NATIONAL APPRENTICESHIP WEEKTOOLKIT

5-11 FEBRUARY 2024







SUPPORT NATIONAL APPRENTICESHIP WEEK 2024



National Apprenticeship Week takes place from 5 to 11 February 2024. It brings together everyone passionate about apprenticeships to celebrate the value, benefit and opportunity that they bring.

The 17th annual week-long celebration will showcase and celebrate apprenticeship employers, training providers, assessment organisations, apprentices, parents, schools, colleges and universities. Together we can promote the benefits of apprenticeships and connected skills offers, showcasing the progression opportunities, exciting new occupational standards, and lots more.

Following the success of the first 'T Level Thursday' in 2023, we will continue to integrate T Levels and other skills products into the week. We will highlight the many successes that the apprenticeship and T Level programmes have, demonstrate how they are contributing towards the wider government agenda and facilitate a coordinated national celebration across the education, skills and business sectors.





Technical education has been transformed in recent years through programmes such as apprenticeships and T Levels. NAW 2024 will encourage the wider community to consider and celebrate how technical education can help individuals to develop the skills and knowledge required for a rewarding career, and employers to develop a workforce with future ready skills. Together we will inspire the nation with engaging stories of apprentices' progression – the increase in their confidence, skills, knowledge and how apprenticeships have kick-started incredible careers.

We would like you to continue to showcase the business benefits and return on investment of hiring apprentices and how employers are using apprenticeships to fill skills gaps. Let's use this week to recognise the hard work of employers, training providers, End Point Assessment Organisations (EPAOs), ambassadors and apprentices all of whom contribute to the success of apprenticeships across the country.

Thank you to everyone that helped to make National Apprenticeship Week 2023 such a huge success and raised the profile and prestige of apprenticeships and T Levels.

CLICK HERE

VISIT THE NAW WEBSITE TO FIND OUT MORE





SKILLS FOR LIFE

The theme for National Apprenticeship Week 2024 is "Skills for Life". We encourage everyone to consider how apprenticeships can help individuals to develop the skills and knowledge required for a rewarding career, and employers to develop a workforce with future ready skills.

The week-long celebration of apprenticeships, taking place across England, will showcase the impact apprenticeships can have on communities, local businesses and regional economies and how they all benefit from the impact of apprenticeships. We cannot wait to see the celebration of apprenticeships across virtual, face-to-face and hybrid events. The number of apprenticeships available in digital, data, green, environmental and technology roles is increasing and developing in new and innovative areas.

SHARE YOUR STORY

We would like to showcase some motivational stories from these areas, to highlight how they have helped employers adapt and develop during another challenging year. If you would like to get involved, please complete our questionnaire to share your story. We also look forward to seeing a focus on how apprenticeships are the future of business success helping to build future careers, supporting job creation and economic growth.

CLICK HERE
TELL US YOUR STORY





GETINVOLVED AND LOOK AHEAD #NAW2024

We have suggested a different focus for each day of the week.





The daily themes are suggestions only - we would encourage you to create and take part in any activity to showcase apprenticeships during NAW! Get involved using the hashtag #NAW2024.

MONDAY 5 FEBRUARY 2024

APPRENTICESHIPS FOR ALL!

Apprenticeship are open to all. All ages. All sectors. All levels. All backgrounds. Apprenticeships develop people with the skills employers need and benefit the economy. They provide a route into successful and fulfilling careers.

Share our launch day post from @Apprenticeships and join the conversation online.

Help us get #NAW2024 trending for National Apprenticeship Week!

THURSDAY 8 FEBRUARY 2024

TLEVEL THURSDAY

T Level Thursday will include everything there is to know about T Levels.

Share the experiences of employers, training providers, parents and students to celebrate T Level success!

It's also your chance to find out more about other skills programmes such as Higher Technical Qualifications (HTQs), Skills Bootcamps or Multiply.

TUESDAY 6 FEBRUARY 2024

EMPLOYER TUESDAY

Shout about your apprentices and the apprenticeships you deliver.

Showcase what makes you a great employer and display the range of apprenticeship options available.

Don't forget to advertise your vacancies online. on **<u>Recruit an apprentice.</u>**

FRIDAY 9 FEBRUARY 2024

CELEBRATION FRIDAY

Host a graduation or celebration ceremony, share images and videos from the day on social media using the hashtag #NAW2024.

Showcase the talent, success, and the remarkable accomplishments created by apprenticeships.

Explain how apprenticeships help change lives and offer a great opportunity to gain the skills needed to be a success.

WEDNESDAY 7 FEBRUARY 2024

APPRENTICE WEDNESDAY

Tell your apprenticeship story and journey. Promote what is possible to achieve through doing an apprenticeship.

Apprentices...this is your time to shine!

Or start your search on Find an apprenticeship

Share your success stories and let everyone know that you are celebrating apprenticeships.

SATURDAY+SUNDAY 10-11 FEBRUARY 2024

THE NAW WEEKENDER

'Selfie and celebrate' the week – show what have you done this past NAW 2024!

Get posting on all social media platforms.

Plan your event or get involved in events over the weekend!



LET US KNOW WHAT YOU HAVE PLANNED

In 2023, over 1,300 stakeholder, employer, training provider and school events took place during National Apprenticeship Week.

This guide explains how you can get involved on social media, host virtual and face-to-face events.

To help us promote all the inspirational activity that happens during the week, we will be launching an event listing. The interactive **events listing** will be available in November 2023 and is completely free to use. It will be promoted across all our communications in the build up to, and during the week. We will be highlighting some of the best events, videos and activities in our newsletter and on social media, to share your commitment with our networks.

Here are some suggested types of activities and events:

• In person events

• Site tours

- Virtual events
- Career events/talks
- Educational fairs
- Back to the floor
- Job fairs Community events
- Myth busting
- Apprentice take over

Don't forget to promote your events on social media using the hashtag #NAW2024.

NAW 2024 LAUNCH POST

Look out for our launch day post and share it with your followers. Keep an eye on **@Apprenticeships Twitter** and **Apprenticeships LinkedIn** on the morning of Monday 5 February and share our launch post with your followers. Last year, National Apprenticeship Week 2023 was trending #2 on launch day in the UK. Let us get National Apprenticeship Week trending again for #NAW2024!



MONDAY 5 FEBRUARY 2024

APPRENTICESHIPS FOR ALL!

Apprenticeship are open to all. All ages. All sectors. All levels. All backgrounds. Apprenticeships develop people with the skills employers need and benefit the economy. They provide a route into successful and fulfilling careers.

INDIVIDUALS

Tell your story and discuss the impact of your apprenticeship training, progression opportunities and how you have achieved your career goals.

APPRENTICESHIP DIVERSITY CHAMPIONS NETWORK (ADCN)

The Apprenticeship Diversity Champions Network (ADCN) champions diversity and encourages more people from under-represented groups, including those with disabilities, women and members of minority communities, to consider apprenticeships.

The network produces resources, including an annual report, which you can share with other employers to help them realise the benefits and take practical steps in promoting diversity through apprenticeships.



HANNAH ENGLAND, RELIANCE, SENIOR PRODUCTION ENGINEER APPRENTICE

Search and apply for an apprenticeship in England

CLICK HERE -

FIND AN APPRENTICESHIP



TRAINING PROVIDERS

Let's hear about the great apprentices and employers you work with, and the opportunities available. You may wish to highlight individuals who have progressed onto an apprenticeship, or through the apprenticeship levels.

END POINT ASSESSMENT ORGANISATIONS (EPAOS)

Showcase the great apprentices, training providers and employers you work with and celebrate apprenticeship success.

APPRENTICESHIP AMBASSADOR NETWORK (AAN)

Ambassadors – both employers and apprentices – are all enthusiastic volunteers who invest their time championing apprenticeships. The AAN's aim is to connect more businesses and young people with high-quality apprenticeships to ensure every individual and employer will understand the value of apprenticeships as a route to opportunity and economic success.

There are 9 regional Ambassador networks who will be using activities in National Apprenticeship Week 2024 to really showcase the difference apprenticeships make. Please reach out to your **local network** or email **AAN.Chair@education.gov.uk** to find out more.



AMAZON APPRENTICES

CLICK HERE

APPRENTICESHIP AMBASSADOR NETWORK



TUESDAY 6 FEBRUARY 2024 EMPLOYER TUESDAY

Showcase what makes you a great employer and display the range of apprenticeship options available.

HOST AN EVENT

Show how apprenticeships are developing employees for the future and how they transform lives and careers. Demonstrate why you passionately believe apprenticeships and skills are driving productivity in your business and helping you deliver a talent pipeline to meet your skills needs. At any point during National Apprenticeship Week, we encourage you to host events and invite employers, apprentices, parents and carers, training providers, colleges, universities and schools into your organisation to show how apprentices are adding real value. Whether that means a virtual tour with a current apprentice followed

by a Q&A, or a drop-in session where people can ask questions and find out more about apprenticeships, there are many different and creative ways that you can get involved.

CLICK HERE

VISIT THE NAW WEBSITE TO ADD YOUR EVENT TO OUR EVENT MAP

ADVERTISE YOUR APPRENTICESHIP VACANCIES ONLINE

National Apprenticeship Week is a peak time for people looking for

an apprenticeship, so make sure you have uploaded your apprenticeship vacancies online through Recruit an apprentice.

CLICK HERE

RECRUIT AN APPRENTICE



VIRTUAL EVENTS

A virtual event is a great way to take part in NAW 2024. Develop your own digital activities to share with students and youth organisations within your community. Don't forget to promote your events on social media using the hashtag #NAW2024.

You could host a virtual graduation or awards ceremony to bring people together during the week.

DOWNLOAD HERE

VIRTUAL BACKGROUND FOR NATIONAL APPRENTICESHIP WEEK

SHARE THE BENEFITS

Encourage employers to consider how training apprentices can build their business for years to come. Speak about the return on investment you are already seeing and how investing in your workforce helps you retain talent.

Showcase the diversity of career options and industries now available and what you can achieve through apprenticeships.

INVITE YOUR LOCAL MP AND MEDIA

Reach out to local politicians and media to showcase the importance of apprenticeships to your business and your local community. Don't forget to promote your events on social media using the hashtag #NAW2024.

BUILD NEW PARTNERSHIPS

Connecting with Local Skills Improvement Plans (LSIPs), Institute of Technologies (IOT), local communities, schools, colleges and universities offers a strong value exchange. You can get involved in shaping the skills being taught in your local area, whilst benefiting from building your existing knowledge and expertise. For example, developments in technology.

THE ROAD TO A QUALITY APPRENTICESHIP

This straightforward guide helps employers decide if apprenticeships are right for them by addressing practicalities like, funding, choosing an apprenticeship training provider and organising end-point assessment. It clearly sets out employers' responsibilities and how they can support their apprentice and plan for their progression, once the apprenticeship has been achieved. The step-by-step guide draws everything together into one convenient place.

CLICK HERE

TO VIEW THE GUIDE



WEDNESDAY 7 FEBRUARY 2024

APPRENTICE WEDNESDAY

INDIVIDUALS

Tell your story and discuss the impact of your apprenticeship training, progression opportunities and how you have achieved your career goals.

Motivate and inspire the next generation of apprentices so that they can make informed decisions about their future. Telling your story will ensure more young people have better information on apprenticeships, from those who understand them best!

Many apprenticeships are a great opportunity for those looking for their first role after leaving fulltime education. Learn more about some of these career starter apprenticeships and what each role entails on our website.

Find out what type of apprenticeships you can expect in your chosen interest - Browse apprenticeships before you apply



TEACHERS AND CAREERS ADVISORS

Encourage the young people and adults that you work with to explore and be inspired by the wide range of apprenticeships available. They can register and search online for apprenticeship vacancies using **Find an apprenticeship**.

Use the resources available on the NAW 2024 website and Amazing Apprenticeships.

APPRENTICESHIP AMBASSADOR NETWORK

The AAN is calling on employers and apprentices to inspire as many young people as possible during Apprentice Wednesday of National Apprenticeship Week. Reach out through local career hubs or to your local school or college to inspire the next generation of apprentices.

Anyone who is interested in becoming an ambassador can email: <u>AAN.chair@education.gov.uk</u>

DISCOVER NEW TALENT

Employers, being involved with schools, colleges and universities is an opportunity to identify potential apprentices, maximising awareness and interest from a broad range of young people. They can bring an awareness of emerging trends and new ideas to your business.

APPRENTICESHIP FAIRS

Reach out to your local universities, colleges, job centres, councils and MPs to see if any jobs fairs are scheduled during NAW that you can take part in. Working with other local employers can be a great way for secondary schools and colleges to inform their students about careers in all sectors.

You can also use these opportunities to share information about your company with a wider audience of students and parents.

DEVELOP YOUR CURRENT TEAM

Employers, getting your apprentices involved in engagement activities can be rewarding and inspiring. It contributes to your team's professional development, helping to build communication, leadership and management skills, and can strengthen their loyalty to your company.



CALLUM BAXTER, HENRY BOOT CONSTRUCTION, FORMER PROJECT MANAGEMENT DEGREE APPRENTICE

THURSDAY 8 FEBRUARY 2024

T LEVEL THURSDAY

CELEBRATING T LEVELS THIS #NAW2024

8 February marks T Level Thursday during National Apprenticeship Week. With new T Level subjects on offer, and many of our original T Level students successfully progressing on to apprenticeship programmes, there's a lot to celebrate!

We would love you to get involved with marking this moment, celebrating successes and promoting T Levels.

DOWNLOAD HERE

T LEVEL TOOLKIT - HOW YOU CAN GET INVOLVED



During T Level Thursday, we will showcase students, training providers and employers on our social media channels. We will utilise our business and stakeholder networks to amplify and share T Level stories and messages.

T Level Thursday is a great opportunity to:

- ${\boldsymbol{\cdot}}$ highlight $\underline{T\,Levels}$ as a high quality and world-class qualification
- help raise awareness of them in your skills area, industry sector, and your region
- demonstrate that they are an excellent route to an apprenticeship, university or work
- encourage employers to offer industry placements
- drive registrations for September 2024 and beyond

If you have any questions or want to find out more about participating in T Level Thursday during National Apprenticeship Week 2024, please contact: tlevel.delivery@education.gov.uk

Please download the <u>**T Level Thursday toolkit</u>** to find out more about how you can get involved.</u>

And if you want to become a champion for T Levels, why not sign up to become a member of the T Level Ambassador Network? You can find out more about what's involved <u>here.</u>

If you are not currently involved in the delivery of T Levels but want to find out more, you can do so by following T Level Thursday as part of National Apprenticeship Week.



FRIDAY 9 FEBRUARY 2024

CELEBRATION FRIDAY

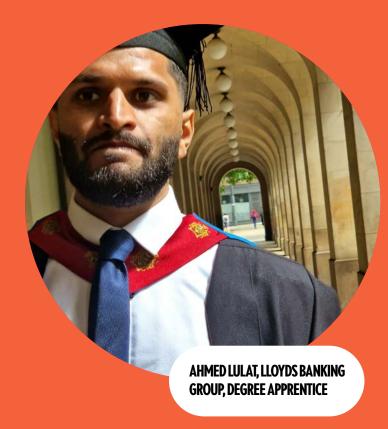
CELEBRATE APPRENTICESHIPS NAW 2024

We are encouraging the apprenticeship community to celebrate apprenticeship graduations and completions before, during and after the week. Before National Apprenticeship Week, we will share a graduation ceremony toolkit and social media assets to support the celebration of apprentice graduates for NAW 2024. Help support apprentices to promote themselves or promote events taking place that shout about graduate success stories.

Use NAW 2024 as a springboard for your celebrations.

DOWNLOAD HERE

APPRENTICESHIP GRADUATION PACK





SATURDAY+SUNDAY 10 - 11 FEBRUARY 2024

NAW WEEKENDER

SELFIE AND CELEBRATE

Show what have you done this past NAW 2024! Shout about apprenticeships!! Get posting on all social media platforms using the hashtag #NAW2024.

Host your event at the weekend with parents and carers of current apprentices, as well as the apprentices themselves and other interested individuals in the community. You could even host a myth-busting session to help dispel the out-dated preconceptions that sometimes still exist surrounding apprenticeships.

Get involved in events over the weekend! Check our **<u>event listing</u>** for events near you.





MARCUS HOWARTH, UNITED UTILITIES, ENGINEERING TECHNICIAN APPRENTICE





HANNAH RASHIDI, BT GROUP APPRENTICE

NATALIE LEES, TIFFANY COOKE AND LAURA CHAPMAN, DONCASTER AND BASSETLAW NHS TRUST, TRAINEE NURSING ASSOCIATE APPRENTICES





OUR PARTNERS

Amazing Apprenticeships provide resources to schools, colleges, teachers, students, employers, parents and apprentices.



CLICK HERE

AMAZING APPRENTICESHIP RESOURCES FOR NAW 2024









Join The Big Assembly for all things apprenticeships. The event will include apprenticeship myth busting, Q&As, feedback from employers, as well as former and current apprentices.

The event will be held on 6 February 2024



Join Careermap for National Apprenticeship Week 2024 and seize the opportunity to showcase your company's commitment to fostering talent and growth!

careermap[®]

Elevate your brand by hosting a live webinar and interactive Q&A session during the week, where you can passionately discuss your apprenticeship programs and how they drive innovation. If a webinar isn't your style, opt for a comprehensive company profile on the careermap website, ensuring your apprenticeship offerings reach a vast audience of potential candidates. Embrace this chance to shape the workforce of tomorrow and make a lasting impact in the world of apprenticeships!

CLICK HERE

THE CAREERMAP WEBSITE



UCAS

UCAS provides tools and resources for students, teachers and advisers, parents and employers to find and apply for apprenticeships.

UCAS have over 1,000,000 students register each year and around half of those students are interested in apprenticeships, so if you're an **employer**, you can target talented individuals with the exact qualifications, skillsets, characteristics and locations you're searching for.

CLICK HERE

INTERESTED IN AN APPRENTICESHIP? FIND OUT EVERYTHING YOU NEED TO KNOW If you are a <u>student</u> who is exploring your options, the UCAS Hub allows you to search for apprenticeship opportunities. You can get to know the different industries offering apprenticeships, from marketing to architecture and business management to engineering. On UCAS you can also find out how apprenticeships work, read case studies from apprentices who have done it and explore careers.





JOIN IN ON Social Media

Look out for our Social Media Ambassadors who will be taking part in activities throughout the week. We have teamed up with apprentices ambassadors who will be showcasing content throughout the week.

And don't forget to tag @Apprenticeships on Twitter (X) and LinkedIn and use the hashtag #NAW2024 so we can share your posts!

5-11 FEBRUARY 2024 #NAW2024 IT'S NATIONAL APPRENTICESHIP WEEK

FUEL THE CONVERSATIONS

Thank you for making National Apprenticeship Week 2023 a huge success! During the week there were over four hundred and fifty million impressions across social media - let's make 2024 even bigger....

Help your followers and everyone engaging with apprenticeships to see the value they are adding to your business or how they have developed your career. Use it as an opportunity to showcase the brilliant work you are doing to a wider audience!

Direct people to <u>apprenticeships.gov.uk</u> to find out more, and tag @Apprenticeships on Twitter (X) and LinkedIn and use #NAW2024 in your posts!

WEAR THE BADGE

We have created 'badges' that you can add to your social media channels to show your support for the week. Please use this as an opportunity to post about why and how apprenticeships have helped you to develop your workforce or your career.

DOWNLOAD HERE

NAW2024 SOCIAL MEDIA BADGES



CREATE SOCIAL VIDEO CONTENT

We are encouraging employers, apprentices and apprenticeship champions to create short video content which you can share on social media channels. This isn't nearly as daunting as it sounds and can easily be recorded (and edited) using a smartphone.

Be as creative as you like with this content and try to have an engaging background (avoid sitting in a meeting room if possible).

You might like to consider:

- A video of your apprentices/colleagues talking about how apprenticeships have helped develop their career
- A short interview with an apprentice and their mentor. Here are some questions you could ask:
- Why did you choose an apprenticeship?
- What are the benefits?
- Why would you recommend it to others?

- A summary of a typical day in the life of an apprentice
- A representative talking about why apprenticeships are so important to the business. (What are the business benefits/return on investment? How have they helped future proof the company?)
- An interview with a parent, friend or colleague talking about how they are proud of an apprentice's achievements and how they've grown/developed through their apprenticeship

The videos can be as informal as you like – social media is a great place to have fun trying out some new ideas.

We recommend video footage is kept to 90 seconds max. <u>Drop us an email</u>, to let us know you are planning to record some footage so we can share the best ones on our channels.

When posting, please use the hashtag #NAW2024 and tag @Apprenticeships on Twitter (X) and LinkedIn.



SKILLS FOR LIFE CAMPAIGN



In early 2024 the Department for Education will launch a refreshed Skills for Life campaign. The campaign will inspire employers, adults and young people to recognise the potential in every person and organisation across the country, and how acquiring new skills can help them to reach it.

The new campaign will feature activity designed to inspire all audiences, as well as product specific activity to drive awareness and knowledge. This activity includes PR and radio, out of home and social media advertising.

Once launched, campaign toolkits and assets will be available for stakeholders to use on their own channels. Please follow our social media channels, listed below, to find out more in the New Year.

Skills Support for Employers - Twitter (X)

Skills Support for Employers - Facebook

Skills Support for Employers - LinkedIn

OTHER GOVERNMENT PROGRAMMES

A range of other government programmes are available for employers who are considering hiring employees, offering work experience or upskilling existing staff, some of which offer financial incentives.

CLICK HERE

FIND TRAINING AND EMPLOYMENT SCHEMES FOR YOUR BUSINESS



SKILLS BOOTCAMPS

Skills Bootcamps are free, flexible courses of up to 16 weeks for those aged 19 or over. They are designed and delivered in partnership with employers to respond to skills shortages in high growth sectors. Training is currently available in digital sectors, including digital marketing or coding; technical skills like construction, logistics or engineering; and in green skills, including solar energy or agriculture technology.

They give people the opportunity to build up sector-specific skills, with an offer of a job interview with an employer on completion. Employers can use Skills Bootcamps to upskill their existing employees or to recruit new talent for their business.

CLICK HERE

SKILLS BOOTCAMPS



HIGHER TECHNICAL QUALIFICATIONS

<u>Higher Technical Qualifications</u> are an exciting opportunity for students to gain the skills that employers want. They are Level 4/5 qualifications, such as HNDs and Foundation Degrees, that have been assessed against employer-developed standards to ensure that they cover the right skills for specific jobs.

CLICK HERE

HIGHER TECHNICAL QUALIFICATIONS



MULTIPLY

Multiply helps employees build confidence with numbers for life and work. It is available to anyone aged 19+ without a Level 2 qualification (or equivalent) in Maths.

The programme includes a wide variety of offers, initiatives and courses from drop in sessions, to short term intensive courses to full length qualifications.

CLICK HERE

MULTIPLY

LOCK OUT FOR THE NATIONAL APPRENTICESHIP SUPPORTERS CLUB BADGE



BACK AGAIN FOR THE 2024 NATIONAL APPRENTICESHIP WEEK SUPPORTERS CLUB

Following the success last year, we are working with organisations who have been chosen to become members of the NAW Supporters Club for 2024. These organisations will inspire and influence people who choose apprenticeships as a route to create business and individual success during NAW.

We will announce the members from November 2023!

FOR MORE INFORMATION

Visit the National Apprenticeship Week 2024 website.

If you have any questions, please get in touch with <u>The.Week@education.gov.uk</u>

USEFUL WEBSITES

Apprenticeships

T Levels

SOCIAL MEDIA

Twitter - Apprenticeships LinkedIn - Apprenticeships LinkedIn - T Levels

