

SCHOOLS, COLLEGES AND PROVIDERS TOOLKIT

Schools, colleges and providers 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.



**SKILLS
FOR LIFE**

**NATIONAL
APPRENTICESHIP
WEEK 2025**

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](#)



UNDERSTANDING APPRENTICESHIPS

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 the [Find an apprenticeship website](#).

Also let parents and carers know how apprenticeships and other training programmes are exciting options for their children and young people in their care to consider when planning their future careers.

SKILLS FOR LIFE: IT ALL STARTS WITH SKILLS

Get help to discuss education, careers and next steps with your students if you're a teacher or the careers lead at your school.

CLICK HERE

FIND OUT MORE ON OUR WEBSITE

HOST AN EVENT

Host an event during NAW 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 You could even host a myth-busting session to help dispel the outdated preconceptions that sometimes still exist surrounding apprenticeships.

VIEW OUR NAW EVENTS MAP

Search for virtual and in person events to share with your students using our free interactive events map.

VIEW OUR
EVENT MAP [#NAW2025](#)

SKILLS
FOR LIFE

THE APPRENTICESHIP SUPPORT & KNOWLEDGE PROGRAMME (ASK) funded by the Department for Education.

The ASK programme supports schools, special schools and colleges in England to raise awareness of apprenticeships and T Levels.

The programme offers a variety of activities to inspire learners, including mock interviews, assemblies and workshops, all delivered by four expert partners across the country.

Find out more about [The ASK Programme](#).

NAW 2025 - YOUNG PEOPLE CAN'T BE WHAT THEY CAN'T SEE

[The Apprenticeship Ambassador Network \(AAN\)](#), [Apprenticeship Support and Knowledge programme \(ASK\)](#), [BBC BITESIZE](#) and the [Careers and Enterprise Company \(CEC\)](#) have teamed up to inspire young people so they can make informed decisions on their future.

Schools can request apprenticeship ambassadors to come into schools to speak about apprenticeships and skills during NAW 2025. Requests can be made through the ASK portal, through the [CEC](#) or [contact your local AAN](#).

The partnership want to work with schools, colleges and employers to help every young person find out more about apprenticeship and skills during NAW 2025.

Helping every young person find their best next step.

APPRENTICESHIP AMBASSADOR NETWORK (AAN)

The Apprenticeship Ambassador Network has set itself an ambitious objective that Ambassadors will be engaged with every secondary school and FE college in England by March 2026.

The aim is to inform, inspire, and influence school students, teachers, and parents about the opportunities provided by apprenticeships.

The Network consists of 1,600 Ambassadors – made up of apprentices and employers – who use their advocacy for apprenticeships and skills to encourage others to take advantage of the benefits apprenticeships provide.

Apprentice Ambassadors go into schools to share their apprenticeship stories, explaining their journey and experiences as an apprentice, and giving an overview of their role. It's all about giving students the best insights and practical advice on finding and applying for an apprenticeship. These are the role models that can change students' lives and aspirations.

Employer Ambassadors will give an overview of their organisation, the apprenticeship opportunities offered, why apprenticeships are right for the business, the application process, and hints and tips for how to stand out. They can also provide guidance on apprenticeship interviews.

Ambassadors can help schools and colleges fulfil their obligations to boost awareness of apprenticeships by conveying their apprenticeship stories in a meaningful way. Ambassadors will captivate your students and inspire them to follow their footsteps by seizing the opportunities that technical education can provide across the country.

Make sure your school can benefit from hearing from the Apprenticeship Ambassador Network. #AAN

CLICK HERE

FIND OUT MORE ABOUT THE AAN



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

DO YOUR RESEARCH AND KNOW WHO TO CONTACT

- Reach out to your local [Apprenticeship Ambassador Network](#) representatives
- Use your [CEC Careers Hub](#) network, they are well connected.
- If you are after a specific company locally or national, find employees who work within social value, early careers or communication and marketing.

MAKE IT PERSONAL

- Don't just rely on cold emails, make contact via phone or LinkedIn.
- Have a series of options available, in terms of timings and days, they have a business to run after all.
- Offer support to run through resources and have adequate staffing on hand.

OFFER THEM SOMETHING UNIQUE

- You are educating the next generation workforce, what messages do they want to share, help them share it!
- Share your experience on social media, and provide student feedback and photography (if you can).
- Try to accommodate for a range of experiences, it might be easier for smaller group engagement rather than whole year groups.
- Keep the relationship going beyond this week! Stay in touch.



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, from setting up displays, providing subject-led lesson plan ideas to arcade games and assemblies, we've got you covered.

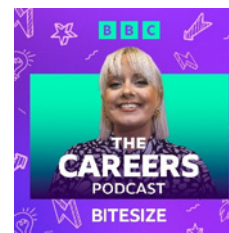
ACTIVITIES AND RESOURCES FOR ALL STUDENTS

Download our [School & College resource guide](#) and use the free activities to make your NAW one to remember! There's something for everyone, including activities for Key Stage 3, 4 and 5 with an inclusive set of resources developed through our SEND Advisory Group too. Trusted by thousands of schools and colleges each year, we're here to help and support you to make it the best NAW yet!

[CLICK HERE](#)

**AMAZING APPRENTICESHIP
RECOURCES FOR NAW 2025**





BBC Bitesize Careers has been developed in collaboration with experts, partners and young people. It offers peer-to-peer and expert advice to support young people in making subject choices throughout their education and in taking the first steps into the working world.

The site is packed with free videos, quizzes and podcasts including:

Job profiles – there are hundreds of job-profile videos to help students decide what career path they want to take.

Tips and advice – articles, quizzes, videos and podcasts on skills for work, work experience, CV writing, interview preparation and more.

Bespoke resources to celebrate National Apprenticeship Week and National Careers Week and resources created in consultation with careers experts, all for teachers and students to use in lessons, form time, or when learning at home.

BITESIZE CAREERS PODCAST SERIES 2 COMING SOON

Every topic we cover comes straight from what young people told us they wanted to know about. We're here to give them the answers they need.

- Working out your strengths and weaknesses
- How to get work experience and the next steps
- CVs, cover letters, and how to get that first job
- Interviews, presenting yourself and dealing with rejection
- Networking and practical steps to build an effective network
- Setting goals and achieving them

[CLICK HERE](#)

**FIND OUT MORE ABOUT
BBC BITESIZE CAREERS**



Equip your students with the knowledge of alternative career paths, helping them make the best choices for their futures.

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 11 February 2025.

[CLICK HERE](#)

FIND OUT MORE ABOUT THE BIG ASSEMBLY



Join Careermap for National Apprenticeship Week 2025 and give your students the opportunity to explore exciting career paths!

Encourage your learners to participate in live webinars and interactive Q&A sessions throughout the week. They can engage directly with top employers, learn about diverse apprenticeship programs, and discover how these opportunities can shape their futures. By getting your students involved, you're opening doors to invaluable experiences and helping them make informed decisions about their careers. Embrace this chance to enrich your educational offerings and make a lasting impact on your students' lives!

[CLICK HERE](#)

FIND OUT MORE ABOUT CAREERMAP





The Festival of Apprenticeships is a roadshow exhibition promoting and celebrating all things apprenticeships. More than just a careers fair or conference, the event is a one-stop shop for anyone looking to find out more about apprenticeships.

[CLICK HERE](#)

**FIND OUT MORE ABOUT THE
FESTIVAL OF APPRENTICESHIPS**

GetMyFirstJob is on a mission to inform young people about their options and create effective and efficient routes into training and employment – a mission that started over 10 years ago, inspiring millions of young people across the country during this time.

Whether you know exactly what career you want to pursue or have no idea where to start, there's advice, guidance, opportunities and information to suit everyone. From apprenticeships to work experience, bootcamps to graduate programmes, they cater to everyone - no matter your starting point.

[CLICK HERE](#)

FIND OUT MORE ABOUT GET MY FIRST JOB





**SKILLS
FOR LIFE**

★ RATEMY APPRENTICESHIP

RateMyApprenticeship is the go-to platform for young people looking to land their dream role straight out of school. Discover leading opportunities with the UK's best apprenticeship employers, as well as over 55,000 honest reviews left by apprentices about their schemes.

CLICK HERE

FIND OUT MORE ABOUT RATE MY APPRENTICESHIP



Real-world, on-the-job learning opportunities through apprenticeships. For over two decades, Pathway Group has been at the forefront with support for people looking to upskill and reskill.

CLICK HERE

FIND OUT MORE ABOUT PATHWAY GROUP

THE NATIONAL APPRENTICESHIP SHOW

THE NATIONAL APPRENTICESHIP SHOW

The [National Apprenticeship Show – London & South East](#), taking place during NAW 2025, is now open for registration and we are thrilled to invite your students to join us!

We will be back at Sandown Park, Surrey on the 11 & 12 February 2025. Come celebrate National Apprenticeship Week with us and meet over 60 Employers, Colleges, and other general Training Providers ready to inspire and enlighten your students about the options available to them post 16 & post 18



This event will be coming to you with some new, exciting features including:

- **PAL Compliance** - Attending this event, along with the Student Packs provided pre-event, will help you to meet your PAL requirements, and allow your students to have meaningful careers encounters.
- **The Careers & Enterprise Company** - following successful quality assurance our events are now featured on The Careers & Enterprise Company official Resource Directory, as well as already being an official event on the Provider Directory too! You can see more here - <https://resources.careersandenterprise.co.uk/resources/national-apprenticeship-shows>
- **CPD Accredited Workshops** - We appreciate how much planning goes into getting your students to the event and we want it to be as beneficial for you as it is for them. We now offer CPD Accredited Workshops in the Teachers Lounge, which is where you'll also find the free refreshments!
- **Travel Bursary** - We will again be offering a travel bursary of £3.50 per attending student! Secure your places now to avoid disappointment

CLICK HERE

BOOK YOUR FREE TICKETS HERE

Open times

Tuesday 11 February 2025 10:00 - 14:30
and dedicated Individual/Parent/Carer
session 15:30 - 18:00

Wednesday 12 February 2025 10:00 - 14:00

Don't forget to give us a follow too!



UCAS



UCAS provides **resources and guides** for students, teachers and advisers, and parents to search for apprenticeships at all levels, including degree apprenticeships.

For teachers and advisers supporting students who are discovering their next steps, the UCAS Hub allows students to explore all their options, side-by-side, including both undergraduate degrees and apprenticeships. This allows students to discover all their options in the same place and see multiple routes to achieve an end goal. Teachers and advisers can find and download resources and guides to help support students discovering apprenticeship pathways.

Students can use UCAS' **apprenticeship search tool** to search for apprenticeships, available across multiple roles and sectors – from engineering and pharmacy, to marketing and graphic design. And the UCAS **'ultimate guide to finding an apprenticeship'** gives helpful guidance, tips and advice on how to find the best apprenticeship.

Dive into the world of apprenticeships at Unifrog's virtual apprenticeships fair! Connecting top employers including the MET Office, BBC and Lloyds Banking Group with school students across the UK, this event is the perfect opportunity to explore the latest in apprenticeships. Attend live sessions, network one-on-one, and leave with some top tips on how to find and apply for your dream apprenticeship.

CLICK HERE

FIND OUT MORE ABOUT UNIFROG

CLICK HERE

FIND OUT MORE ABOUT UCAS



SCHOOLS, COLLEGES AND PROVIDERS 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 on your posts.



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

APPRENTICESHIPS



T LEVELS



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

