape

Employer ambassadors

- are committed to spearheading the drive to engage new employers to deliver apprenticeships in England
- interact with other employers to highlight the impact an apprentice can have on a business
- share their experience of recruiting and upskilling staff through apprenticeship programmes
- provide information, guidance and mentoring to employers looking to introduce apprentices to their businesses
- attend regional meetings to stay up to date with the network
- volunteer for approximately 1 day every 3 months
- use business or personal social media channels to share the benefits of apprenticeships

Apprentice ambassadors

- raise the profile of apprenticeships by sharing their personal apprenticeship story
- use social media, write case studies and record their apprenticeship experiences
- volunteer for events and remain as part of the network for at least one year
- share their experience of the network with others and invite them to become a member of the AAN
- join and participate in AAN training sessions to support their professional and personal development
- attend regional meetings to stay up to date

Ambassador benefits include

- being part of a trusted and influential network
- attending annual and regional conferences to share good practices and meet other network members
- receiving the most up-to-date information and guidance on apprenticeships
- opportunities to attend high profile events
- sharing your views
- joining regional social event and get to know other members of the network
- access to live and pre-recorded training sessions delivered by the Department for Education
- building your network and having access to peer-to-peer support opportunities
- developing personal and professional skills
- being invited to join in exciting campaigns

AAN key partners

What is the ASK programme?

Ambassadors can volunteer, support and engage in school events through the Apprenticeship Support & Knowledge for Schools and College programme (ASK), which provides engagement for KS3, KS4 and KS5 students, teachers and parents.

The programme is designed to provide up to date information and guidance on apprenticeship and help to change perceptions through:

- student workshops
- assemblies
- teacher CPD sessions
- careers fairs

Ambassadors can search and sign up for ASK events looking for ambassadorial support through the Events Hub calendar on the portal.

ASK Delivery Partners

The ASK programme is delivered the four delivery partner organisations.

North region

Organisation: BL Training
Main contact: Guy Saxton
Email: guy.saxton@bl-training.co.uk
Telephone: 07515 286688

Midlands region

Organisation: Workpays
Main contact: Tina Patel
Email: Tina.Patel@workpays.co.uk
Telephone: 07964 396786

London region

Organisation: Education Development Trust
Main contact: Bradley Davis
Email: bdavis@educationdevelopmenttrust.com
Telephone: 07805349598

South region

Organisation: CXK
Main contact: Hazel Allan
Email: HazelAllan@cxk.org
Telephone: 07498 374845

AAN priorities

School engagement

One of the AAN's strategic objectives is that, by March 2026, an ambassador will be connected to every secondary school and college in England. That's an ambitious target as there are over 3,500 of them across the country!

The aim is that ambassadors will inspire the next generation of apprentices by telling compelling stories as someone who "has been in their shoes". Ambassadors will be able to take part in assemblies and workshops to champion technical education options. These sessions will be delivered in conjunction with The Careers and Enterprise Company and ASK.

This will also serve to ensure school leaders and teachers understand and value the opportunities and benefits of apprenticeships.

This aspiration also featured in the government's response (from the Rt Hon Robert Halfon MP) to the Education Select Committee's report into 'Careers Education: Information, Advice and Guidance'.

We are undertaking a pilot with 24 secondary schools and colleges in Bristol to learn more about achieving our objective. Every other AAN region is also actively engaged - they are doing a range of impressive work influencing schools on the impacts and strengths of apprenticeships.

Supporting SMEs

SMEs play a pivotal role in creating apprenticeship opportunities – particularly for younger people and those in disadvantaged areas.

There has been a drop in the number of new SME apprenticeship starters. SMEs cite specific barriers to connecting with apprenticeships, including a lack of awareness of the programme and challenges around recruitment and mentoring.

All of these barriers can be overcome. The AAN has set itself a target to 'buddy' with 3,000 SMEs by March 2026 to support them with their apprenticeship engagement. This buddying will involve linking up with and supporting the employers to recruit and employ apprentices.

We are working with the SME Apprenticeship Brokerage pilots across the country; as well as connecting with SMEs and the intermediary bodies they trust, such as the Institute of Directors and the Federation of Small Businesses.

The AAN's multi region ambassadors are also supporting this as they work in partnership with SMEs in their supply chains - as well as with some levy transfers.

Social media

Apprenticeship ambassadors are encouraged to use social media as a platform to highlight the benefits of apprenticeships to employers and individuals. This can be done by sharing an apprenticeship journey, celebrating achievements, promoting apprenticeship events or sharing useful resources.

When using social media, the messaging must be positive, exciting and motivating and not contain any derogatory terminology.

Please find below the regional websites and social media handles. We encourage members to follow and share information.

Region	Website	LinkedIn
Yorkshire and Humber	www.yorkandhumberportal.com/	Yorkshire and Humber Apprenticeship Ambassador Network
North West	www.nwaan.co.uk/	North West Apprenticeship Ambassador Network
North East	www.neaan.org.uk/	North East Apprenticeship Ambassador Network
West Midlands	www.wmaan.org.uk/	West Midlands Apprenticeship Ambassador Network
East Midlands	www.emaan.org/	East Midlands Apprenticeship Ambassador Network
London	www.londonaan.com/	London Apprenticeship Ambassador Network
East of England	www.eastofenglandaan.co.uk/	East of England
South East	www.seaan.org.uk/	South East Apprenticeship Ambassador Network
South West	www.southwestaan.com/	South West Apprenticeship Ambassador Network
Apprenticeship.gov.uk	www.apprenticeships.gov.uk/influencers/become-an-ambassador	Apprenticeships.gov.uk

Region	X (Twitter)	Instagram	TikTok
Yorkshire and Humber	@YHAANetwork	YH.AAN	@yorkandhumberann
North West	@NWAANetwork		
North East	@AANNorthEast	aannortheast	
West Midlands	@WMAANetwork	aanwestmids	
East Midlands		eastmidsaan	@EastMidsAAN
London	@AanLondon	aanlondon	
East of England	@EofEAAN		
South East	@NetworkSeaa		
South West	@SouthWestAAN	SouthWestAAN	@SouthWestAAN
Apprenticeship.gov.uk	@Apprenticeships	Gov.apprenticeships	

Guidance and information

Code of Conduct

The huge contribution and brilliant work apprenticeship ambassadors do across the county to champion apprenticeships is critical to the success, growth and reputation of the network.

The Code of Conduct sets out behavioural expectations and ensures all ambassadors maintain a level of professional conduct that is acceptable to other ambassadors, employers and key stakeholders.

As an ambassador, you will be expected to:

- be friendly and welcoming to all
- be supportive of and committed to other ambassadors
- respect the rights, dignity and worth of all participants, regardless of age, gender, ability, race, cultural background, religious beliefs, or sexual identity
- be aware when using social media that offensive content such as racial, ethnic, sexual, religious, or physical disability slurs will not be tolerated
- report inappropriate behaviour to helpdesk@manage-apprenticeships.service.gov.uk
- keep yourself safe
- not consume alcohol or drugs of any kind on any premises whilst representing your regional or national network

AAN Portal

The AAN portal has been created to allow employer and apprentices ambassadors to find and participate in regional and national activities that support the network mission and connect with other ambassadors.

How the portal helps ambassadors

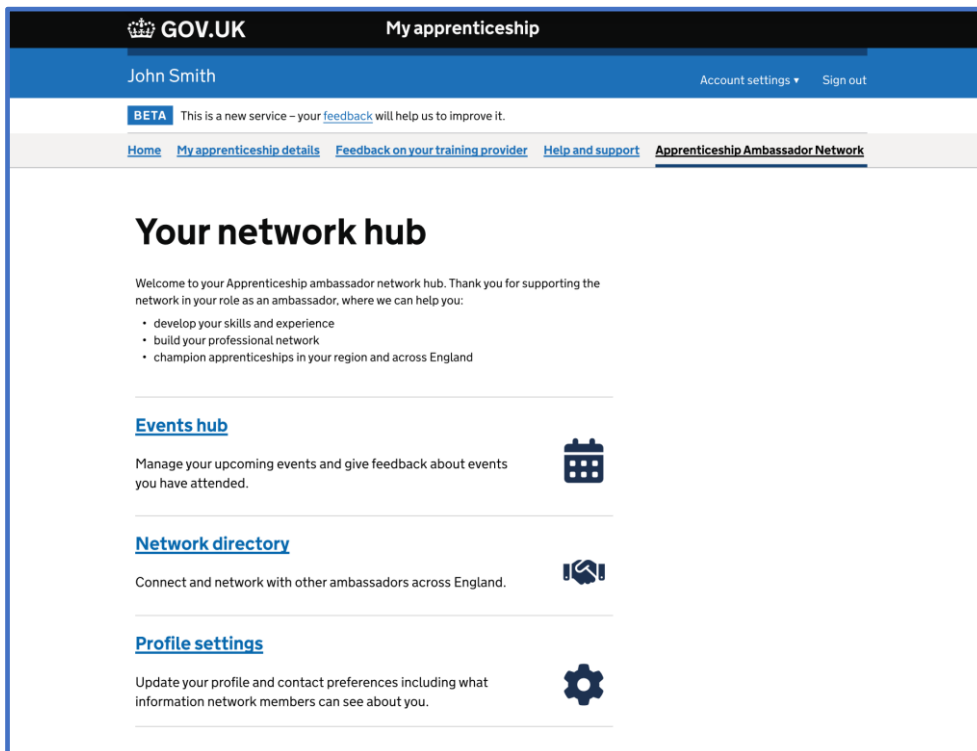
- view the interactive calendar to see the full list of events available to ambassadors
- sign up for events
- update ambassador profile page
- use the network directory to connect with the regional chairs and other ambassadors
- view the list of resources

Ambassador user guide

A user guide to help ambassadors navigate and use the portal has been created to help users get the most out of the platform. The guide covers:

- accessing the portal
- managing user profiles
- using the network directory
- searching for events
- signing up to events
- leaving the network

A range of resources are available on the portal to provide top tips and guidance to ambassadors and to promote the AAN to colleagues. The full library of resources can be found on the [Resource Hub](#).



The screenshot shows the 'My apprenticeship' portal interface. At the top, there is a black header with the 'GOV.UK' logo and 'My apprenticeship' text. Below this is a blue navigation bar with the user's name 'John Smith' on the left and 'Account settings' and 'Sign out' on the right. A 'BETA' banner indicates it's a new service. A navigation menu includes 'Home', 'My apprenticeship details', 'Feedback on your training provider', 'Help and support', and 'Apprenticeship Ambassador Network'. The main content area is titled 'Your network hub' and includes a welcome message and a list of goals: 'develop your skills and experience', 'build your professional network', and 'champion apprenticeships in your region and across England'. Three main sections are listed: 'Events hub' (with a calendar icon), 'Network directory' (with a handshake icon), and 'Profile settings' (with a gear icon).

Useful Information

Please find below a list of website ambassadors may find useful to support presentations, apprenticeship ambassador knowledge or for signposting.

- Become an apprentice - <https://www.apprenticeships.gov.uk/apprentices>
- Browse apprenticeships - <https://www.apprenticeships.gov.uk/apprentices/browse-apprenticeships>
- Applying for an apprenticeship - Find an apprenticeship - GOV.UK (www.gov.uk)
- Find apprenticeship training - <https://www.gov.uk/employers-find-apprenticeship-training>
- Employer guides - <https://www.apprenticeships.gov.uk/employers/employer-guides>
- [The Rt Hon Robert Halfon MP, Minister for Skills, Apprenticeships and Higher Education biography page](#)
- [The Rt Hon Robert Halfon MP - GOV.UK \(www.gov.uk\)](#)

Key Apprenticeship Events

There are some key events in the apprenticeship ambassador calendar for you to be aware of. Look out for the dates of when each event is happening.

National Apprenticeship Week

A full week of celebrations across the country to showcase the positive impact apprenticeships have on businesses and individuals.

The National Apprenticeship Awards

The annual awards ceremony recognises the hard work and commitment from apprentices and employers in a brilliant celebration.

The National Apprenticeship Ambassador Network Conference

The annual conference is an amazing opportunity to inspire, reflect and plan for the year ahead.

Top Apprenticeship Employers

Celebrating England's top 100 employers and top 50 SMEs and their outstanding apprenticeship programmes.