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PRESS RELEASE

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AMBASSADEURS GROUP COMMITS TO LEVELLING UP FRAMEWORK

Gaming, hospitality and travel company [Ambassadeurs Group](#) (AG) has partnered with the [Purpose Coalition](#) to measure and enhance its social impact.

The partnership will see AG develop a Levelling Up Impact Report to map its activity against the 14 [Levelling Up Goals](#). The report will build on AG's community engagement work which is focused on four areas; mental health and wellbeing, education, safer gambling and community.

AG joins a number of UK businesses, universities and public sector organisations in assessing their best practice and measuring their impact against the goals.

The Purpose Coalition, chaired by former Education Secretary Rt Hon Justine Greening, is made up of the UK's most innovative purpose-led leaders and organisations.

Justine Greening is a long-term campaigner on social mobility and levelling up both inside and now outside of Parliament. In 2018 Justine co-founded the [Social Mobility Pledge](#) to bring businesses and universities together to improve social mobility. The Levelling Up Goals are the first major piece of work launched by the most committed of these organisations.

Justine Greening said: "The Levelling Up Goals provide a clear benchmark for organisations to measure their impact against. Only through working in partnership can progress truly be made and I'm excited to welcome another organisation to the Purpose Coalition that is committed to making a difference.

"I'm really looking forward to working with the AG team on its levelling up work and helping the organisation to have maximum impact on its community and colleagues. The organisation has already shown its commitment to spreading opportunities through its community engagement and its Ambassadeurs Academy, and crucially it wants to go further."

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Ambassadeurs Group

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A Group with Purpose: Donating wheelchairs to support military veterans, in partnership with the Oppo Foundation (main image), launching the AG Women's Network on International Women's Day (bottom left), celebrating AG's inspirational staff with Employee of the Month (bottom right).

Tracy Damestani, Chief Corporate Affairs Officer at AG, said: 'This is an important moment for our Group. It underlines our commitment to a strategy that is centered around our core purpose of raising standards and giving back.

'We help people achieve their potential through education and learning and we support organisations and good causes that need help. All our efforts begin with our employees – our WorkFamily – and we have already made tangible commitments to levelling up by helping our heart-of-house staff through the rising cost of living. We have recently taken basic pay from £9.50-an-hour to a guaranteed £15-an-hour for all employees – this is known as the Living Wage PLUS.

'We are building better futures for our people, planet,
members and communities.'

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