

National Apprenticeship Week 2023 Toolkit



Support National Apprenticeship Week 2023

**National Apprenticeship Week
2023 takes place from 6th to 12th
February 2023.**

**This week brings together
everyone passionate about
apprenticeships to celebrate the
value, benefit, and opportunity
that apprenticeships bring.**

National Apprenticeship Week 2023 is a fantastic opportunity for the skills community to celebrate and promote apprenticeships across England, gaining regional and national profile. Together we can promote the benefits of apprenticeships and connected skills offers, showcasing the progression opportunities, exciting new occupational standards and lots more.

We know that many of you in the skills sector are keen to use the week to continue highlighting the many successes that the apprenticeships programme has, to demonstrate how apprenticeships are contributing towards the wider government agenda, and to facilitate a coordinated national celebration of apprenticeships across the education, skills, and business sectors.





Technical education has been transformed in recent years through programmes such as apprenticeships, T Levels and other skills products. The week will encourage the country 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 employing apprentices, how employers are using apprenticeships to fill skills gaps.

Let's use this week to recognise the hard work of employer, training providers, EPAOs (End Point Assessment Organisations), ambassadors and apprentices all of whom contribute to the success of apprenticeships across the country.

Visit [our website](#) to find out more.



The theme for 2023: **Skills for Life**

The theme for National Apprenticeship Week 2023 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 16th annual 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, traditional 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. We would like to showcase some motivational apprentice stories from these areas, to highlight how they have helped employers adapt and develop during another challenging year.

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.



The Benefits of NAW 2023 for Employers

Discover new talent

Being involved with schools, colleges and universities is an opportunity to identify potential apprentices who are a good fit with your organisation. They can bring awareness of emerging trends and new ideas to your business.

Develop your current team

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.

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.

Build new partnerships

Connecting with 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 benefitting from building your existing knowledge and expertise, for example, in development in technology.

Connect locally

Working with your local communities can contribute to your organisation's social responsibility and reputation. Your real-world input brings the curriculum to life and gives learning a concrete focus. It's also a great opportunity to inspire, inform and help young people – which is good for them, the community, and you. This collaboration also demonstrates the wider contribution your business makes to the community.



Celebrate success

Showcase how apprenticeships lead to great outcomes and that your organisation is a great place to work and learn. Host a Graduation or Apprenticeship Awards Ceremony.

The road to a quality apprenticeship

[A roadmap](#) is available to check that you are offering a quality apprenticeship programme or to help you start new apprenticeships.

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](#).

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. [Find out more](#).



The Benefits of NAW 2023 for Stakeholders

Individuals

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

Training Providers

Highlight 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.



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 [our website](#) and [Amazing Apprenticeships](#).

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 are volunteers who champion apprenticeships to raise awareness and increase engagement to meet the needs of employers, communities, and individuals across the country.

There are nine regional ambassador networks who organise local activities for National Apprenticeship Week 2023.

Reach out to your local network to [find out more](#).



Get involved and look ahead

NAW 2023

Let us know what you have planned

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 are developing an event listing. This will be available on our [website](#) shortly.

We will be highlighting some of the best events, videos, and activities in our newsletters 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
- Educational Fairs
- Job Fairs
- Community Event
- Virtual Events
- Career Events/Talks
- Back To The Floor
- Myth Busting
- Apprentice Take Over

Don't forget to promote your events on social media using the hashtag **#NAW2023**.

NAW 2023 Launch Post

Look out for our launch day post and share it with your followers. Keep an eye on **@Apprenticeships** on the morning of **Monday 6th February** and share our launch post with your followers. Last year, National Apprenticeship Week 2022 was trending #1 on Launch Day in the UK.

Let us get National Apprenticeship Week trending again for **#NAW2023!**



Get involved in events

NAW 2023

In 2022, over 1,200 stakeholder, employer, provider and school events took place during National Apprenticeship Week.

Host an event

Show how apprenticeships are developing employees for the future and how they transform lives and careers. 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.

Share your event plans with us by emailing:
The.Week@education.gov.uk

Make it a weekend event

For those of you who want to go even further, why not host your in-person or virtual 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.

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 **#NAW2023**.





Apprenticeship Fairs

Reach out to the local universities, colleges, job centre and local councils and politicians 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.

Don't forget to promote your events on social media using the hashtag **#NAW2023**.

Virtual Events

A virtual event is a great way to take part in NAW 2023. Develop your own digital activities to share with students and youth organisations within your community.

You could host a virtual Graduation or Awards Ceremony to bring people together during the week.

A virtual background has been designed for National Apprenticeship Week and is available to [download here](#).



Amazing Apprenticeships

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



[Click here](#) to see the resources available for National Apprenticeship Week 2023.



The Big Assembly 2023

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 Tuesday 7th February 2023 at 11:10am

More Information can be found [here](#).



Celebrate apprenticeships

NAW 2023



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 2023. Help support apprentices to promote themselves or promote events taking place that shout about graduate success stories. Use NAW 2023 as a springboard for your celebrations.



Join in on Social Media NAW 2023

Fuel the conversations

Thank you for making National Apprenticeship Week 2022 a huge success! During the week there were over four hundred and fifty million impressions across social media - let's make 2023 even bigger....

Help your followers and everyone interested in starting 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 **www.apprenticeships.gov.uk** to find out more, and tag **@Apprenticeships** and use **#NAW2023** in your posts!



Wear the Badge

Before National Apprenticeship Week we will share '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 developed your career. And don't forget to tag **@Apprenticeships** and **#NAW2023** so we can share your posts!





Create social video content NAW 2023

We are encouraging employers, apprentices, and apprenticeship champions to create short video content to share on your organisation's 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, and how they have helped support it through the pandemic (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. Drop us [an email](#), to let us know you are planning to record some footage so we can share it on our channels where possible.

When posting please use the hashtag **#NAW2023** and tag **@Apprenticeships**.

**New for 2023
and coming soon...**

The 2023 National Apprenticeship Week Supporters Club



For more information about National Apprenticeship Week visit our website [National Apprenticeship Week 2023](#)

If you have any questions in the meantime, please do feel free to get in touch with The.Week@education.gov.uk

Useful Websites

[Apprenticeships](#)

T Levels

[The Next Level Qualification](#)

Twitter

[@Apprenticeships](#)

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[Apprenticeships](#)

