

## Rail Week Ambassadors General Guidance

Young people working in rail find that it's a fantastic place to have a career. It's a great industry that offers so much potential and a career than can make a huge impact on peoples' lives.

Through getting involved in Rail Week events, students, parents and teachers will get first-hand experience of what young people do to deliver millions of passenger journeys every day.

Many schools unfortunately won't be able to take time out to go on a visit however and that's where Rail Week Ambassadors can support by bringing rail into the classroom!

Rail Week Ambassadors come from all walks of the rail industry, from engineers to operators, transport planners to financial analysts, traffic managers and train controllers and from a range of companies in every region of the UK.

As a Rail Week Ambassadors, you will inspire young people to a variety of careers in rail from planning and operating rail services to designing future railways, trains and stations to help passengers on their journeys.

Rail Week activities can range from a 20-minute presentation to a 1-hour introductory session or even a 3-hour interactive activity challenge, between 2 and 5 ambassadors per event.

By volunteering as a Rail Week Ambassador you will:

- Play a part in addressing the skills gap in rail
- Help transform the image of rail into an exciting place where young people can have a huge impact
- Develop your presentation skills
- Engage and enthuse young people about working in rail
- Give teachers and parents a unique perspective on the world of work in rail careers
- Make a difference in the local community

### Become a Rail Week Ambassador

All volunteers who wish to support at Rail Week events with young people must first sign up as a YRP Ambassador.

#### **a) If you are already a YRP Ambassador...**

Fantastic! Just get in touch with your region YRP Ambassador Manager or YRP committee and find out how you can get involve and support Rail Week events. As and when we receive a request

from schools, your YRP Ambassador Manager will also be in touch with you.

**b) If you are not yet registered with YRP Ambassadors...**

It's easy and free to join us! Sign up as a YRP Ambassador [here](#) today.

Once you've registered with us, you will receive news as and when we have a request from schools for ambassadors. Your YRP Ambassador Manager will also be in touch on how you can get involve with Rail Week Events.

## STEM Learning Ambassador Induction Sessions

If you are new in volunteering with YRP as an ambassador or in any sort of outreach activities, it could be beneficial to attend a ambassador induction session provided by your local STEM Learning organisation (previously known as STEMNET). At the induction you'll be given a great grounding in how to engage with young people and an introduction to some of the ways you can promote Rail in the classroom. To look for your local ambassador induction session, see [STEM Learning website](#). Please note that attendance at a ambassador induction session or becoming registered as a STEM Ambassador is recommended but not mandatory.

## Connecting with Schools

Rail Week will be raising awareness of Rail Week amongst schools across the UK. Teachers who are interested in having Rail Week Ambassadors come into the classroom will make a request on the Rail Week website. YRP Ambassador Managers and the Rail Week team will then contact you when opportunities become available.

Equally you would be welcome to get in touch with your local schools, former teachers and offer your support in working with them to organise a rail activity or event.

## Running engaging activities

To help you engage young people in the world of working in rail we're developing some resources to help you.

We're pulling together some promotion materials, including fliers, presentations and key messages to help inspire young people.

We're also collating and preparing classroom activities to be run by Rail Week STEM Ambassadors. These are made available on the Rail Week website. Visit [here](#) to explore!

### Key contacts

May-Ann Lew  
[May-ann.lew@youngrailpro.com](mailto:May-ann.lew@youngrailpro.com)

Molly Dalton  
[molly.dalton1@bbrail.com](mailto:molly.dalton1@bbrail.com)

Keith Upton  
[keith.upton@atkinsglobal.com](mailto:keith.upton@atkinsglobal.com)

Some of these activities will require materials to run them, e.g. building a bridge out of straws. We hope employers will ensure their staff who volunteer aren't out of pocket, but if you have any challenges please get in touch with the Rail Week team and we can escalate it with the dedicated point of contact within your company.

If you have your own ideas of engaging activities, please do share them with us so that we can further grow our resource and benefit other ambassadors out there.

## Social Media

Rail Week is promoting itself via Social Media and we have a dedicated PR team in place to tell the world about what we're doing in rail.

Please send any photos and stories to us via the following social media channels or email us at [hello@railweek.com](mailto:hello@railweek.com):

- <https://twitter.com/railweek>
- <https://www.linkedin.com/company/railweek>
- <https://www.facebook.com/railweek>
- <https://www.instagram.com/railweek>

## Reporting activities

At the end of Rail Week we want to know how successful it was and how wide the reach has been.

Please ensure that you report all of your Rail Week-related activities to us and that you share any good ideas or improvement points with your YRP Regional Ambassadors Manager.

## Any questions?

If you have any questions or suggestions, please contact the Rail Week Team, at [hello@railweek.com](mailto:hello@railweek.com), and we'll do our best to help you find the answer you need.

Your YRP Regional Ambassadors Manager contacts are the following who will be in touch in due course. To get in touch directly with YRP Ambassadors, email [ambassadors@youngrailpro.com](mailto:ambassadors@youngrailpro.com)

- London & South East: James Hill
- East Midlands: Dan Jones
- North West: Kevin Gedge
- North East: Louise Fletcher
- West Midlands: Mutsa Kamudzandu
- Western: Muhammad Fauzan (Acting)
- Scotland: Ben Ross (Acting)