



Lancashire Employer
Ambassador Network

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What Is An Employer Ambassador?

The Lancashire Employer Ambassador Network is a group of employers, whose main aim is to spearhead the drive to promote apprenticeships to employers through business to business engagement. The Lancashire Employer Ambassador Network is also supported by a network of Lancashire Apprentice Ambassadors, who are passionate about Apprenticeships and want to highlight the benefits to both employers and individuals. Both networks are managed by The Lancashire Work Based Learning Forum.

Lancashire Employer Ambassadors are all employers who have previously, or who

currently recruit apprentices and who want to highlight the benefits of taking on apprentices to other employers and potential apprentices. They may even have been apprentices themselves.

They undertake their ambassador role (on a voluntary basis) by supporting and influencing a wide range of key stakeholders including schools, colleges, local enterprise partnerships, employers and their supply chains, trade associations and employment bodies. They champion and support marketing, publicity and events to raise awareness of apprenticeships and also mentor other employers.

Why Become An Employer Ambassador?

- It will provide prestige and great publicity both locally and nationally for your company.
- You will raise awareness of your company with young people and attract the next generation of apprentices and employees for your company.
- You will be part of a network of Ambassadors across Lancashire and the North West.
- You will expand your network of contacts through being involved and have the opportunity to share good practice.



If you would like to be an Employer Ambassador or would like to nominate an Apprentice in your organisation to become an Ambassador please contact Samantha Connelly.

Email: sam@lancsforum.co.uk Tel: 01254 306831

 @lancsambassador

 Lancashire Apprentice Ambassador Network

