

NAW2020 Supporter Toolkit
Parents



Apprenticeships

National Apprenticeship Week
3 to 9 February 2020

Brought to you by
National
Apprenticeship
Service

#NAW2020 #LookBeyond

NAW2020 Supporter Toolkit – Parents

Introduction

The purpose of this toolkit is to give you all the information you need to start thinking about how you can get involved with National Apprenticeship Week 2020. It includes information on this year's theme and our national campaign platform, as well as guidance for how you can join and drive the conversation on social media during The Week. We will send another update in the New Year, with some additional assets for you to download and use.

The theme for 2020: Look Beyond

The theme for National Apprenticeship Week 2020 is **"Look Beyond"** – we are encouraging everyone to look beyond the outdated stereotypes surrounding apprenticeships and to celebrate the diversity of opportunity and value that they bring to the country today.

As the parents of past and present apprentices, you can play a vital role in helping young people and other parents to **Look Beyond** more traditional routes into employment and understand the diversity of career opportunities that are available through apprenticeships.

The theme will unite the entire apprenticeship community with strong consistent messages and initiatives during The Week to ensure we can have the strongest possible collective impact.

Tackling outdated stereotypes

One of the most common misconceptions about apprenticeships amongst parents and young people is still that apprentices are 'just employed to make the tea'.

We would love your support to help parents and young people **Look Beyond** this myth, by showcasing all the fantastic and inspiring work that apprentices are doing, gaining the skills and experience to boost their careers.

Today's apprentices are **Making Impact, Not Tea.**



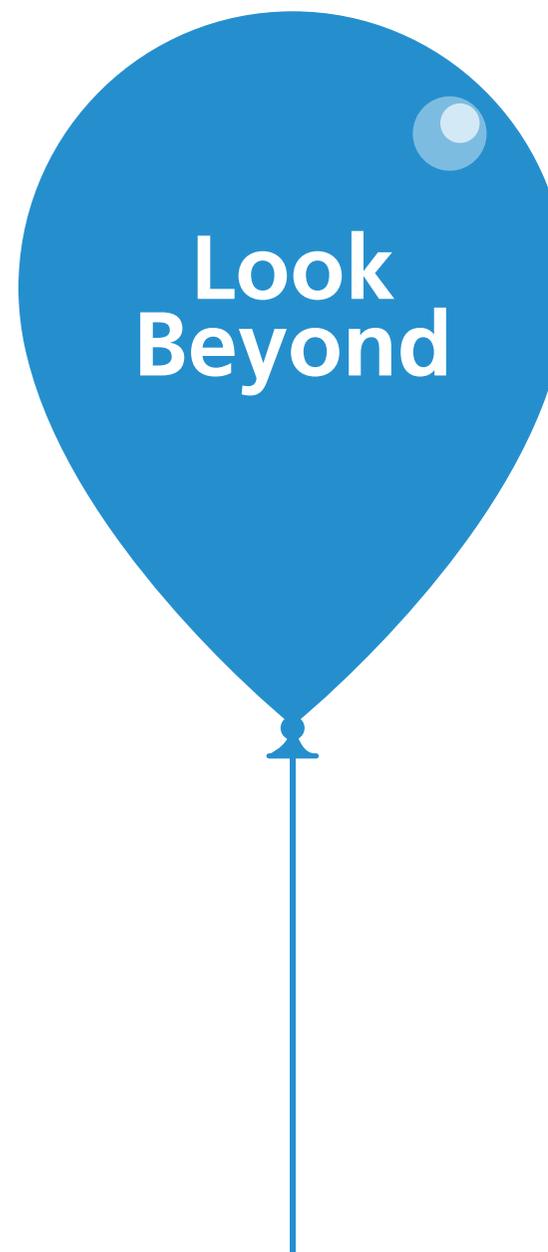
Here is how you can get involved:

Offer to speak at a local school or college – your local ASK (The Apprenticeship Support and Knowledge for Schools and Colleges) contractor will be able to tell you whether there are any special apprenticeships-focussed parents evenings in your local area, that you can attend or even get involved with as a speaker or panellist. You can find your local ASK contractor’s contact details at the end of this toolkit. Alternatively, you can get in touch with your child’s old school directly. Your perspective will be extremely valuable to help educate, inspire, and reassure other parents of the opportunities that an apprenticeship can unlock.

Attend an event near you – for the first time ever, we’ve extended The Week to include the Saturday and Sunday (8 and 9 February), to maximise the opportunity for teachers and parents in particular to be able to participate in events. We’ve asked employers large and small, up and down the country, to open their doors between **3 and 9 February** to showcase the inspiring work that their apprentices are doing, adding value and making an impact.

[Use our handy events map](#) to check out the local **Look Beyond** events that are taking place in your area and take your son or daughter with you if you can.

Take part in an employer event – many employers will be running events during The Week, including on Saturday and Sunday. If your child’s employer is hosting one of these, volunteer yourself to take part in any Parent Q&As they may be running, to share your first-hand experience of the benefits you’ve seen the apprenticeship deliver for your son or daughter.



NAW2020 Supporter Toolkit – Parents

2. Fuel the conversation on social media

Visual assets will be available for you to download in the New Year. We'll also be posting on social media to let you know when these are live.

IMPORTANT:

Please tag all your social media posts with **#NAW2020** and **#LookBeyond**

Encourage your child to take part in our “Making Impact” series

We're encouraging apprentices to showcase all the amazing work they are doing, and the impact they're having within their organisation. Our dedicated apprentice toolkit explains how they can get involved. Please do encourage them to take part.

Making Progress – share the benefits you have seen the apprenticeship deliver for your child

Please share your own experience of how you have seen your child benefit from an apprenticeship. Have they gained valuable new skills? Found new confidence? Unlocked an interest in a career or industry they now want to pursue? Sharing your experiences will help to reassure and inspire other parents of the benefits of an apprenticeship for their own child who may be considering this path.

Download and share our video

Video content is being created and will be shared in the New Year. Once available, please share this on your own social media profiles and in any parent forums you may be a member of.



NAW2020 Supporter Toolkit – Parents

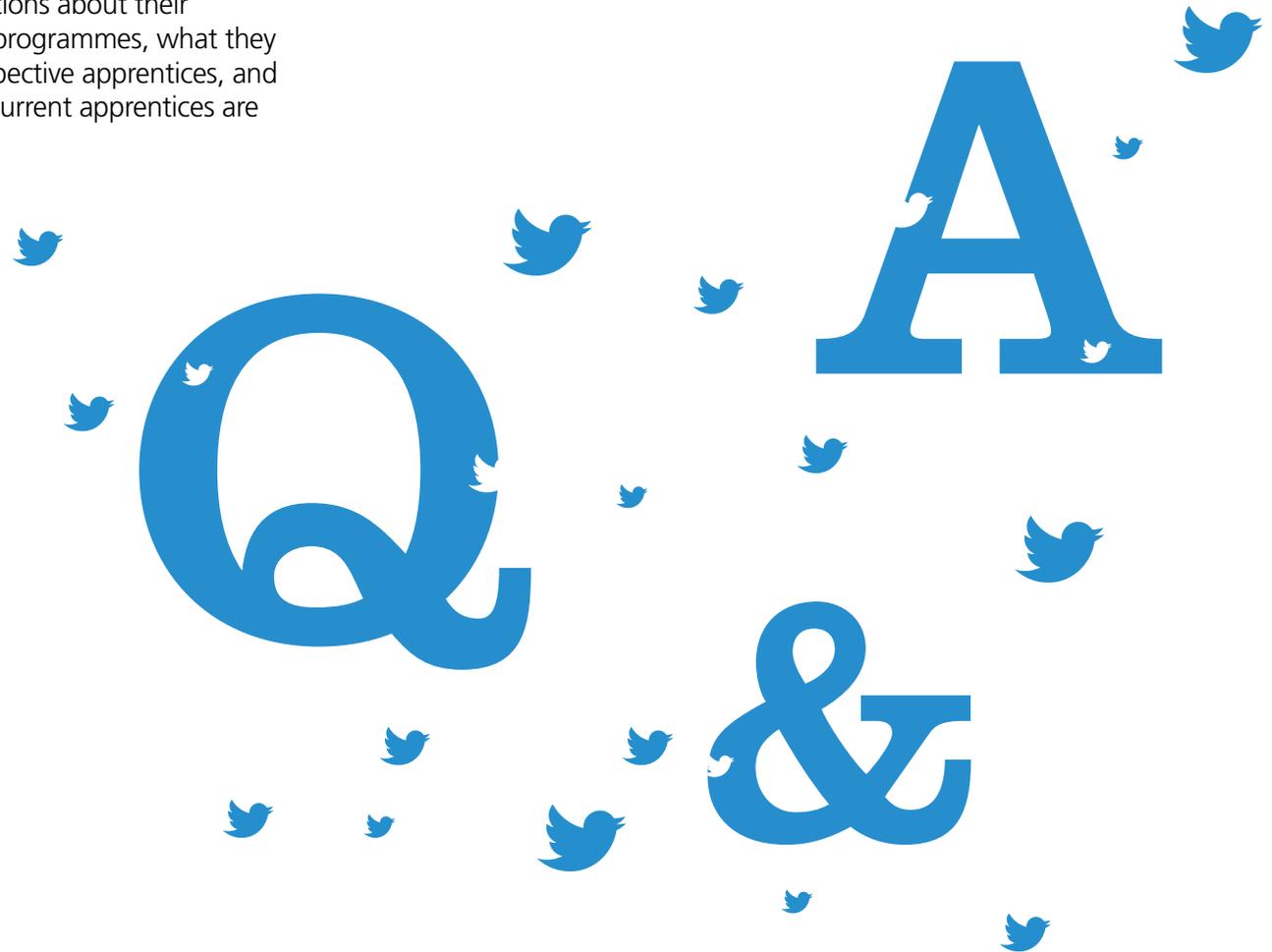
3. Get involved with our Twitter Q&As

#AskAnApprentice

Building on the success of last year, we will be running this session again in 2020. Both you and your child can take part in this, using the #AskAnApprentice hashtag on Twitter from **12-2pm on Wednesday 5 February**. You will be able to hear first-hand from current apprentices, and please do encourage your child to join this and share their view on why an apprenticeship has been a fantastic career choice for them.

#AskAnEmployer

This year, we will also be running an #AskAnEmployer session. Employers of all sizes will be taking to Twitter from **12-2pm on Thursday 6 February**, to answer questions about their apprenticeship programmes, what they look for in prospective apprentices, and the work their current apprentices are doing.



NAW2020 Supporter Toolkit – Parents

4. Find out more

If you're interested in finding out more about National Apprenticeship Week and apprenticeships in general, check out the useful links below:

- **View companies hiring higher and degree apprentices in 2020:**
assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/835406/Higher_Degree_Vacancy_Listing.pdf
- **Find an Apprenticeship for your child:**
[gov.uk/apply-apprenticeship](https://www.gov.uk/apply-apprenticeship)
- **View our monthly Parents' Pack:**
amazingapprenticeships.com/resources
(it's also worth checking whether your child's school receives these, as they're designed specifically for parents hoping to give their children the best advice)
- **Find out more about National Apprenticeship Week:**
[gov.uk/government/topical-events/national-apprenticeship-week-2020](https://www.gov.uk/government/topical-events/national-apprenticeship-week-2020)

Thank you – if you have any questions in the meantime, please do feel free to get in touch by emailing:
the.week@education.gov.uk

Follow National Apprenticeship Service:

Twitter: **@Apprenticeships**

Instagram: **@fireitupapps**

Facebook: **FireItUpApps**

LinkedIn: **National Apprenticeship Service**

Hashtags: **#NAW2020 #LookBeyond**

For more information on apprenticeships visit:
www.apprenticeships.gov.uk

NAW2020 Supporter Toolkit – Parents

Appendix

Find your local ASK (The Apprenticeship Support and Knowledge for Schools and Colleges) contractor:

North

- Name: Guy Saxton
- Email: guy.saxton@bl-training.co.uk
- Telephone: 01912 619 636
- Website: www.bl-training.org.uk

Midlands

- Name: Helen Richardson
- Email: Helen.Richardson@workpays.co.uk
- Telephone: 07772 357890
- Website: www.workpays.co.uk

South

- Name: Kellie Major
- Email: KellieMajor@cxk.org
- Telephone: 07501 228501
- Website: www.cxk.org

London

- Name: Andrew Cruickshank
- Email: acruickshank@educationdevelopmenttrust.com
- Telephone: 07876 837945
- Website: www.educationdevelopmenttrust.com

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or call 08000 150 600