

NATIONAL APPRENTICESHIP WEEK APPRENTICES, LEARNERS AND PARENTS 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
- **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 additional 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 17 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

Apprentices and learners now is your time. This is your chance to tell your story and inspire others to follow in your footsteps, and we want to help you tell it.

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

Post about your apprenticeship and skills experiences 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 you have benefited from apprenticeships and skills programmes.

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

[Learner Case Study Form](#)



LOOK AHEAD TO THE DAILY THEMES

#NAW2026

Check out the daily themes for National Apprenticeship Week 2026. They are suggestions only – we encourage you to create and take part in activities to showcase apprenticeships and skills during NAW! Get involved using the hashtag #NAW2026.



FEBRUARY 2026

MON 9	TUES 10	WED 11
SKILLS FOR LIFE	EMPLOYER TUESDAY	APPRENTICE WEDNESDAY
THUR 12	FRI 13	SAT 14 & SUN 15
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 paid job where you benefit from structured training whilst gaining valuable workplace experience. Apprenticeships are available for individuals over the age of 16 and combine on the job training with study. Employers can offer this opportunity to new or current staff members, across the year, 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.

Look out for apprenticeship stories from businesses, schools, colleges and universities or share the launch day post from [Apprenticeships and Skills LinkedIn](#).

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



TUESDAY 10 FEBRUARY

EMPLOYER TUESDAY

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

View our [NAW 2026 Event Map](#) to discover face-to-face and online apprentice open days, local careers fairs and other inspiring activities. As an existing apprentice, suggest a NAW takeover of your organisation's homepage or social media, or support a local careers fair to tell your story.



WEDNESDAY 11 FEBRUARY

APPRENTICE WEDNESDAY

Discover amazing opportunities through apprenticeships and skills programmes.

Get inspired by following current apprentices on social media and seeing their journeys unfold. Tell your story to inspire others. Or maybe provide some practical tips on how to get an apprenticeship. Or even tell some truths to dispel common myths. This is your opportunity to support the next generation of apprentices.

Attend activities and events listed on our [NAW Event Map](#).

Discover more ways to get involved in National Apprenticeship Week through our NAW Partners on Page 19

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. Look out for our ambassadors attending your school to speak about apprenticeships and skills.

If you are already an apprentice - [Join the AAN!](#)

Start your apprenticeship vacancy search on
Find an apprenticeship

THURSDAY 12 FEBRUARY

T LEVEL THURSDAY

T Level Thursday will include everything there is to know about [T Levels](#).

Help to celebrate your 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 showing that every young person can follow a pathway that is right for them? Whether through high-quality apprenticeships or other ways of learning? In work, school, college, a training provider or university, skills give people the power to seize opportunity.

For learners, carers and parents, this is a chance to better understand the pathways to a successful career; explore how apprenticeships, work-readiness programmes, work experience, and other skills initiatives can help you to build the foundations for success.

As an existing apprentice, tell your story about how you got to where you are today, so that others can follow.

[Discover more](#)

FRIDAY 13 FEBRUARY

CELEBRATION FRIDAY

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

Share your story of how apprenticeships help to change lives and offer a great opportunity to gain the skills needed to be a success.

If you attend an apprenticeship graduation or celebration ceremony, then share images and videos from the day on social media using the hashtag #NAW2026.



SATURDAY 14 & SUNDAY 15 FEBRUARY

THE NAW WEEKENDER

Look back at the highlights from NAW and share the best bits of 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
- Schools, Colleges and Training Providers
- T Level Thursday.

Each toolkit explains how you can get involved.

[VIEW OR DOWNLOAD
THE TOOLKITS](#)



THE BENEFITS TO INDIVIDUALS

Apprentices, students and parents play a really important role in NAW. We appreciate your support throughout the week, whether that's sharing your apprenticeship or T Level journey or participating in events and activities with employers, schools, colleges or providers, your involvement is greatly appreciated.

We have put together some ideas and downloadable assets to help you get involved in #NAW2026

Apprenticeship key facts



It's a paid job

An apprenticeship is a paid job where you benefit from structured training whilst gaining valuable workplace experience. There are thousands of top-quality options out there now, with many apprenticeships and degree apprenticeships in leading companies, and paying competitive salaries.



You get high quality training

Apprenticeships help people to get the necessary skills and experience to succeed in their chosen career.

An apprenticeship includes:

- paid employment with holiday leave
- hands-on-experience
- at least 6 hours off-the-job training per week on average
- formal assessment which leads to a nationally recognised certificate



The wide range of choices on offer

There have never been [so many great apprenticeship options available](#) in such a diverse range of sectors, going right up to degree level. There's something for everyone – from school leavers to those looking to upskill in their careers, and those seeking a career change.



It's rewarding

Apprenticeships can unlock doors for people, and they can be lucrative. Many world-class careers have been built on a solid apprenticeship. The good news is that [91% of apprentices](#) go on to secure employment or go on to further study after completing their training.



We're making apprenticeships the best they've ever been

More and more people are choosing to do high-quality apprenticeships which are designed by employers to ensure people have the skills and experience needed to get a good job in a top sector.

Thinking about becoming an apprentice?

Many apprenticeships are a great opportunity for those looking for their first role after leaving full-time education. Learn more about some of these career-starter apprenticeships and what each role entails.

You can search and apply for apprenticeships using the [Find an apprenticeship website](#).

To find out more about how apprenticeships work, visit apprenticeships.gov.uk

[Watch our Apprentice Ambassador case studies to hear real life stories.](#)



HOW CAN YOU GET INVOLVED IN NATIONAL APPRENTICESHIP WEEK 2026?

Apprentices

If you are already an apprentice, tell your story and share the impact of your apprenticeship on achieving your career goals.

Motivate and inspire the next generation of apprentices.

Telling your story will ensure more young people have better information on apprenticeships, from those who understand them best!

Parents

As a parent, you'll want to support your child with their apprenticeship, or their skills and training programme.

Visit our [Parents Advice and Resources page](#) for information from organisations including the [National Careers Service](#) and [UCAS](#).

[Click here](#) to find out more information about apprenticeships

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



The NAW events map 2026

Use the interactive [NAW Event Map](#) to search for virtual and in person events.



GET INVOLVED ON SOCIAL MEDIA

Apprentices, share your story on social media and inspire others to find out more about apprenticeships. Remember to use #NAW2026 in your posts.

If you are interested in starting an apprenticeship, look out for Q&As hosted by employers on their social media channels. Get involved and ask them any questions you might have! Use the hashtag #NAW2026 to search for all NAW-related activities throughout the week.

Whether you're a parent, a current apprentice or a future apprentice, follow our social channels to keep up to date on #NAW2026 and all things skills!

[Apprenticeships and Skills LinkedIn](#)

[T Levels LinkedIn](#)

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.

DOWNLOAD OUR
SOCIAL ASSETS

#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.



Follow our social channels and use the hashtag #NAW2026 to keep up to date on all things skills!

Direct followers to apprenticeships.gov.uk to find out more about apprenticeships, tag @Apprenticeships on X and LinkedIn and use #NAW2026 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!
- Ambassadors and Champions – show your passion for apprenticeships and encourage others to become Apprenticeship Ambassadors.

We recommend video footage is kept to 60 seconds maximum. 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.

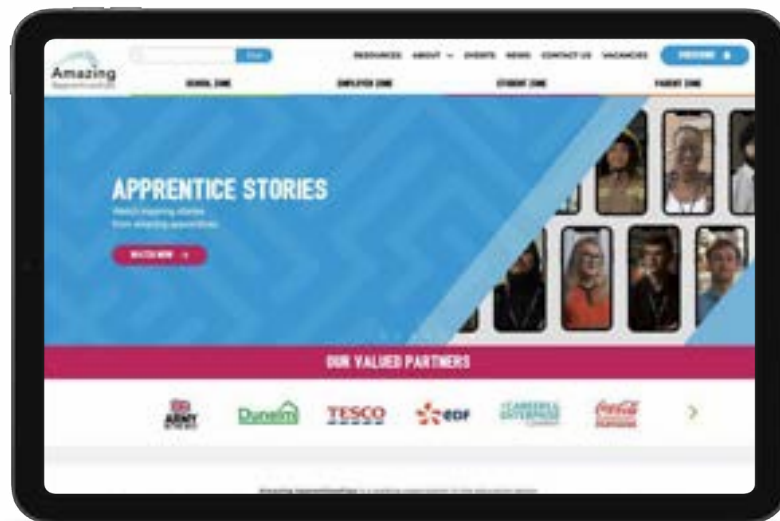
Remember to use #NAW2026 or #SkillsForLife or #TLevelThursday on your social media posts!



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, from the different ways to share your story, through to connecting with schools and colleges, we've got you covered.

Apprentices

There are many different ways that we can work with current and former apprentices to help you to share your story and inspire others, including case studies, posters and films. [Find out more.](#)

Parents

We offer a variety of ways to support you and your child to search and apply for apprenticeships, including guides, webinars and newsletters. [Find out more.](#)

AMAZING APPRENTICESHIP
RESOURCES FOR NAW 2026

APPRENTICESHIP AMBASSADOR NETWORK (AAN)

The AAN is a dynamic 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 young people to view apprenticeships as a pathway for progression and success.

If you are a current or a former apprentice, we want you to join our network!

We need more enthusiastic skills champions to invest their time and energy showing young people an apprenticeship can open doors to a wide range of exciting and vibrant careers. The AAN has a powerful mantra: You can't be what you can't see.

We need brilliant role models who have achieved success in their apprenticeships to influence young people on the remarkable opportunities apprenticeships offer. We know apprenticeships transform lives; enabling individuals to prosper at work while gaining skills and confidence to help outside of work.

The AAN has a significant footprint in every region of the country. Membership comprises of local and national employers from businesses of all-sizes; representing every sector of the economy.

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

Secondly, the AAN has set out to buddy/mentor 3,000 SMEs as they recruit and train their new apprentices. Today the AAN has achieved 61% of its target.

On Apprentice Wednesday of NAW, the AAN will link 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 them on apprenticeships. We will inform, influence, and inspire students, teachers, and parents so they know apprenticeships can be 'Plan A'. You can make a difference by changing the mindsets of young people to seize an apprenticeship! Join the AAN!

**FIND OUT MORE
ABOUT THE AAN**

**WATCH
THE VIDEO**

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!



AAN
Apprenticeship
Ambassador Network

T-LEVELS

Amazing
Apprenticeships

BITE SIZE
CAREERS

DAN

CAREERS & ENTERPRISE
COMPANY

careermap
MEDIA GROUP

EDGE
FOUNDATION

EngineeringUK
INSPIRING FUTURES TOGETHER

EUK
EDUCATION
Inspiring Futures Together

FESTIVAL OF APPRENTICESHIPS
Powered by Pathway Group

HIGHERin

National Careers Service
Helping you help the next step

NHS

Pathway Group
Changing lives through skills and work

THE BIG APPRENTICESHIP
THANK YOU

UCAS

work pays **Orsted**

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

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**