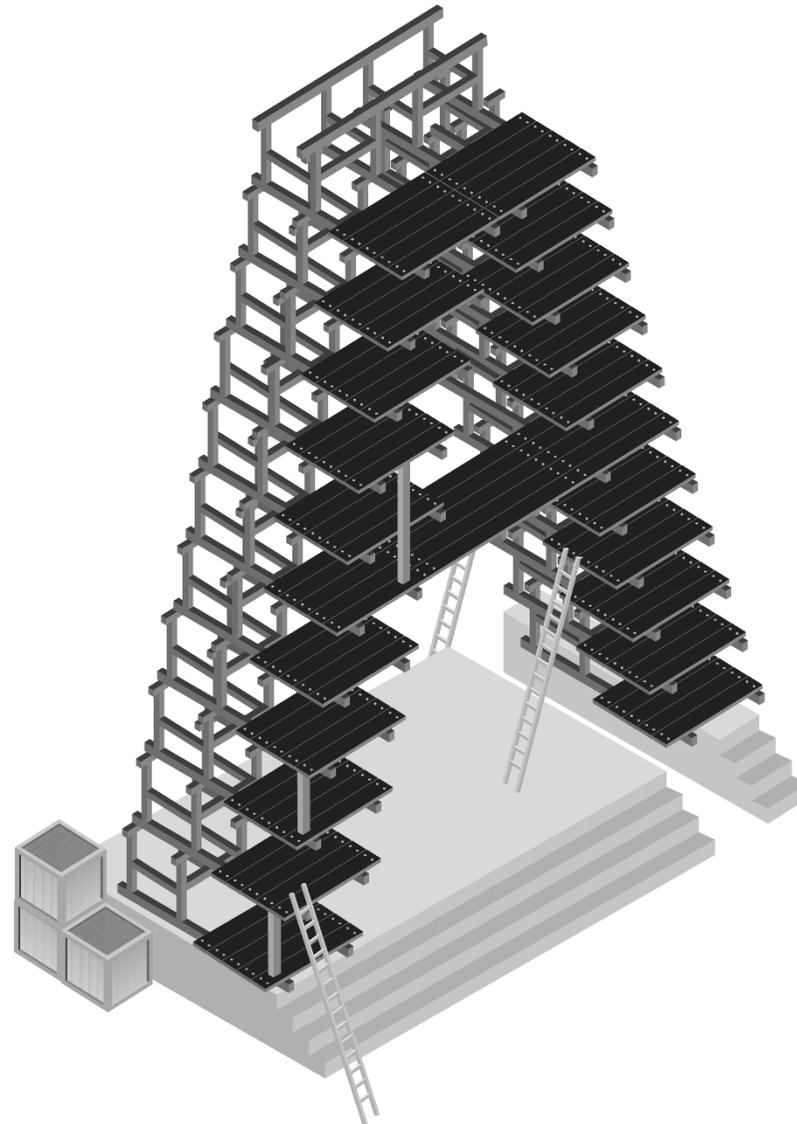


National Apprenticeship Week 2017

Toolkit for employers, apprentices and MPs



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National
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Service

#NAW2017

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READY?

1. National Apprenticeship Week 2017

What is National Apprenticeship Week?

National Apprenticeship Week is co-ordinated by the National Apprenticeship Service and is designed to celebrate apprenticeships and traineeships and the positive impact they have on individuals, businesses and the wider economy.

What are the objectives of the week?

The objective of National Apprenticeship Week 2017 (NAW 2017) is to increase awareness and take-up of apprenticeships and traineeships by:

- Recognising apprenticeships as a ladder of opportunity to a brighter future and showing that they are available for all
- Celebrating the benefits apprenticeships bring to employers and the impact apprentices can have on businesses and the wider economy.
- Celebrating 10 years of National Apprenticeship Week and the impact apprentices have made over that time.

National Apprenticeship Service

The National Apprenticeship Service provides a dedicated service to employers, offering free expert advice and support to those looking to recruit apprentices or take on a trainee for the first time, or expand their existing programme.

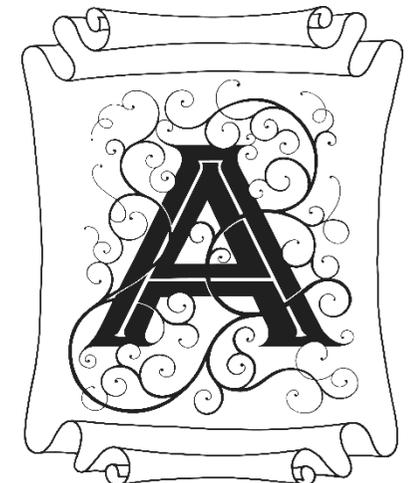
There has never been a better time to employ an apprentice or a trainee. Hiring apprentices helps businesses to grow their own talent by developing a motivated, skilled and qualified workforce. If you're interested in taking on an apprentice or offering a traineeship, call the National Apprenticeship Service on 08000 150 600 or go to GOV.UK and search 'apprenticeships' or 'traineeships'

The theme

The overarching theme for National Apprenticeship Week 2017 is 'Ladder of Opportunity!' - focusing on the progression routes of apprenticeships, from traineeships through to higher and Degree apprenticeships.



This year is the **10th anniversary of National Apprenticeship Week** and over the course of the Week we will be celebrating the achievements of apprentices from over the last decade.



2. Key facts about apprenticeships and traineeships

The following key facts can be used in your NAW 2017 communications to show some of the benefits of apprenticeships and traineeships.

Benefits to the economy:

- 2.4 million apprenticeships were started in England during the last Parliament;
- So far 624,000 apprenticeship starts have been reported since May 2015;
- The government invested £1,559,771 in apprenticeships during the 2014/15 academic year; and are doubling the annual level of spending on apprenticeships between 2010-11 and 2019-20 in cash terms to £2.5bn;
- Apprenticeship participation increased to 899,400 in the 2015/16 academic year, up 3.2 per cent on 2014/15 and the highest number on record;
- Apprenticeships are available in 1,500 job roles, covering more than 170 industries;
- Over 200 Trailblazers involving more than 1400 employers with 266 standards published (of which over 70 are higher and Degree apprenticeships) and more than 160 new standards in development.
- Up to 28,000 quality apprenticeship vacancies are available online at any one time at [Find an apprenticeship](#)

Benefits to employers:

- Employers say that qualified apprentices are 15% more employable than those with other qualifications;
- There were more than 250,000 employer workplaces with an apprentice in 2014/15;
- According to research published in June 2015, apprenticeships at Level 2 and Level 3 deliver £26 and £28 of economic benefits respectively for each pound of government investment;
- Apprenticeships boost productivity to businesses by on average £214 per week;
- Apprenticeships enable businesses to grow their skills base resulting in increased profits, lower prices and better products;
- 87% of employers said they were satisfied with their apprenticeship programme;
- 76% of employers say that productivity has improved;
- 75% of employers reported that apprenticeships improved the quality of their product or service;
- Traineeships offer small businesses an opportunity to help build a pool of high-quality future recruits for their sector.

Benefits to the learner:

- After finishing, the majority of apprentices (90%) stay in employment (including 2% self-employed), with seven in ten (71%) staying with the same employer;
- A quarter of former apprentices had been promoted (23%) within 12 months of finishing;
- 89% of apprentices are satisfied with their apprenticeship; 85% of apprentices said their ability to do the job had improved, and 83% of apprentices said their career prospects had improved;
- On average, individuals with an advanced apprenticeship earn between £77,000 and £117,000 more over their lifetime than similar individuals with Level 2 qualifications;
- Those completing a higher apprenticeship could see increased earnings of an estimated £150,000 over their lifetime;
- Nearly a fifth (19%) of advanced apprentices progress to higher education over time following their apprenticeship, either at a college or university.

3. National Apprenticeship Week calls to action

We want to ensure that everyone who attends a National Apprenticeship Week event or activity knows where to go to for additional advice and guidance afterwards. To support this, here are some key calls to action that you may wish to include in your National Apprenticeship Week communications.

Employers' call to action

- The National Apprenticeship Service supports the delivery of apprenticeships and traineeships in England.
- It offers free impartial advice and support to employers looking to recruit for the first time or expand their apprenticeship and/or traineeship programmes.
- This includes simplifying the process of recruiting an apprentice or trainee through the support of employer focused teams.
- Through the [Find an apprenticeship](#) and [Find a traineeship](#) recruitment sites on GOV.UK employers can advertise their vacancies and potential apprentices or trainees can apply.
- Call 08000 150 600 or search for apprenticeships on GOV.UK to find out more.
- Follow the National Apprenticeship Service on [LinkedIn](#) and [Twitter](#)

Young people and parents' call to action and information sources

- We launched a new campaign in May 2016 promoting the benefits of apprenticeships to young people, their influencers and employers –building on the previous successful Get In Go Far campaign. Visit: www.getingofar.gov.uk
 - Watch videos of real apprentices telling their stories on [YouTube](#), [Get In Go Far Facebook](#) and [Get In Go Far Instagram](#)
 - The National Apprenticeship Service can help individuals find an apprenticeship or traineeship. Visit GOV.UK and search '[Find an apprenticeship](#)' or '[Find a traineeship](#)'.
 - Follow the apprenticeships vacancy twitter feed @AppVacancies
 - For advice on career choices search online for the [National Careers Service](#) or call 0800 100 900.
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4. Event and activity ideas

There are lots of ways you can support National Apprenticeship Week. Here are just a few event and activity suggestions that you can consider, but you might have lots of your own ideas too. Keep checking GOV.UK/NAW2017, as we will be adding more resources in the run up to the Week.

- Celebrate past apprentices, apprentices with you now and the success they have had. Any apprentice that was with your organisation in 2006/7 and is still with you now should be celebrated – on social media and in any media work you do.
- Organise a job swap / back to the floor experience where a senior manager spends a morning shadowing an apprentice or trainee and they swap in the afternoon, so the apprentice/trainee gets the opportunity to find out what it's like to be a senior manager for a few hours!
- Ask some of your apprentices or trainees to start a video, Instagram or Twitter diary of their day to help create content for your website and social media channels.
- Challenge yourself and host an event with your supply chain or other organisations in your sector/network to encourage those that don't currently have apprentices or offer traineeships to consider introducing them.
- Add your events to the National Apprenticeship Week events map on GOV.UK/NAW2017.
- Arrange a 'Made by Apprentices' open day at your premises for visitors, where potential apprentices and their parents get the opportunity to see first-hand the contribution apprentices make to your business through a guided tour of your workplace – and have the opportunity to talk to current and former apprentices. Don't forget to tweet about it using the hashtag #madebyapprentices
- Share your apprentice stories with us – we would love to receive case studies from your employees who started their career with you as an apprentice, especially if this was 10 years ago. They might now be a manager, director or the MD! Send details to: theweek@sfa.bis.gov.uk
- Alternatively, take photographs or produce a short film of your apprentices in the workplace with items they have made or services they are responsible for and tweet or post on Facebook using the hashtag #madebyapprentices
- Promote and run a 'Have a Go' event.
- Enter your apprentices into the WorldSkills UK Skills Competitions 2017. The competitions are run in over 60 skills across a range of industries Skills Show, which runs annually. Watch out for WorldSkills UK Skills Competitions 2017 registration.
- Invite a teacher and some year 9-11 pupils from a local school to job shadow some of your apprentices in the workplace.
- Visit and present at a local school with some of your apprentices to educate pupils on the benefits of apprenticeships and the potential opportunities available. [School resources](http://Schoolresources.gov.uk) are available on gov.uk and also on www.amazingapprenticeships.com

4. Event and activity ideas continued

- Invite a journalist from your local newspaper to come and job shadow one of your apprentices for a few hours.
- Register with [Inspiring the future](#) to share how apprentices deliver for your business. Inspiring the future is a free service with a network of volunteers from all sectors to go into schools and colleges to talk about their jobs and careers.
- Invite your local MP for a workplace tour or 'job shadow' with some of your apprentices and to try their hand at an activity (note MPs are the most likely to be in their constituencies on Fridays).
- Issue a press release to the local media about your National Apprenticeship Week events and activities.
- Email and tweet your local newspaper to let them know about National Apprenticeship Week 2017, what your plans are and why apprenticeships are great for your business.
- Promote National Apprenticeship Week on your organisation's website and in any communications.
- Add the National Apprenticeship Week supporter logo and a link to the [GOV.UK/NAW2017](#) website to your email signature, website and other communications.
- Join [Apprenticemakers](#) and share, learn and inspire other employers.
- Join your local Apprenticeship Ambassador network. To find out more about the opportunities in your area, contact: Julie.Foster@sfa.bis.gov.uk
- Apprenticeships should be inclusive and open to all who might benefit, regardless of characteristics like race, sex, disability, learning difficulty, sexual orientation, gender identity, religion or belief. Why not organise an activity that addresses stereotyping or under-representation?
- There are lots of inspiring ideas in the [Employer Toolkit](#) for supporting accessible and inclusive apprenticeships



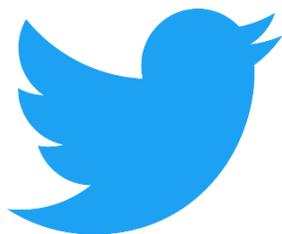
4. Event and activity ideas for MPs

- Attend an event held by a local employer or a local college where you can meet apprentices and find out more about their role.
- Arrange for a local apprentice to job shadow you in your constituency – so they become an apprentice MP for a day.
- Find an apprentice for you to job shadow from a visual industry (such as cookery or automotive). Perhaps compete against the apprentice in a challenge and create social media content around the outcome.
- Add the National Apprenticeship Week supporter logo and a link to the GOV.UK/NAW2017 website to your e-mail signature, website and other communications.
- Speak to your local Chamber of Commerce about the importance of apprenticeships. Visit: www.britishchambers.org.uk/find-your-chamber



5. Social media

Using social media is an ideal way of getting your apprentices, staff, partners, stakeholders and colleagues to help spread the word about apprenticeships and National Apprenticeship Week 2017. The aim is to get all these groups discussing the importance of apprenticeships and traineeships and spreading the word about the Week.



Twitter

Twitter is a fantastic way of sharing news, links, pictures of any events, videos and discussing the importance of apprenticeships with other Twitter users.

- Follow @Apprenticeships, @TraineeshipsGov and AppVacancies and @getingofar
- Retweet @Apprenticeships tweets to your followers
- Always use the hashtag #NAW2017 when talking about apprenticeships
- Search the term National Apprenticeship Week - on Twitter and join the conversation
- Bring your tweets to life by including any images/videos that you have to promote apprenticeships or traineeships
- Tweet about the training and progress of your apprentices or trainees

Where possible please use the relevant hashtag in your tweets;

#NAW2017

#Madebyapprentices

#BAC17

#Getingofar

We have also written some suggested tweets which you can adapt and use:

- Our apprentice is climbing the ladder of opportunity by (insert what your apprentice is doing) #NAW2017@[INSERT COMPANY NAME]
- We support #NAW2017 because our apprentices have done great things for @[INSERT COMPANY NAME]
- Our @Apprenticeships are great for our business because.....#NAW2017
- Read about our apprentice [INSERT NAME]'s experience on our blog [LINK] #NAW2017
- At @[INSERT COMPANY NAME] we regularly recruit through @apprenticeships. What could they do for you? #NAW2017
- Did you like [INSERT PRODUCT OR SERVICE] It was #MadeByApprentices #NAW2017
- Great @Apprenticeships help our business.....#NAW2017
- Did you know our apprentices have all gone on to....#NAW2017
- For #NAW2017 @ [INSERT COMPANY NAME] will be celebrating our apprentices at XXX event. Come and join us!

#Madebyapprentices campaign:

#Madebyapprentices is a national campaign to showcase the talent of the nation's apprentices and the contribution they make to the economy across England.

Upload them to photo sharing site Flickr and email theweek@sfa.bis.gov.uk or publish them via Twitter using the hashtag

#Madebyapprentices

#BAC17 campaign:

Are you part of a team of apprentices that has entered the Brathay Apprentice Challenge 2017? If so, tweet or post details of your activities during the heats using the hashtag #BAC17, making sure that you tag @Apprenticeships.

[Learn more about the challenge](#)

Other Social Networks

We also have a:

- YouTube channel ([ApprenticeshipsNAS](#)),
- Flickr ([Apprenticeships](#))

You can subscribe to these, comment on our videos and photos, and share the links through your Facebook and Twitter accounts.



Sharing pictures videos and podcasts

If you have any photos, videos or podcasts of your apprenticeship work, please share them with us by emailing theweek@sfa.bis.gov.uk

If you have video content please upload it to YouTube and then email us the link so that we can add it to our National Apprenticeship Week playlist. Have a look at last year's [playlist](#) to see what sort of things have been added before.

LinkedIn

Please follow our [LinkedIn Showcase Page](#) for updates about the Week, as well as other apprenticeship news.

If you already host a LinkedIn group, ask your members to help us spread the word about apprenticeships – using some of the Twitter themes outlined above.



6. Supporting resources and tools

Online resources

The National Apprenticeship Service has lots of resources that can be used by individuals and organisations that want to support the Week.

Some of the resources are available at GOV.UK/NAW2017 will be:

- National Apprenticeship Week logos.
- A range of free downloadable branded resources for you to use at your events and in your communications.
- Guidance on using social media to celebrate National Apprenticeship Week and promoting your activity during the Week.

Useful Tools

We have a number of different tools which may be helpful;

- The [Find apprenticeship training](#), online search tool for employers, allows employers of all sizes to easily find a local apprenticeship training provider.
- Films such as '[How to hire an apprentice](#)' and '[Why hire an apprentice](#)', are available on [YouTube](#) to guide employers through the process of recruiting an apprentice.

Guest speakers

We will be happy to accept guest speaker invitations for events during the Week. Our regional networks of employer Apprenticeship Ambassadors may also be able to offer support. Please email speakeropps@sfa.bis.gov.uk with your request.

We will do our best to accommodate as many requests as possible, however due to limited resources, we will not be able to accept every invitation. If you would like a guest speaker at your event either from the Skills Funding Agency, the National Apprenticeship Service or an Apprenticeship Ambassador, please contact speakeropps@sfa.bis.gov.uk. The earlier you can make us aware of your request the better.



FLOURISH

7. Contacts

General enquiries

If you have any general enquiries about National Apprenticeship Week, please contact the National Apprenticeships Service using the details below.

National Press Enquiries

theweek@sfa.bis.gov.uk

Speaking Opportunities

If you would like a guest speaker at your event either from the Skills Funding Agency, the National Apprenticeship Service or an Apprenticeship Ambassador, please contact:

speakeropps@sfa.bis.gov.uk

Social Media

If you need any assistance promoting apprenticeships and National Apprenticeship Week through social media, please contact

theweek@sfa.bis.gov.uk

Branding Enquiries

marcomms@sfa.bis.gov.uk

**GET
SET**