



2015 Theme: Did you know...?

Since 2010,
over 2 million
apprenticeships have
started in England

100 years ago an
apprentice could be
summoned to court for
being 'idle' or having a
'bad attitude'

In 2014 the most
popular apprenticeship
was health and
social care

In 1914 most apprentices
started work aged
15-17, compared with
19-24 today

Women now
take up 55% of
apprenticeships

Apprenticeships are available
in over 170 industries
including aerospace, fashion,
broadcast media and finance

100 years ago the most
common apprenticeship
was dressmaking, followed
by engineering

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1. National Apprenticeship Week 2015 (9–13 March)

1.1 What is National Apprenticeship Week?

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

There has never been a better time to employ an apprentice. Hiring apprentices helps businesses to grow their own talent by developing a motivated, skilled and qualified workforce. The National Apprenticeships 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 apprenticeship programme.

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 greatbusiness.gov.uk/apprenticeships

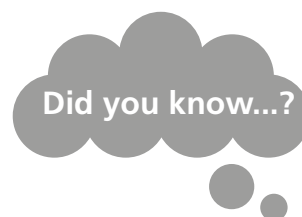
1.2 What are the objectives of the week?

The objective of National Apprenticeship Week 2015 is to increase awareness and take-up of apprenticeships and traineeships by:

- Promoting small and medium-sized enterprise (SME) apprenticeships – highlighting the support available and why offering an apprenticeship is easier than small businesses may think.
- 'Myth-busting' by addressing misconceptions about apprenticeships, promoting higher apprenticeships and apprenticeship opportunities at blue-chip companies.
- Celebrating apprenticeships, especially higher apprenticeships, by focusing on the positive economic impact and showing how higher apprenticeships offer a new work-based route into professions that have traditionally been the preserve of graduates.

1.3 The theme

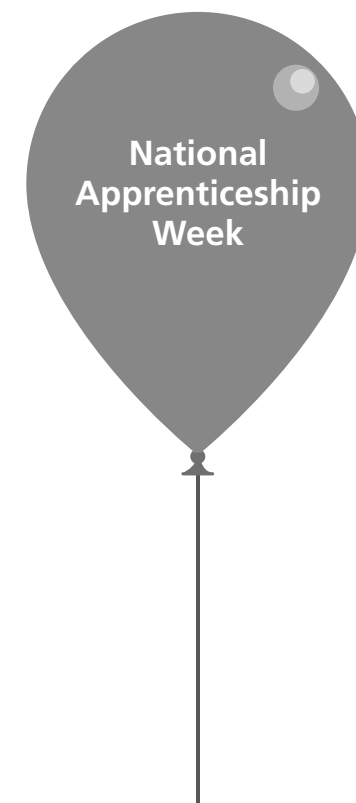
The overarching theme for National Apprenticeship Week 2015 is a challenge to us all to think about how much we really know about apprenticeships.



It's about using facts and powerful case studies to prove that apprentices are great for business, personal careers, and can create opportunities for employers and apprentices.

For example did you know...

- over **1,000** businesses are now involved in designing the new apprenticeship standards?
- Or that there are **1,500** different apprenticeships on offer in more than 170 industries?
- Or that the Government invested **1.5bn** in apprenticeships in 2013 to 2014?
- Or that businesses report an average increase in productivity by **£214 a week** when they hire apprentices?



1. National Apprenticeship Week 2015 (9–13 March)

1.4 Key facts and messages

For the latest apprenticeship and traineeship key facts, messages and statistics that you may wish to include in your communications leading up to the Week, or in any presentations delivered at your National Apprenticeship Week events, check out our online key facts document at: gov.uk/naw2015

Supporting SMEs – let businesses know that:

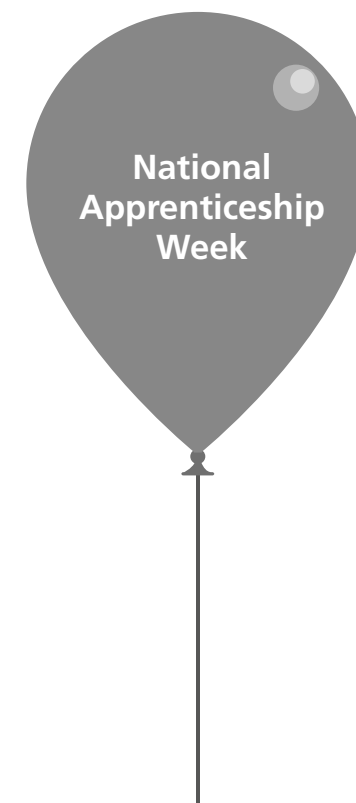
- Fantastic support is available to businesses nationally, such as the [Apprenticeship Grant for Employers \(AGE\)](#).
- Businesses can also access mentoring and support from other businesses through the Apprenticeship Ambassadors Network and the [ApprenticeMakers](#) community.
- SMEs are central to apprenticeship reforms, such as their involvement in setting new apprenticeship standards known as 'Trailblazers'.

Myth-busting – use facts and case studies that show:

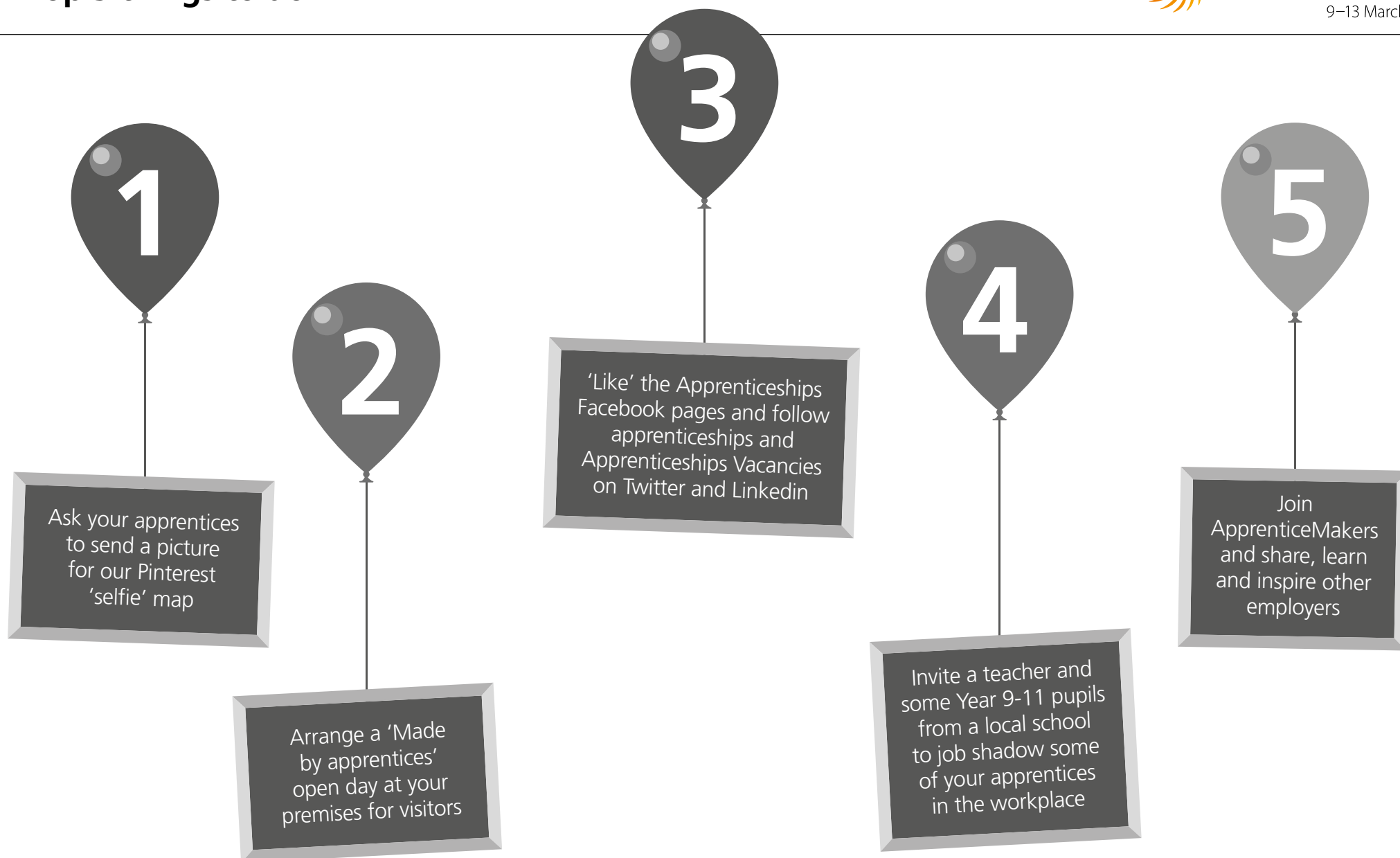
- Apprenticeships are an excellent option for all students.
- You can gain a degree through an apprenticeship.
- Apprenticeships cover all key sectors of the economy.
- Apprenticeships are just as much of a route to a successful career as University.

Celebrating apprenticeships, especially Higher Apprenticeships, by turning the spotlight on:

- Apprenticeships, apprentices and the businesses that support them.
- The positive impact that apprenticeships have on the wider economy.
- Apprentices themselves and their personal success stories.
- Higher Apprenticeships – how they are driving growth in the programme and in the economy.



2. Top 5 things to do

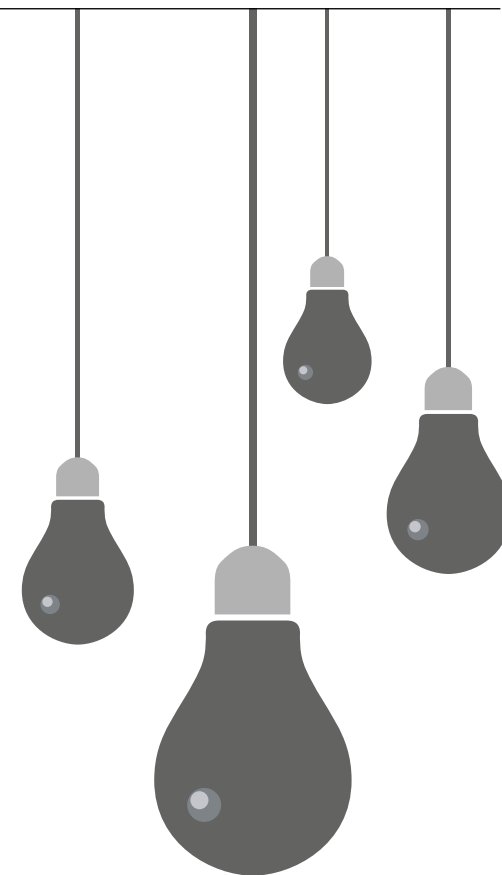


3. Event and activity ideas

There are lots of ways you can support National Apprenticeship Week. Here are just a few event and activity suggestions that you might like to consider, but you might have lots of your own ideas too. Also keep checking www.gov.uk/naw2015, as we will be adding more resources in the run up to the Week.

- 3.1 **Pledge apprenticeship job vacancies or traineeship opportunities** and see how your business has contributed to the running total at gov.uk/naw2015
- 3.2 Organise a **job swap / back to the floor** experience where a senior manager spends a morning shadowing an apprentice and they swap in the afternoon, so the apprentice gets the opportunity to find what his/her future could hold as they progress with the company.
- 3.3 Ask some of your apprentices or trainees to keep a **video, image or Twitter diary** of their day to help create content for your website and social media channels.
- 3.4 Challenge yourself and host an **event with your supply chain** or other organisations in your networks to encourage those that don't currently have apprentices or offer traineeships to consider introducing them.
- 3.5 Arrange a 'Made by apprentices' **open day** at your premises for visitors, where potential apprentices and their parents get the opportunity to see firsthand 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** so it can be pinned to the Number 10 Pinterest page.

Alternatively, just take photographs or [keeks](#) (short film clips no more than 36 seconds in length) 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**.
- 3.6 Enter your apprentices in The Skills Show at Birmingham NEC from 19–21 November 2015 where the UK's most talented apprentices battle it out in the finals of the [WorldSkills UK national competitions](#) with the aim of being named 'the best of the best' in their chosen skill, promote your apprenticeship programme and run a 'Have a Go' event.
- 3.7 Hold an **awards ceremony** for your apprentices to celebrate their achievements. (Don't forget to nominate your winners for a [National Apprenticeship Award](#) too!)
- 3.8 Invite a teacher and some Year 9–11 pupils from a local school to **job shadow** some of your apprentices in the workplace.
- 3.9 Visit and **present at a local school** with some of your apprentices or former trainees that are now apprentices, to educate pupils on the benefits of apprenticeships and the potential opportunities available. School resources are available at gov.uk/naw2015.



3. Event and activity ideas

- 3.10** Register with [Inspiring the Future](#) to share how apprenticeships deliver for your business. (Inspiring the Future is a free service with a network of volunteers from all sectors and professions who volunteer to go into schools and colleges to talk about their jobs and careers).
- 3.11** Invite a **journalist** from your local newspaper to come and job shadow one of your apprentices for a few hours.
- 3.12** Invite your local **MP** for a workplace tour or 'job shadow' with some of your apprentices (note MPs are most likely to be in their constituencies on Fridays).
- 3.13** Issue a **press release** to the local media about your National Apprenticeship Week events and activities.
- 3.14** Email and tweet **your local newspaper** to let them know about National Apprenticeship Week 2015, what your plans for the week are and why apprenticeships are great for your business.
- 3.15** Promote National Apprenticeship Week in your organisation's **newsletter** and website and other communications.
- 3.16** Add the National Apprenticeship Week supporter logo and a link to the gov.uk/naw2015 website to your e-mail signature, website and other communications.
- 3.17** If you think your commitment to apprenticeships and your apprentices' success would make a great case study, enter the National Apprenticeship Awards.
- 3.18** Tweet or [send us](#) key facts to represent your experiences of 'Great Apprenticeships' for your business/ apprentices which can re-use.
- 3.19** 'Like' the [Apprenticeships](#) Facebook pages and follow [Apprenticeships](#), [Traineeships](#) and [Apprenticeships Vacancies](#) on Twitter.
- 3.20** Follow us on [LinkedIn](#)
- 3.21** **Retweet** National Apprenticeship Week tweets to show your support. Check the **#NAW2015** hash tag regularly to see what others are tweeting, and help us get trending.
- 3.22** Adapt one of our example Tweets in the run up to the Week – for more ideas during the Week, see the social media section:
- #NAW2015 takes place 9 – 13 March 2015 – make sure it's in your diary now!
 - We are supporting #NAW2015 because...
 - Offering @Apprenticeships has revolutionised our business – find out what they can do for yours in #NAW2015
 - We will be promoting our apprentices and their success during #NAW2015 – will you?
- 3.23** **Share your apprenticeship story on Facebook**, telling everyone why apprenticeships are great for your business.
- 3.24** Support the National Apprenticeship Service's **social media activity** in the run up to and during the Week. See the social media section for more information.
- 3.25** Run your own WorldSkills UK [pre-competition activity](#), where your apprentices pitch their skills against each other or against teams of apprentices from other colleges and learning providers.
- 3.26** Join [ApprenticeMakers](#) and share, learn and inspire other employers.
- 3.27** Join your local Apprenticeship Ambassador Network. Contact denise.young@sfa.bis.gov.uk for more information about your local network.
- 3.28** Share traineeship success stories with your local media. Provide case studies of former trainees who are now working with you as apprentices.
- 3.29** Support the **Get in. Go far.** campaign – ask your apprentices to supply a 'selfie' showing them in their place of work including your company somewhere in the photo. The selfies will be added to a Pinterest map, which will feature apprentice selfies from all over the UK, demonstrating the huge variety of apprenticeships available and showcasing the amazing opportunity employers like yourselves are offering to young people – see: pinterest.com/Apprenticemap/apprenticeships
- Email the selfie, labelled with their full name, age, apprenticeship level, role and company and why they love working there to: ApprenticeshipsEngine@theenginegroup.com
- 3.30** 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 Inclusive and Accessible Apprenticeships](#) and [Equalities Toolkit. employer-toolkit.org.uk](http://employer-toolkit.org.uk)

4. Social media

Using social media is an ideal way of getting your staff, partners, stakeholders and colleagues to help spread the word about apprenticeships and National Week 2015. The aim is to get all these groups discussing the importance of apprenticeships and spreading the word about the Week.

(If you need further guidance, you might like to check out our more detailed guide in the National Apprenticeship Week resources [section of our website](#)).

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 (in 140 characters).

- Follow [@Apprenticeships](#), [@TraineeshipsGov](#) and [@AppVacancies](#)
- Retweet [@Apprenticeships](#) tweets to your followers
- Always use the hashtag **#NAW2015** when talking about apprenticeships
- National Apprenticeship Week – this term is easily searchable on Twitter so you can find out what everyone is saying about the Week and join the discussion!
- Tweet any images/videos that you have to promote apprenticeships
- Tweet about the training and progress of your apprentices

Facebook

- ‘Like’ the [National Apprenticeship Service page](#)
- Share the page with your networks and encourage others to ‘like’ the page
- Post updates on apprenticeships and National Apprenticeship Week
- Share our news and updates
- Share photos and videos on our wall to promote the Week– please be aware that if you do this, we may use the photos and videos in our own materials

Other Social Networks

We also have a Youtube channel ([ApprenticeshipsNAS](#)), Flickr ([Apprenticeships](#)) and Instagram ([@apprenticeshipinstagram](#)) accounts. 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.biz.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: [YouTube playlist – National Apprenticeship Week 2014](#).

LinkedIn

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

If you are involved in the Higher Apprenticeships programme – or know of any higher apprentices – you can encourage them to join the [Higher Apprenticeships Network](#) group on LinkedIn.

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 – and linking to the new video playlist.



4. Social media

Over the last two years, we have used social media far more than before. In 2013 there were over 44,000 social media mentions and 62,482 in 2014, so we want to continue this success in 2015.

We want to use interesting facts about apprenticeships and case studies for National Apprentice Week 2015 to help us 'myth bust' any common misconceptions about apprenticeships – so please use social media to highlight these.

Since 2010, over 2 million young people have started an apprenticeship in England. Apprenticeships are available in over 170 industries including aerospace, fashion, broadcast media and finance – with 1500 job roles available. Research shows that 19% of advanced apprentices progress to Higher Education and 90% of apprentices stay in employment after finishing their apprenticeship.

We are also linking in with the GREAT campaign – so tell us how great your apprentices are and why apprenticeships have been great for your business using #businessisgreat.

To support the Week please make sure you follow us on Twitter:

[@Apprenticeships](#)
[@TraineeshipsGov](#)
[@AppVacancies](#)

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

- We support **#NAW2015** because our apprentices have done great things for @ [INSERT COMPANY NAME]
- Our @Apprenticeships are great for our business because... **#NAW2015**
- Read about our apprentice [INSERT NAME]'s experience on our blog [LINK] **#NAW2015**
- At @ [INSERT COMPANY NAME] we regularly recruit through @ apprenticeships. What could they do for you? **#NAW2015**
- Did you like [INSERT PRODUCT OR SERVICE]? It was #MadeByApprentices **#NAW2015**
- Great @Apprenticeships help our business... **#NAW2015**
- Great @Apprenticeships can lead to... **#NAW2015**
- Did you know our apprentices have all gone on to... **#NAW2015**
- Did you know that apprenticeships have helped our business by... **#NAW2015**
- **#Businessisgreat** with apprenticeships because... **#NAW2015**

Where possible please use the relevant hashtag in your tweets;

#NAW2015
#GetInGoFar
#Madebyapprentices
#BAC15

#GetInGoFar campaign:

The apprenticeships Get in. Go far campaign was launched by the Business Secretary and the Skills Minister in August. More info here: www.apprenticeships.gov.uk

Follow the Get in. Go far campaign apprentices on Twitter – they are:
[@apprentice_cw](#), [@apprentice_zp](#),
[@apprentice_is](#), [@apprentice_po](#),
[@apprentice_mh](#), [@apprentice_gl](#),
[@apprentice_aa](#)

Some suggested tweets:

- We are proud to support @apprenticeships and can see the difference in our business everyday **#GetInGoFar**
- .@[INSERT COMPANY NAME] have seen our apprentices **#GetInGoFar** with @apprenticeships. Find out about hiring <http://www.apprenticeships.gov.uk>
- For **#NAW2015** .@[INSERT COMPANY NAME] will be celebrating our apprentices at XXX event. Come and join us!
- .@apprenticeships offer amazing opportunities. Visit <http://www.apprenticeships.gov.uk> for info **#GetInGoFar**

Why not get your apprentices to show how proud they are of their jobs and where they work by asking them to tweet an #apprenticeships **#GetInGoFar** selfie or email it to apprenticeselfie@enginegroup.com? We'll pin it on our map here: pinterest.com/Apprenticemap/apprenticeships-map/

Ask them to include their full name, age, apprentice level, company name, job title and why they love where they work.

4. Social media

#Madebyapprentices campaign:

#Madebyapprentices is a national campaign that launched during National Apprenticeship Week 2013 to showcase the talent of the nation's apprentices and the contribution they make to the economy – and employers – across England.

If you'd like to see your apprentice's image on the Made by Apprentices Pinterest page, upload them to photo sharing site Flickr and email theweek@sfa.biz.gov.uk or publish them via Twitter using the hashtag.

#100ReasonsWhy campaign:

#100ReasonsWhy will convey the many reasons why employers are choosing apprenticeships. Through 100 infographics, we will create a visual representation for 100 different reasons why employers are choosing apprenticeships, with one reason taken from each of the Top 100's award submissions.

To support **#100ReasonsWhy** you can retweet or like the infographics on [Twitter](#), [LinkedIn](#) and [Flickr](#), and share with your networks. Join in with the #100ReasonsWhy hashtag to give your reasons about why you use apprentices or support #apprenticeships. We can then retweet or share your posts.

Some example posts you can use:

- Since 2010 2m people have started **#apprenticeships** in England. We employ apprentices because...
#100ReasonsWhy
- XXX @Apprenticeships contributed £34bn to the UK economy in 2014 and XXX to our business **#100ReasonsWhy**

#BAC15 campaign:

Are you part of a team of apprentices that has entered the Brathay Apprentice Challenge? If so, tweet or post details of your activities during the heats using the hashtag #BAC15, making sure that you tag @Apprenticeships or the National Apprenticeship Service.

[Learn more about the challenge.](#)

5. Supporting resources and tools

5.1 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 available at gov.uk/naw2015 will be:

- National Apprenticeship Week 2015 logos.
- A wide range of free downloadable branded resources for you to utilise at your events and in your communications
- Guidance on using social media to celebrate National Apprenticeship Week and promote your activity during the Week.

Useful Tools

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

- The '[Find an Apprenticeship Training Organisation](#)' online search tool for employers, allows employers of all sizes to easily find a local apprenticeship training provider.
- [AV Live](#) an online tool which shows automatically updated apprenticeship vacancies
- Films such as 'How to hire an apprentice' and 'Why hire an apprentice', are available on [YouTube/users/ApprenticeshipsNAS](#) to guide employers through the process of recruiting an apprentice.
- [A small and medium sized employers guide to hiring an apprentice](#)
- [A large employer toolkit to help set up apprenticeships in an organisation](#)

5.2 Guest speakers

We will be happy to accept guest speaker invitations for partner events during National Apprenticeship Week. Our regional networks of employer Apprenticeship Ambassadors may also be able to offer support – contact speakerops@sfa.bis.gov.uk to submit 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 speakerops@sfa.bis.gov.uk. Remember, the earlier you can make us aware of this the better.

5.3 YouMedia Opportunities

Mediaplanet, through distribution within a national newspaper will be running a National Apprenticeship Week supplement, following the success of their 2014 supplement.

If you are interested in finding out more please contact:

Mediaplanet
james.smithells@mediaplanet.com
Tel: 0203 642 0737

The regional media also give National Apprenticeship Week extensive coverage too and further guidance on producing your own press releases is part of the National Apprenticeship Week online resources.



5. Supporting resources and tools

5.4 New resources available

The National Apprenticeship Service has created new collateral and these brochures are now available from the [Brand Centre](#) for use during National Apprenticeship Week 2015.



Higher
Apprenticeship
Guide

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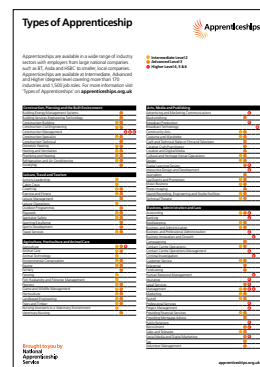


Employer
Apprenticeship
Guide

NAS-P-100095

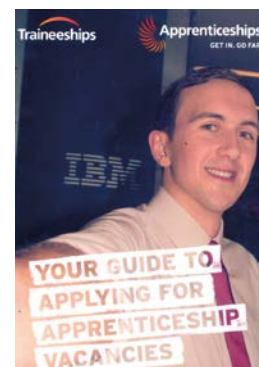


3 GREAT
campaign posters



Apprenticeship
Frameworks

NAS-P-100077



AV Z Card

NAS-P-100089



Get in. Go far.
campaign posters



Learner
Guide to
Apprenticeships

NAS-P-100091

6. Contacts

General enquiries

If you have any general enquiries about National Apprenticeship Week please contact the National Apprenticeship Service Regional Marketing Teams using the details below.

Northern Division

Includes the North West, Staffordshire, the North East and Yorkshire and The Humber.

norththeweek@sfa.bis.gov.uk

Central Division

Includes the West Midlands, Northamptonshire, East Midlands and East of England.

- For Essex contact London Division
- For Staffordshire contact Northern Division

midlandsttheweek@sfa.bis.gov.uk

Southern Division

Includes London, Essex, South East, South West, South Coast, Thames Valley, Gloucestershire and Wiltshire

souththeweek@sfa.bis.gov.uk

National Press Enquiries

theweek@sfa.bis.gov.uk

pressofficemailbox@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:

speakerops@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

