

Cultural Ambassadors Programme Update 2026

During December 2024 and March 2025 an in-depth evaluation of the cultural ambassadors programme was conducted in partnership with the NCA's Research and Innovation department and the Applied Research Collaboration Greater Manchester (ARC GM), which identified areas for improvement. The evaluation report was presented to the NCA Board, who endorsed continuation of the programme following completion of the planned refresh.

The refreshed programme launched in June 2025 and clarifies the commitment and expectations of cultural ambassadors, the role is now clearly defined as a constructive support within the recruitment and disciplinary process. In addition, training for cultural ambassadors was refreshed with a renewed focus on identifying cognitive bias, dealing with challenging conversations and developing reflective listening skills.

During 2025 thirty-nine colleagues have attended the refreshed training, who have provided positive feedback on the sessions. Below is a selection of feedback received from attendees:

“Excellent session - thank you :)”
“I think you have covered all areas currently. Very much in-depth session and very interesting, which kept me focused.”
“I am very grateful to be given this opportunity and thanks Ben and Joe.”
“Carry on doing what you are doing, It is very powerful.”
“Really good interactive sessions. I thought the examples given brought the learning into some practice for when we have to attend. Really good sessions thank you!”
“I feel that the training is really great and there are a lot of opportunities to clarify information. In addition, the breakup groups are great too”

Data has continued to be collected on training uptake and attrition rates. The attrition rate will be calculated following the completion of Cohort 3, scheduled for March 2026.

Standardised expectations of CA's for recruiting managers and panel chairs have been introduced, directly informed by feedback gathered during the evaluation, a further survey is

being sent out to CA's and recruiting managers and panel chairs to gather their feedback on the refreshed role definitions and expectations.

As a result of the evaluation, recommendations, and subsequent refresh the programme's infrastructure is now better organised. Improvements to data collection and monitoring processes have now been implemented, resulting in a more systematic and meaningful flow of information to support ongoing monitoring and decision making.

An internal review of the revised programme is taking place in February 2026, to assess whether the programme is being used more widely and consistently, this feedback and data will be used to further improve the programme. Findings from this review will be available in April 2026 and can be shared at that time.