

EMPLOYER AND STAKEHOLDER TOOLKIT

Employers and stakeholders play a really important role in NAW. We appreciate your support, events and activities and have put together some ideas, content and downloadable assets to help you shout about #NAW2025.

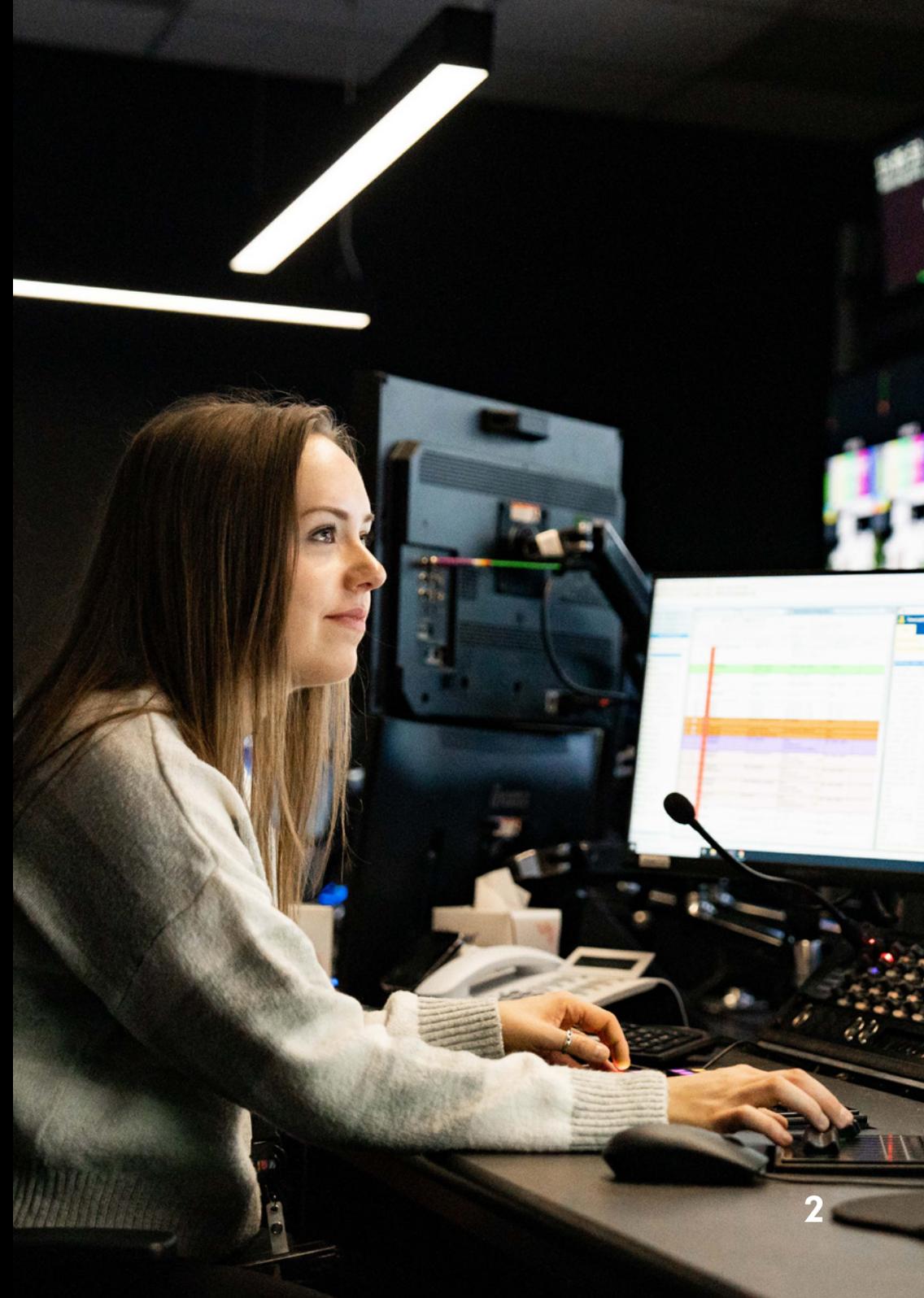


APPRENTICESHIP KEY FACTS

- Over 700 apprenticeship standards across all levels.
- Over 80% employers and apprentices satisfied with their apprenticeships.
- 78% of employers reported improved productivity.
- Over 85% of learners are in good or outstanding (Ofsted) apprenticeship providers.
- 93% apprentices that achieve go into work or further training - 92% employment.

Data Source - Department for Education, October 2024.

Statistics: further education and skills - [GOV.UK](https://www.gov.uk)



SHOUT ABOUT APPRENTICESHIPS

Get posting on your social media platforms using the hashtag #NAW2025 and showcase what you are doing during NAW 2025! Use our ready-to-go social posts (page 17) or create your own.

This is a great opportunity for you to explain how apprenticeships are developing employees for the future and how they transform lives and careers. Demonstrate why you believe apprenticeships and skills are driving productivity in your business and helping you deliver a talent pipeline to meet your skills needs. Illustrate what makes you a great employer and display the range of apprenticeship options available.



SHARE THE BENEFITS

Encourage other 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 employees can achieve through apprenticeships.

DISCOVER NEW TALENT

Getting involved with schools, colleges and universities is an opportunity to identify potential apprentices. It also raises awareness of your business among a broad range of young people, who can bring new ideas to your organisation.

ADVERTISE YOUR APPRENTICESHIP VACANCIES ONLINE

National Apprenticeship Week is a peak time for people looking for an apprenticeship. Last year there were 2.4 million views of the 'Find an apprenticeship' website during NAW! Don't miss this opportunity to upload your apprenticeship vacancies through the recruit an apprentice' website.

[CLICK HERE](#)

RECRUIT AN APPRENTICE WEBSITE



Hear from Tom Corry, Director of Careers at the Bourne Education Trust, on how employers can engage with schools and colleges.

DO YOUR RESEARCH AND KNOW WHO TO CONTACT

- Each secondary school will have a named careers leader, this along with their contact details will be available on the website

MAKE IT PERSONAL

- Follow up with a phone call, let them know you are there to build a relationship with the school and have something to offer
- Be prepared for time slots of 20, 30, 45 and 60 mins and group sizes from 10 - 200.

OFFER THEM SOMETHING UNIQUE

- Have an assembly that can be delivered for a range of times to suit the school
- Small group workshops or focus groups, something you are passionate about
- Staff CPD, help to raise staff awareness of how the world of work looks at the moment
- Sell the [Provider Access Legislation \(PAL\)](#) as a way to support careers education in schools



TAKE PART IN APPRENTICESHIP FAIRS

Reach out to your local universities, colleges, job centres, and local authorities 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.

Look at our NAW Partner section with details on other events you may like to get involved in.

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

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.



HOST AN EVENT

Host an event during the week 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 tour with a current apprentice followed by a Q&A, a myth busting session to dispel outdated preconceptions that sometimes still exist surrounding apprenticeships 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.

A virtual event is also a great way to take part in NAW 2025. Develop your own digital activities to share with students and the wider community.

[CLICK HERE](#)

**DOWNLOAD OUR VIRTUAL
BACKGROUND FOR #NAW2025**

USE OUR EVENT MAP

Promote your virtual and in person events using our free interactive events map

[CLICK HERE](#)

ADD YOUR EVENT TO OUR EVENT MAP

CELEBRATE YOUR APPRENTICES

You could host a graduation or an awards ceremony to celebrate apprentices during the week.

[CLICK HERE](#)

**DOWNLOAD OUR APPRENTICE
CELEBRATION EVENT TOOLKIT**

INVITE YOUR LOCAL MP AND MEDIA

Reach out to local politicians and media to display the importance of apprenticeships to your business and your local community. Remember to promote your events on social media using the hashtag.

SME EMPLOYERS

Are you a Small or Medium Enterprise (SME)? We've created materials to support you and for you to use to shout about the apprenticeships you deliver.

If you are looking to understand more about how apprenticeships work, check out our [Employer's guide to apprenticeships](#). This series of bitesize apprenticeship videos has been developed in partnership with the Federation of Small Businesses and are designed to empower you to successfully deliver your apprenticeship programme. Whether you are venturing into apprenticeships for the first time or seeking to enhance your existing programme, these videos will guide you through the process, offering valuable insights and providing support throughout your journey.

If you are ready to start your apprenticeship recruitment, we have created a suite of assets to aid you to advertise your apprenticeship opportunities. These assets are free to use across a variety of mediums, including, but not limited to:

- Your website
- Your email signature
- Your apprenticeship adverts
- On social media

If you already are delivering an apprenticeship programme, you might also be interested in:

- Flexible Job Agencies
- Flexible job hosts
- Apprenticeship Ambassador Network SME buddy

[CLICK HERE](#)

DOWNLOAD SME ASSETS

APPRENTICESHIP AMBASSADOR NETWORK (AAN)

The AAN brings together the country's leading employers, as well as impressive apprentices from organisations of all sizes, on a voluntary basis, to inform and inspire the next generation of apprentices and apprenticeship employers. It has over 1,600 members located across every region of the country, representing every sector of the economy - ensuring a strong focus on the importance of diversity and inclusion. Its mission is to ensure that every individual and employer understands the value of apprenticeships as a route to opportunity and economic success.

The AAN is calling on employers and apprentices to champion the benefits of apprenticeship careers during Apprentice Wednesday of NAW. We want to reach thousands of young people with compelling stories of how apprenticeships can open the doors to vibrant and thriving careers. Contact your local [Careers and Enterprise Company Career Hub](#), or your local school and college, and seize the moment to excite and motivate young people on the opportunities apprenticeships offer. The AAN aims to match an Ambassador to every secondary school and college across the country.

FIND OUT MORE ABOUT THE AAN

Join together with employers and apprentices to promote apprenticeships during NAW and beyond! Become an active member of the trusted network encouraging greater numbers of young people and employers to connect with apprenticeships.

CLICK HERE

[WATCH THE VIDEO](#)

END POINT ASSESSMENT ORGANISATIONS

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

“

Hear from Paula McMahon, The Royal Air Force Apprenticeship Champion of the Year Award Winner 2023, a former apprentice, who works for the leading UK building and civil engineering company, Sir Robert McAlpine.

“National Apprenticeship Week gives us all chance to focus on what we have achieved whilst inspiring others. The daily topic will help you focus on what and who you want to shout about. The flexible resources can be adapted so you get involved without spending loads of time. And the whole week will enable you to raise the profile of your company to attract your future workforces. And think about that confidence boost to your apprentices when they are showcased. So, what’s stopping you?”

”



SKILLS FOR LIFE: IT ALL STARTS WITH SKILLS

[Find other training and employment schemes](#) which can help you with staff recruitment and skills development. Some are free, but there may be other costs incurred for training, wages, or travel for example.

T LEVELS

T Levels are for learners aged 16 to 19 in England who have finished their GCSEs. T Levels combine classroom learning with an industry placement.

Host an industry placement and support young people to get ready for the workplace.

[CLICK HERE](#)

**FIND OUT MORE
ABOUT T LEVELS**



SKILLS BOOTCAMPS

Skills Bootcamps are flexible training courses for adults aged 19 or over, and are available in a range of sectors such as digital, engineering or green skills. They can help you upskill your existing workforce or recruit new talent.

Skills Bootcamps are developed and delivered in partnership with your business and can be offered full or part-time.

[CLICK HERE](#)

**FIND OUT MORE ABOUT
SKILLS BOOTCAMPS**

HIGHER TECHNICAL QUALIFICATIONS

Higher Technical Qualifications (HTQs) are high-quality and job focused level 4 and level 5 qualifications, such as Foundation Degrees, Higher National Certificates and Higher National Diplomas.

HTQs have been independently tested against standards developed by employers.

To become an HTQ and display the HTQ quality mark, qualifications must be approved against these standards.

[CLICK HERE](#)

**FIND OUT MORE ABOUT
HIGHER TECHNICAL
QUALIFICATIONS**

WORK WITH OUR NAW PARTNERS



Amazing Apprenticeships are the leading resource partner for National Apprenticeship Week (NAW), providing a wide range of apprenticeships and technical education materials, guidance and support.

LET US INSPIRE YOU!

Looking for inspiration this NAW? Our team will provide you with ideas for the different ways you can get involved with NAW, from celebrating your apprentices, to connecting with schools to raise awareness of your programmes, we've got you covered.

FREE SUPPORT

Join our free webinars and access our guides to discover a range of ideas to make your NAW one to remember! Packed with examples and useful links, there's something for everyone.

[CLICK HERE](#)

**FIND OUT MORE ABOUT
AMAZING APPRENTICESHIPS**

NATIONAL APPRENTICESHIP WEEK 2025

Amazing Apprenticeships

EMPLOYERS & STAKEHOLDERS
RESOURCES FOR YOU...

- 25 IDEAS TO CELEBRATE THE WEEK
- FREE PLANNING WEBINARS
- GUIDES, POSTERS AND TEMPLATES

WWW.AMAZINGAPPRENTICESHIPS.COM/NAW



A dynamic industry event in partnership with the Multicultural Apprenticeship Alliance and ThinkFest, designed to empower organisations to attract and retain the best talent in the competitive world of apprenticeships. 2025.

CLICK HERE

**FIND OUT MORE ABOUT THE
APPRENTICESHIP BRANDING CONFERENCE**

Discover how to utilise the power of apprenticeships within your company, and if you're already on board, contact us on info@bigassembly.org to see how you can get involved with the Big Assembly.

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 11 February 2025.

CLICK HERE

FIND OUT MORE ABOUT THE BIG ASSEMBLY





Join Careermap for National Apprenticeship Week 2025 and seize the opportunity to showcase your company's commitment to fostering talent and driving innovation!

Elevate your brand by hosting a live webinar and interactive Q&A session during the week on www.nationalapprenticeshipweek.co.uk. Passionately discuss your apprenticeship programs and how they contribute to industry growth. Alternatively, opt for a comprehensive company profile on the Careermap website to ensure 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

FIND OUT MORE ABOUT CAREERMAP

Promoting social mobility, diversity, inclusion and equity in apprenticeships & skills. Established in 2017 under the name 'BAME Apprenticeship Alliance,' dedicated to fostering social mobility, diversity, inclusion, and equity within the realm of apprenticeships and employability. The alliance operates on a foundation of three key pillars: Educate, Engage, and Elevate Advocacy & Policy.

CLICK HERE

**FIND OUT MORE ABOUT THE
MULTICULTURAL APPRENTICESHIP
& SKILLS ALLIANCE**



THE NATIONAL
APPRENTICESHIP
SHOW

The [National Apprenticeship Show – London & South East](#) is taking place at Sandown Park Racecourse in Surrey on the 11 & 12 February, during NAW 2025!

These events reach more School and College leavers, parents, carers and individuals than any other event of its kind. With free tickets, a travel bursary for School/College groups, a toolkit for schools to help them achieve PAL compliance requirements and CPD session for accompanying teachers, these events are at the forefront of education establishments calendars.

If you're looking to support NAW 2025, promote your Apprenticeship programmes and recruit for your opportunities, get in touch on info@nasevents.co.uk or 0203 858 7000 to find out more about exhibiting and request your copy of the Events Guide.

Don't forget to give us a follow!



Whether you're kickstarting an early careers initiative or aiming to optimise your existing one, TheTalentPeople are here to help.

With over 13 years of experience, comprehensive data, and valuable insights, we have a deep understanding of target audiences and the early talent recruitment market.

Our vision is for a world where people from all backgrounds are inspired to connect with the insights, development opportunities, and employers that are right for them.

Partnering with organisations across the UK, we take the time to understand your specific challenges, creating bespoke solutions that align with your goals, and deliver the results you need.

CLICK HERE

FIND OUT MORE ABOUT THETALENTPEOPLE

UCAS

unifrog
the universal destinations platform

UCAS enables employers to attract, connect and engage with the next generation of talent for their apprenticeship opportunities.

Every year UCAS helps over 1.3 million young people discover their next steps, around half of which are interested in apprenticeships. UCAS enables employers the opportunity to connect with a wide and diverse talent pool for their apprenticeship programmes and target talented individuals with the exact qualifications, skillsets, characteristics and locations that they're searching for.

CLICK HERE

RECRUIT APPRENTICES WITH UCAS

Join Unifrog's Virtual Apprenticeships Fair and connect with school students across the UK! This event offers top employers like you the chance to showcase your apprenticeship programs, engage directly with motivated students, and diversify your talent pipeline. Host live sessions, network one-on-one, and share valuable insights about your industry and opportunities.

CLICK HERE

FIND OUT MORE ABOUT UNIFROG

**SKILLS
FOR LIFE**

EMPLOYER & STAKEHOLDER SOCIAL MEDIA GUIDE

We have created some ready-to-use social media posts to help you get involved in National Apprenticeship Week.

You could share something every day using our [suggested daily themes](#), or you could share general posts throughout the week. You can adapt these suggestions to suit your needs.

Download our [NAW social media assets](#) to brighten up your posts or create your own. For video tips, see our main toolkit.

Remember to use the hashtag **#NAW2025**



Follow our social channels to keep up to date on #NAW2025 and all things skills!

APPRENTICESHIPS



T LEVELS



SKILLS SUPPORT FOR EMPLOYERS



Monday 10 February

We're thrilled to be supporting National Apprenticeship Week! Let's shine a spotlight on the inspirational apprentices and learners gaining #SkillsForLife. #NAW2025

Tuesday 11 February

This Employer Tuesday, we want to give a shout out to all our fantastic employers helping #apprentices and learners take the next step in their skills journey! #NAW2025

Wednesday 12 February

We love Apprentice Wednesday! Let's celebrate all the amazing achievements and industry skills that apprentices have gained. #NAW2025

Thursday 13 February

Huge congrats to all our T Level students bringing fresh ideas to their industry placements and future talent to their business sectors. #NAW2025 #TLevelThursday

Friday 14 February

Let's celebrate National Apprenticeship Week by marking the achievements of our fantastic apprentices today. #NAW2025

Saturday and Sunday 15 - 16 February

Our amazing #apprentices and learners will be sharing their inspirational stories and workplace selfies over the weekend. Let's give them a like! #NAW2025

