

# NATIONAL APPRENTICESHIP WEEK SCHOOLS, COLLEGES AND TRAINING PROVIDERS TOOLKIT

9-15 FEBRUARY 2026



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# SUPPORT NATIONAL APPRENTICESHIP WEEK 2026

## AND INSPIRE THE NATION

**National Apprenticeship Week (NAW) is the biggest celebration of apprenticeships and skills in the calendar — and it's back from Monday 9 to Sunday 15 February 2026.**

Now in its **19th year**, NAW highlights how apprenticeships and skills:

- Open doors to exciting and rewarding careers, especially for young people entering employment for the first time
- Help businesses build future-ready workforces
- Support economic growth by addressing priority skills gaps

**Join us for a week-long national celebration honouring the people who make apprenticeships thrive!** From apprentices and employers to training providers, parents, schools, colleges, universities, assessment organisations, and ambassadors — we're shining a spotlight on the incredible contributions that drive skills, success, and opportunity across the country.

We will:

- **Celebrate stories of success** so that more people understand the opportunities apprenticeships and skills create across sectors
- **Showcase the impact** of apprenticeships and skills on individuals, communities, and businesses
- **Support the delivery of the Government's Plan for Change**, including its missions to drive growth and break down barriers to opportunity



T Level Thursday is back for its third year, shining a spotlight on the power of T Levels — and this year, it's joined by an exciting new addition: Opportunity Thursday.

Both themes will run on the same day, doubling the impact as we celebrate the wide range of pathways and possibilities apprenticeships and technical education offer.

A huge thank you to everyone who helped make NAW 2025 a national success.

Let us work together to make National Apprenticeship Week 2026 the biggest and most impactful yet!

[VISIT THE NAW WEBSITE  
TO FIND OUT MORE](#)



This year we have created NAW toolkits for:

- Employers and Stakeholders
- School, Colleges and Training Providers
- Learners
- T Level Thursday

Each toolkit explains how you can get involved.

[VIEW OR DOWNLOAD  
THE TOOLKITS](#)

### Thank you to our Apprenticeship Ambassador Network

All images featured in our NAW toolkits and assets showcase real apprentices who are members of the Apprenticeship Ambassador Network. There's information on page 15 on how to join if you are interested.

## THEME FOR NAW 2026

# SKILLS FOR LIFE

**During NAW 2026, we encourage everyone to celebrate how apprenticeships and skills help us all reach our full potential. They break down barriers to opportunity and drive economic growth by developing the skills employers need.**

We want employers to showcase how apprenticeships and skills are making an impact on your business; highlighting the benefits you see that demonstrate how apprentices are helping you fill critical skills gaps and sharing stories of success enabled by apprenticeships and skills.

We want your apprentices and T Level students to shout about their successes, tell their inspirational stories, champion the skills they have developed, the opportunities they have taken and how skills training has kick-started incredible careers.

### Skills For Life: It all starts with skills

This national campaign promotes the range of training and employability schemes available, including apprenticeships, to help adults, young people and employers start their skills journey. Find out more about apprenticeships and other training options on the [Skills for Life campaign website](#). You can find out more about supporting the campaign in the [online toolkit](#).



# SHARE YOUR STORY FOR NAW

**Do you have a story to tell? Do you have inspiring apprentices or opportunities for young people to start an apprenticeship. Do you want to shout about the high-quality apprenticeship programme you deliver?**

**We want to know more.**

During NAW, we love hearing your stories – bringing apprenticeships and skills to life and showing the difference that skills programmes make.

Post on social media during NAW – remember to use the hashtag **#NAW2026**

Would you like the opportunity to feature in a case study?

Then please get in touch. Tell us more by completing one of the forms below to let us know how apprenticeships and skills programmes fill skills gaps and help grow your business or tell us about your exceptional apprentices.

[Employer Case Study Form](#)

[Learner Case Study Form - Aged under 19](#)

[Learner Case Study Form](#)



# LOOK AHEAD TO THE DAILY THEMES

## #NAW2026

Join us in celebrating apprenticeships and skills during #NAW2026. Use these suggested daily themes to plan your activity — or create your own to spotlight the power of apprenticeships in your community, business, or organisation. Get involved using the hashtag #NAW2026.



## FEBRUARY 2026

MON 9	TUES 10	WED 11
SKILLS FOR LIFE	EMPLOYER TUESDAY	APPRENTICE WEDNESDAY
T LEVEL THURSDAY AND OPPORTUNITY THURSDAY	CELEBRATION FRIDAY	THE NAW WEEKENDER

**MONDAY 9 FEBRUARY****SKILLS FOR LIFE**

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

An apprenticeship is a real job where you learn, gain experience and bring new skills and knowledge to your business. Apprentices can be aged 16 or over, a new employee or a current employee looking to retrain. Apprenticeships work for businesses of all sizes in different sectors, industries and individual job roles.

Apprenticeships help to develop the workforce and the skills needed to be successful. They provide opportunities for new and existing staff to have fulfilling careers.

Highlight apprenticeship stories within your organisation. Or inspire your learners and parents by sharing the launch day post from [Apprenticeship and Skills LinkedIn](#).

Celebrate the start of National Apprenticeship Week with your own inspirational content on social media and help us get #NAW2026 trending for NAW 2026!

Or share our NAW Launch Video to inspire your networks and stakeholders.

Discover more ways to get involved in National Apprenticeship Week through our NAW Partners on page 18.

**TUESDAY 10 FEBRUARY****EMPLOYER TUESDAY**

Today is all about employers, the excellence of the apprenticeship and skills programmes, and how they're helping to fill skills gaps and grow businesses.

Advertise local activities throughout the week on the [NAW 2026 Event Map](#), hold an open day and invite employers to showcase their skills opportunities.

Training Providers – tell your local and national community about all of the amazing employers you help to support with apprenticeship and skills training.



## WEDNESDAY 11 FEBRUARY **APPRENTICE WEDNESDAY**

Let's spread the word about apprenticeships. Show the whole country the incredible opportunities apprenticeships can unlock. Be inspired by following current apprentices on social media.

List your activities and events on our [NAW Event Map](#)

### **Young People Can't Be What They Can't See**

[The Apprenticeship Ambassador Network \(AAN\)](#), [BBC Bitesize](#) and [the Careers and Enterprise Company \(CEC\)](#) have teamed up to inspire young people. If you would be interested in speaking about apprenticeships and skills, requests can be made through the CEC or contact [your local AAN](#).

Start your apprenticeship vacancy search on [Find an apprenticeship](#) or if you are already working, look at the apprenticeship opportunities available from your employer.



## THURSDAY 12 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 even more T Level subjects on offer, there's a lot to celebrate!

### **OPPORTUNITY THURSDAY**

#### **Building Skills for Opportunity and Growth**

Tell your story: how are you building skills for opportunity and growth so that every young person can follow the pathway that is right for them? Whether through high-quality apprenticeships or other ways of learning, skills give people the power to seize opportunity.

For schools, colleges and training providers, this is a chance to showcase to the wider sector how you are supporting solid pathways to employment.

This could be through apprenticeships, employability programmes or other skills initiatives:

- Helping employers to build a talented and high-performing workforce.
- Unlocking talent from diverse and disadvantaged backgrounds, for people who have faced barriers to learning and employment.

**FRIDAY 13 FEBRUARY**  
**CELEBRATION FRIDAY**

Celebrate the talent, success, and accomplishments of your apprentices. Share a story on your social media about your amazing apprentices.

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 **#NAW2026**.

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



**SATURDAY 14 & SUNDAY 15 FEBRUARY**  
**THE NAW WEEKENDER**

Look back at the highlights from NAW and share the best bits of the week! Show the country what you have done during NAW 2026!

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 NAW toolkits for: Employers, Training Providers, Learners and T Levels. Each toolkit explains how you can get involved.

[\*\*VIEW OR DOWNLOAD  
THE TOOLKITS\*\*](#)



# THE BENEFITS FOR SCHOOLS, COLLEGES AND TRAINING PROVIDERS

**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 get involved and shout about #NAW2026.**

## Apprenticeship key facts

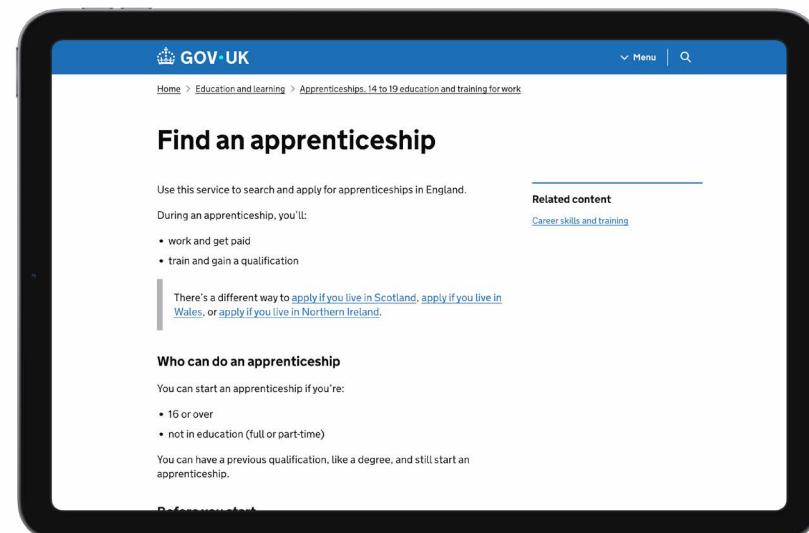
- Over 650 industry-designed apprenticeship standards are now available
- 86% of employers were satisfied with their apprenticeship programme.
- 77% of employers reported improved productivity.
- 86% of apprentices were satisfied with their apprenticeships and 88% felt their career prospects had improved since starting their apprenticeship.
- Over 90% of learners are in good or outstanding (Ofsted) apprenticeship providers.
- 94% of apprentices that achieve go into work or further training.

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 exciting options for their children and young people in their care are to consider when planning their future careers.





**TOM CORRY**  
CAREERS LEAD FOR THE  
BOURNE EDUCATION TRUST

# 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.

Read more about [Embedding Careers in the Curriculum](#) : A Practical toolkit to Inspire Students and Deliver Exceptional Careers Education - [available on Amazon](#).

# HOW CAN YOU GET INVOLVED IN NATIONAL APPRENTICESHIP WEEK 2026?



## 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.



## Let us know what you have planned

Discover virtual and in-person events happening during National Apprenticeship Week using our easy-to-use interactive event map. You can also add your own activities to the map, it's a great way to showcase what you're planning. We'll help to spread the word by promoting events throughout the week. The map goes live early November 2025 and is completely free to use.

[VIEW OUR NAW EVENTS MAP](#)





## View our website and social channels

Throughout the week, we will feature standout events, photos, videos, stories and activities on our [NAW website](#), [Apprenticeships LinkedIn](#) and in our [NAW2026 newsletter](#).

Direct followers to [apprenticeships.gov.uk](#) to find out more about apprenticeships.



## Join in on social media

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.

Remember to promote your activity and events on social media using the hashtag #NAW2026.

## #NAW2026 launch post

Look out for our launch day post and share it with your followers. Keep an eye on [Apprenticeships and Skills LinkedIn](#) on the morning of Monday 9 February.



## 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.

- Interview students and talk about why they chose an apprenticeship.
- Explain the benefits of their programme and why they would recommend it to others.

We recommend video footage is kept to 60 seconds maximum. Drop us an email at: [The.week@education.gov.uk](mailto: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.

**Discover more ways to get involved in National Apprenticeship Week through our NAW Partners on page 18**



# APPRENTICESHIP AMBASSADOR NETWORK (AAN)

**The AAN is a thriving group of volunteers consisting of over 2,300 employers and apprentices who are all passionate advocates for apprenticeships and skills. They use their enthusiasm and trusted expertise to encourage greater numbers of employers to connect with apprenticeships; while inspiring the next generation of young people to view the apprenticeship route as a pathway for meaningful progression and success.**

The AAN has a significant footprint in every region of the country. Membership comprises of employers and apprentices from businesses of all-sizes; representing every sector of the economy. Its mission is to ensure that every individual and employer understands the value of high-quality apprenticeships as a route to opportunity and economic success.

The network has 2 strategic objectives. Firstly, to connect an ambassador to every state secondary school and FE college in England. At the end of August 2025, the AAN has engaged with 79% of schools and colleges – that's almost 2,800 educational institutions! Ambassadors share their compelling personal stories about their apprenticeship experiences and help students understand the impact that apprenticeships can make on their lives.

Secondly, the AAN has set out to buddy/mentor 3,000 SMEs as they recruit and train their new apprentices. As we approach September 2025, the AAN has achieved 61% of its target. It's crucial that more small businesses can harness the benefits of apprenticeships.

On Apprentice Wednesday of NAW, the AAN will be linking with key players such as the Careers and Enterprise Company, local Career Hubs, and BBC Bitesize to visit thousands of young people in schools to excite and motivate them on apprenticeship opportunities. We are going to inform, influence, and inspire students, teachers, and parents so that they know apprenticeships can be the 'Plan A'.

## Find out more about and join the AAN

Join with employers and apprentices to promote apprenticeships during NAW and beyond! Become an active member of this vibrant network! We want to use your voice and your story!

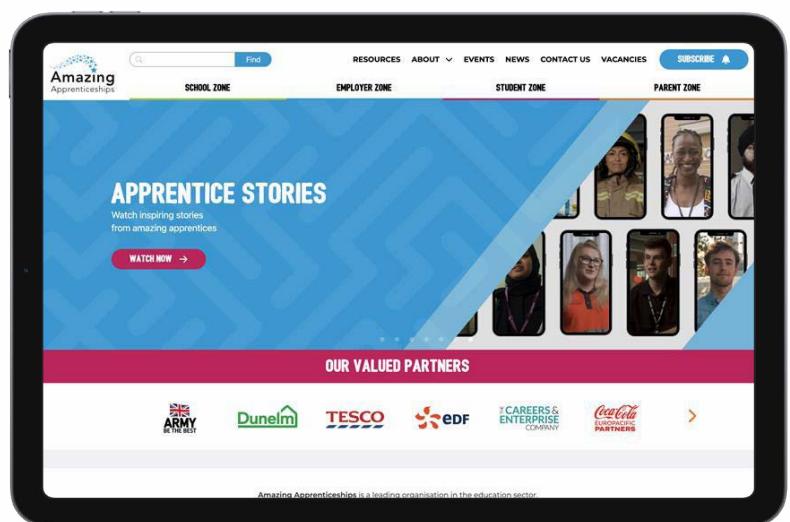
[WATCH  
THE VIDEO](#)

[FIND OUT MORE  
ABOUT THE AAN](#)

# TAKE ADVANTAGE OF GREAT RESOURCES AVAILABLE



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.



## How to get involved

Looking for inspiration this NAW? Our team will provide you with ideas for the different ways you can get involved, with our biggest ever collection of free resources, including posters, subject-led lesson ideas, arcade games, assemblies and a brand-new classroom challenge collection - we've got everything you need to have a great week.

## 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, covering Key Stages 3, 4 and 5, with an inclusive set of SEND resources 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!

AMAZING APPRENTICESHIP  
RESOURCES FOR NAW 2026

# SCHOOLS, COLLEGES AND TRAINING 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.

Remember to use the hashtag #NAW2026

## Monday 9 February

We're thrilled to be supporting National Apprenticeship Week! Let's shine a spotlight on the inspirational apprentices and learners gaining #SkillsForLife. #NAW2026

## Tuesday 10 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! #NAW2026

## Wednesday 11 February

We love Apprentice Wednesday! Let's celebrate all the amazing achievements and industry skills that apprentices have gained. #NAW2026

## Thursday 12 February

It's T Level Thursday! Huge congrats to all our T Level students for bringing fresh ideas to their industry placements and future talent to their business sectors. #NAW2026 #TLevelThursday

## or post about Opportunity Thursday:

It's Opportunity Thursday! Let's give a warm welcome to learners, colleges, providers and employers using skills programmes to boost #SkillsForLife. #NAW2026

## Friday 13 February

Let's celebrate National Apprenticeship Week by marking the achievements of our fantastic apprentices today. #NAW2026

## Saturday 14 and Sunday 15 February

Our amazing #apprentices and learners will be sharing their inspirational stories and workplace selfies over the weekend. Let's give them a like! #NAW2026

Remember to use #NAW2026 or #SkillsForLife or #TLevelThursday on your social media posts!

# OUR NAW 2026 PARTNERS

See what our amazing National Apprenticeship Week 2026 partners have in store!

From exciting events to inspiring initiatives, there's so much happening — and you could be part of it. Explore our [NAW 2026 partners](#) and discover how you can get involved!



# NAW 2026 SUPPORTERS CLUB RETURNING FOR 2026

A firm favourite in the run up to NAW, we are proud to collaborate with apprenticeship and skills employers who are the 2026 members of the NAW Supporters Club. These organisations will inspire and influence, showcasing how training and employment schemes bring benefits for businesses and individuals.

Now in its fourth year, we will announce the 2026 line up from November 2025 on [Apprenticeships and Skills LinkedIn](#).

Follow our channel to see this year's NAW Supporters and what they do during the week!



## FOR MORE INFORMATION

Visit the [National Apprenticeship Week 2026 website](#)

If you have any questions, please get in touch with [The.Week@education.gov.uk](mailto:The.Week@education.gov.uk)

### Useful websites

[Apprenticeships](#)

[T Levels](#)

### Follow us on social media

[Apprenticeships and Skills LinkedIn](#)

[T Levels LinkedIn](#)

Look at our tailored toolkits which explain how you can get involved in #NAW2026:

- Schools, Colleges and Training Providers
- Apprentices, Learners and Parents
- T Level Thursday

[VIEW OR DOWNLOAD  
THE TOOLKITS](#)