

NATIONAL APPRENTICESHIP WEEK TOOLKIT

10-16 FEBRUARY 2025



NATIONAL
APPRENTICESHIP
WEEK 2025



CONTENTS

- 2 CONTENTS
- 3 SUPPORT NATIONAL APPRENTICESHIP WEEK 2025
- 4 THE THEME FOR NAW 2025
- 5 SHARE YOUR STORY
- 6 GET INVOLVED AND LOOK AHEAD
#NAW2025 - DAILY THEMES
- 8 DISCOVER OUR NAW PARTNERS
- 9 LET US KNOW WHAT YOU HAVE
PLANNED
- 10 #NAW2025 LAUNCH POST AND
JOIN IN ON SOCIAL MEDIA
- 12 NAW SUPPORTERS CLUB 2025
& MORE INFORMATION



I ❤️ ————— #NAW2025
APPRENTICESHIPS

SUPPORT NATIONAL APPRENTICESHIP WEEK 2025

National Apprenticeship Week (NAW) is the biggest week in the apprenticeships and skills calendar! It takes place from 10 to 16 February 2025. The week brings together everyone passionate about apprenticeships and skills to celebrate the value, benefit and opportunity that they bring.

2025 will be the 18th NAW, having originally started in 2007. The annual week-long celebration will celebrate apprentices, employers, training providers, parents, schools, colleges, universities, End Point Assessment Organisations (EPAOs), ambassadors and related skills programmes; all contributing to the success of apprenticeships and skills across the country.

Together, we can promote the benefits of apprenticeships and related skills programmes, showcasing progression opportunities, exciting new occupational standards, and lots more.

With T Level Thursday established as a key highlight during NAW, the week will demonstrate how skills and training programmes are contributing towards the wider government agenda and facilitate a coordinated national celebration.

Thank you to everyone who helped to make National Apprenticeship Week 2024 such a huge success and raised the profile and prestige of apprenticeships and skills.

Let's work together to make National Apprenticeship Week 2025 the biggest and best yet!

[CLICK HERE](#)

**VISIT THE NAW
WEBSITE TO
FIND OUT MORE**

This year, we have created tailored toolkits for:

- Employers and Stakeholders
- School, Colleges and Providers
- Apprentices, Students and Parents
- T Level Thursday

Each toolkit explains how you can get involved.

[View or download the toolkits.](#)

THE THEME FOR NAW 2025

SKILLS FOR LIFE

NAW 2025 encourages everyone to consider and celebrate how apprenticeships and skills help individuals develop rewarding careers, and employers to develop a workforce with future-ready skills. Together we will inspire the nation with engaging stories of apprentice and learner progression – sharing their increased confidence, skills, knowledge and how such programmes have kick-started incredible careers.

We want employers to continue to highlight the business benefits and return on investment of hiring apprentices and other learners and how employers are using apprenticeships and skills programmes to fill skills gaps.

We want apprentices and T Level students to shout about their successes and inspirational stories, shout about the skills they have developed, the opportunities they have taken and the career defining journey they have been on.



SKILLS FOR LIFE

SKILLS FOR LIFE: IT ALL STARTS WITH SKILLS

Whether you're growing your business, changing your career or just starting out, it all starts with skills.

Young people, if you're in education or just about to leave, you can get help working out your options. [Find out more about your training options](#)

Adults, view your choices for learning skills that will help you change or progress your career. [Find out more about your training options](#)

Business, see options to train your employees or hire new staff. [Find training and employment schemes for your business](#)

SHARE YOUR STORY

If you are involved in apprenticeships as an individual, employer or training provider, we want to know more. During NAW, we love hearing your stories – bringing apprenticeships to life and illustrating the difference skills programmes make.

Post about your apprenticeship experiences on social media during NAW – remember to use the hashtag #NAW2025

If you'd like the opportunity to feature in a Department for Education case study, please get in touch. You can tell us more by completing one of the forms below to let us know how apprenticeships and skills programmes are helping you to start a new career, progress in your existing job, or fill skills gaps and help grow your business:

[CLICK HERE](#)

LEARNER CASE STUDY FORM - AGED UNDER 19

[CLICK HERE](#)

LEARNER CASE STUDY FORM - AGED 19-64

[CLICK HERE](#)

EMPLOYER CASE STUDY FORM



GET INVOLVED AND LOOK AHEAD #NAW2025

Check out the daily themes for National Apprenticeship Week 2025. They are suggestions only – we encourage you to create and take part in any activity to showcase apprenticeships during NAW! Get involved using the hashtag #NAW2025.

MONDAY 10 FEBRUARY

SKILLS FOR LIFE

Whether you're growing your business, changing your career or just starting out, it all starts with skills.

Apprenticeships and skills opportunities are available across the year for all learners, whatever their background, across all sectors of the economy.

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 X](#) and [Apprenticeships LinkedIn](#).

Join in with your own content on social media and help us get #NAW2025 trending for National Apprenticeship Week!

TUESDAY 11 FEBRUARY

EMPLOYER TUESDAY

Highlight the achievements of your apprentices, the excellence of your apprenticeship programmes, and how they're helping to fill skills gaps and grow your business.

Demonstrate why you're an outstanding employer and present the diverse apprenticeship opportunities you offer.

Are you a Small or Medium Enterprise (SME)? We've created materials to help you shout about your apprenticeships. [Download them from our website.](#)

Remember to advertise your vacancies online through [Recruit an apprentice.](#)

WEDNESDAY 12 FEBRUARY

APPRENTICE WEDNESDAY

Spread the word about your apprenticeship journey. Show the whole country the incredible opportunities apprenticeships can unlock.

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.

Requests for ambassador to come into schools to speak about apprenticeships and skills can be made through the [CEC](#) or contact your [local AAN](#).

Start your apprenticeship vacancy search on [Find an apprenticeship.](#)

THURSDAY 13 FEBRUARY

T LEVEL THURSDAY

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

Employers, training providers, parents, and students – help to celebrate T Level success by sharing your experiences!

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!

It's also your chance to find out more about [other skills programmes](#).

FRIDAY 14 FEBRUARY

CELEBRATION FRIDAY

Celebrate the talent, success, and the amazing accomplishments created by apprenticeships.

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

Host a graduation or celebration ceremony, share images and videos from the day on social media using the hashtag #NAW2025.

[Download our Apprentice Celebration Toolkit and Assets.](#)

SATURDAY + SUNDAY 15-16 FEBRUARY

THE NAW WEEKENDER

Look back at the highlights from NAW! Share the best bits from the week! Show the country what you have done during NAW 2025!

Inspire young people to consider apprenticeships and skills as a route into a successful career.

Get posting on all social media platforms.

Get involved in any NAW events over the weekend! Check our [Events Map](#) for virtual or in-person events near you!

This year, we have created tailored toolkits for Employers and Stakeholders, Schools, Colleges and Providers, Apprentices, Students and Parents, and T Level Thursday. Each toolkit explains how you can get involved. [View or download the toolkits.](#)

DISCOVER OUR NAW PARTNERS

Discover what else is going on with our National Apprenticeship Week 2025 Partners. Find out how you can work with our NAW partners through each of our [tailored toolkits](#).



LET US KNOW WHAT YOU HAVE PLANNED

In 2024, over 1,500 stakeholders, employers, ambassadors, training providers, and school events took place during National Apprenticeship Week.

Following its huge success last year, we will be re-launching our interactive event listing to promote all the inspirational activities that happen during the week. This will be available from November 2024 and is completely free for you to use.

VIEW OUR NAW EVENTS MAP

Search for virtual and in person events using our free interactive events map.

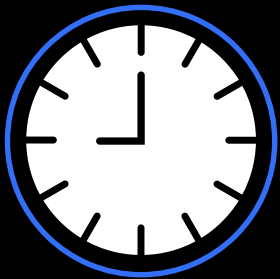
VIEW OUR EVENT MAP #NAW2025



Throughout the week, we will feature standout events, photos, videos, stories and activities on our [NAW website](#), DfE social media channels and in our [NAW2025 newsletter](#).

Remember to promote your activity and events on social media using the hashtag #NAW2025.

#NAW2025 LAUNCH POST



Look out for our launch day post and share it with your followers. Keep an eye on [@Apprenticeships X](#) (formerly Twitter) and [Apprenticeships LinkedIn](#) on the morning of Monday 10 February. Last year, National Apprenticeship Week 2024 was trending on X throughout the week. Let's get National Apprenticeship Week trending at #1 on X on launch day.

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

JOIN IN ON SOCIAL MEDIA

During National Apprenticeship Week 2024 there were almost 300 million impressions across social media – let's make 2025 even bigger!



Direct followers to [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk) to find out more about apprenticeships, tag [@Apprenticeships](#) on X and LinkedIn and use #NAW2025 in your post.

Get creative with your social media! From imagery to interactive quizzes, make your posts stand out. Use our [NAW social media assets](#) to spread the word.

VIDEO INSPIRATION

Why not create a few short videos during National Apprenticeship Week? These can be as informal as you like – social media is a great place to try out new ideas and trends.

Apprentices - talk about why you chose an apprenticeship, explain the benefits of your programme and why you would recommend it to others.

Interview a parent, friend or colleague and ask them to share how you have grown/developed through your apprenticeship.

You could even film a typical day in the life of an apprentice!

Employers – tell us why apprenticeships are so important to your organisation and the business benefits they have brought to your company. How have your apprentices helped to future-proof the company and develop your employees?

Ambassadors and Champions – show your passion for apprenticeships and encourage others to become Apprenticeship Ambassadors.

We recommend video footage is kept to 60 seconds max. Drop us an email at: The.week@education.gov.uk to let us know you are planning to record some footage so we can share the best videos on our channels.



USE OUR SOCIAL MEDIA ASSETS

We have created frames, banners and 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.

CLICK HERE

DOWNLOAD OUR SOCIAL ASSETS

NAW 2025 SUPPORTERS CLUB

BACK AGAIN FOR 2025

Entering its third year, we are proud to collaborate once again with apprenticeship employers who are the 2025 members of the NAW Supporters Club. These organisations will inspire, influence and showcase why apprenticeships are a pathway to business and personal success.

We will announce the 2025 line up from November 2024!

Look out for what NAW Supporters are doing during the week!



FOR MORE INFORMATION

Visit the [National Apprenticeship Week 2025 website](#)

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

USEFUL WEBSITES

[Apprenticeships](#)

[T Levels](#)

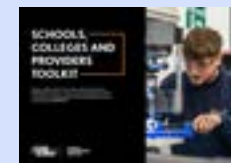
FOLLOW US ON SOCIAL MEDIA



Take a look at our tailored toolkits which explain how you can get involved in #NAW2025:



Employers and Stakeholders



Schools, Colleges and Providers



Apprentices, Students and Parents



T Level Thursday

[View or download the toolkits.](#)