

25 WAYS TO CELEBRATE NATIONAL APPRENTICESHIP WEEK 2025 - SCHOOLS & COLLEGES



START PLANNING

- 1 It's a date!**

Add the week to your staff calendar and encourage departments and teams to get involved (it's the 10th - 16th February 2025).
- 2 Develop the vision for the week**

Speak to your Senior Leadership Team to understand how big they would like the week to be and to gather their ideas to include.
- 3 Book a staff briefing**

Book in an autumn staff briefing for colleagues and senior leaders to explain what the week is and how to get involved.
- 4 Reach out to alumni and employers**

Reach out to past pupils and local employers to see if they could visit your establishment to speak with students and staff. Or, see if they could host a visit from staff or students. Book this in early - the week gets very busy!
- 5 Book the ASK Programme**

Reach out to your local ASK Programme delivery partner and speak to them about your plans for the week. Book in sessions for students and staff either during the week, or in the lead up to the week.

- 6 Daily themes**

Use the daily themes of the week to inspire colleagues to be involved e.g. Employer Tuesday, Apprentice Wednesday, Celebration Friday.
- 7 Keep up to date: newsletter**

Sign up to the Department for Education's NAW newsletter for the latest news about the week direct to your inbox.
<https://naw.appawards.co.uk/toolkit>
- 8 Involve your governors**

Speak with your governing body to see how they can support the week. Many of the governors will have connections through their work and community.

DEVELOP YOUR CONTENT

- 9 Showcase your own apprentices**

Do you have apprentices within your school or college workforce? For example IT, administration, teaching assistants, senior leaders? Speak to them about the different ways that they could showcase their career journeys during the week to inspire students and staff, and help them to start to plan their activities.

25 WAYS TO CELEBRATE NATIONAL APPRENTICESHIP WEEK 2025 - SCHOOLS & COLLEGES



10 *Alumni apprentice stories*

Develop case studies of past pupils who have progressed to an apprenticeship from your school or college. Add these to your website or create posters to display in classrooms and corridors.

11 *Local apprenticeship employers*

Research which local employers have apprenticeship vacancies (or will have in the coming future). Create a listing to share with students and parents to help to inspire them about what is available in the local area.

12 *Supportive quotes from SLT*

Ask your Senior Leadership Team to show their support. Gather a quote on why they feel it is important to celebrate NAW, or why students and their families should consider all of their options, including apprenticeships.

13 *Ask parents & carers to support you*

Think about how parents and carers could be involved in the week. Do they have a child that is an apprentice and would they be willing to speak to other parents? Did they start their careers as an apprentice? Do they / the company they work for currently employ apprentices?

14 *Higher & Degree apprenticeships*

Share the Higher & Degree apprenticeship listing to tackle misconceptions about apprenticeships. Use the resource with teachers, parents and students to explore the variety.

ACTIVITIES & EVENTS

15 *The School & College Guide to NAW25*

Available from the 5th November 2024, this guide will provide you with activity ideas and resources to use during the week and beyond.

www.amazingapprenticeships.com/NAW

16 *Connect through a 'lunch and learn'*

Work with your past pupils / local employers to focus on a different career / industry each day. Ask them to run an interactive demonstration each lunchtime that students could participate in and find out more about typical tasks and activities that apprentices would undertake.

17 *Attend a local event*

Throughout the week there will be lots of events happening, both in person and online. Speak with your local Careers Hub to see what is being planned.

<https://www.careersandenterprise.co.uk/employers/contact-your-local-careers-hub/>

18 *Host an event for parents & carers*

Organise an event for parents and carers to hear about apprenticeships. Invite past pupils, local employers and other apprenticeship expert speakers to share information and inspire parents about the opportunities available. Remember to add all events being planned to your website / published careers strategy.

25 WAYS TO CELEBRATE NATIONAL APPRENTICESHIP WEEK 2025 - SCHOOLS & COLLEGES



CLASSROOM IDEAS

19 *Careers in the curriculum*

Encourage teachers to engage in the week by using the [subject-led materials](#) available. The package has been enhanced for NAW2025 to include classroom quizzes, posters, activities and much more!

Teachers don't need to be an expert in apprenticeships, they can use the resources to create subject-relevant discussions and activities at the click of a button.

20 *Run a competition*

Encourage students to get creative by setting a subject level or school/college-wide competition about apprenticeships. Students could design a poster, create a resource about a local business, interview a current apprentice and create a case study - the opportunities are endless. Invite a local employer to judge the competition and give out a prize for the winner! You could use the resources on your website, in classrooms and corridors to inspire your students.

21 *Apprenticeship Arcade*

The [Apprenticeship Arcade](#) contains a mix of individual and group games. Why not set up a lunchtime competition and invite students to join a games session? Who will be the top of the leader board?

DISPLAYS & COMMS

22 *Update your digital display screens*

Update your display screens throughout your establishment with details about the week. You could also include case studies of past pupils who have become apprentices (see number 10).

Set up an apprenticeship display

23 Create a National Apprenticeship Week 2025 display or stall in a 'high traffic' area. Utilise the free resources from Amazing Apprenticeships to add a pop of colour! [Download here](#)

Display posters in the staff room

24 Apprenticeships offer many benefits and have changed a lot in the past 10 years. Use the 'Did you know' poster series to engage colleagues in staffroom conversations.

Social media updates

25 Work with your comms team to schedule in a series of messages about National Apprenticeship Week 2025. Use the hashtag #NAW2025 or tag @apprenticeships and @AmazingAppsUK to share how you're celebrating the week.