

# Maritime UK National Apprenticeship Week Toolkit

National Apprenticeship Week



# Background



National Apprenticeship Week is running from the 6<sup>th</sup> – 12<sup>th</sup> February 2023. The week celebrates everything that is amazing about apprenticeships and encourages the public, especially young people to consider an apprenticeship to kick-start their career.

The key theme is **Skills for Life**. Throughout the week, there are also daily themes to align your social media and website content to.

Date	Monday 6 <sup>th</sup>	Tuesday 7 <sup>th</sup>	Wednesday 8 <sup>th</sup>	Thursday 9 <sup>th</sup>	Friday 10 <sup>th</sup>	Saturday 11 <sup>th</sup>	Sunday 12 <sup>th</sup>
Theme	<b>NAW 2023 in Live!</b>	<b>Employer Tuesday</b>	<b>Apprentice Wednesday</b>	<b>T Level Thursday</b>	<b>Celebration Friday</b>	<b>Parents and Carers Day</b>	<b>Selfie Sunday</b>
How to get involved	<p>Share our launch day post from @Apprenticeships and join the conversation online.</p> <p>Help us get National Apprenticeship Week trending for <b>#NAW2023!</b></p>	<p>Showcase what makes you a great employer and display the range of apprenticeship options available.</p> <p>Don't forget to advertise your vacancies online.</p>	<p>Tell your story and promote what is possible to achieve through doing an apprenticeship.</p> <p>Apprentices... this is your time to shine!</p>	<p>T Level Thursday will include everything there is to know about T Levels.</p> <p>We will be sharing the experiences of employers, training providers, parents and students to celebrate T Level success!</p>	<p>Host a graduation or celebration ceremony, share images and videos from the day on social media.</p>	<p>Share information aimed at Parents and Carers on your channels or host an event to dispel myths around apprenticeships.</p>	<p>Post your best selfies from the workplace to celebrate how diverse apprenticeships are or create short video content to share on your social media channels.</p>



**DAILY THEMES**



# Thames Apprenticeship Open Day



The Thames Skills Academy (TSA) would like to invite you to a River Thames Apprenticeship Open Day on Wednesday 8th February 2023 to learn about the Boatmaster Apprenticeship and the Marine Engineering Apprenticeships, both offered to employers on the River Thames. This event is for employers and potential apprentices interested in finding out more about the Boatmaster and Maritime Engineering Apprenticeships on the River Thames.

- Find out about the Government-funded Maritime Engineering and Boatmaster Apprenticeships available on the Thames. Both are delivered on the Thames at the request of the TSA to access Government funding to meet employers' needs
- Meet Simon Lofting CMI, Head of Maritime Engineering at South Essex College and Simon Jinks, SeaRegs and hear about their track record teaching the apprenticeships
- Hear employers' experiences
- Listen to current apprentices about the training
- Meet potential apprentices looking for an employer, including engineering students.

Refreshments will be served from 10.30am for an 11am start, followed by a sandwich lunch from 1pm. This event is free to attend.

To register for this event [click here](#).

# CPD: Maritime Apprenticeships



Join this webinar on the 8th February from 1530-1630 and learn more about the Maritime Apprenticeships available. This webinar is for Careers Professionals (Careers Advisors, Teachers, and Educational Leads) to expand their knowledge of Maritime Apprenticeship options and ensure that they have accurate information to pass onto their learners.

In this session you will hear from:

- David Tournay, Secretary of the Maritime Skills Alliance will give an overview of the sector and the apprenticeships available.
- Darrell Bate, Director of Maritime Training and Development at the Marine Society and Sea Cadets will be speaking about their experience as an apprenticeship provider.
- Scarlett Barnett-Smith will be speaking on her experiences as an apprentice for the Port of London Authority. Scarlett won the 'John Percival Memorial Award' for the best workboat industry trainee in 2021 and is now a Deck Cadet with Trinity House.

There will also be time to ask your questions on Maritime Apprenticeships.

You can register for this event [here](#).

# Meet the Apprentices Videos



Throughout the week, Maritime UK will be sharing [Meet the Apprentices Videos](#) across social media. These videos spotlight current apprentices, those that started their Maritime Careers as apprentices and Apprenticeship providers/employers.

These videos take the theme of five questions in five minutes, starting with an introduction including Name, Job Title and Employer.

The questions include:

- What attracted you to a Maritime Career?
- What was your entry pathway?
- What is your career highlight so far?
- Who has been the most influential person in your career?
- If you could give your 16 year old self careers advice, what would you say?

These interviews can be filmed onsite and sent in to Jess Huxley. Alternatively, Maritime UK can arrange a teams call interview. The videos will be shared on the Maritime Careers Website and the Maritime Careers Social Media (Twitter, Tiktok, Instagram & LinkedIn)

Maritime UK also has the opportunity to share live apprenticeship opportunities during the week. Please share these opportunities with Jess Huxley.

# Further information



## Resources to support engagement with National Careers Week

1. The link to the official [National Apprenticeship Week Website](#)
2. Maritime UK Careers & Outreach [Programme resources](#)

## Maritime Careers Social Media

1. Twitter - @MaritimeUK | @MUKCareers | #MaritimeUK | #MaritimeCareers
2. LinkedIn – Maritime UK
3. Instagram - @maritimeuk\_careers
4. Tiktok - @maritimecareers

## Get in touch

For further information and to get involved, please contact Jess Huxley ([jhuxley@maritimeuk.org](mailto:jhuxley@maritimeuk.org))