

# THE CAREERS DOWNLOAD

National Careers Week

**NCW**

Headline Partner:



**NatWest**  
Group

# #NCW2023

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**Welcome to another Download – WOW! What a National Careers Week we had in #NCW2023.**

We know our engagement figures are impressive – thanks to the support of businesses, teachers, schools, organisations and figures in public life who get involved online and in-person at events – but this year it seems the DEPTH of engagement was something else.

Tens of thousands of students involved in thousands of events, helped by thousands of teachers and businesses across the UK and in our partnership countries of Uganda and Ghana...we think you all deserve a massive round of applause, pats on the back and probably a foot massage for all the time on your feet in the past few months!



Our CEO Nick Newman sums it up perfectly in his foreword to the **#NCW2023** Impact Report:

**#NCW2023 Impact Report:** 

“The stats and impact speak for themselves, but to see social media timelines full of careers activities up and down the UK with over 1.2 million young people taking part, fills the team here with so much pride.

It doesn't seem too fair to single out specific schools or colleges, but I will draw your attention to the fully inclusive nature of NCW2023 - if you get a chance to review the timeline like us, your heart cannot fail to melt as you see the abundance of SEND activity and take onboard the joy in the eyes of those particular learners”



#NCW2023

THANK YOU!

National Careers Week

**NCW**  
::: :::





#NCW2023

# THE HEADLINE STATISTICS



**376 MILLION**

total impressions on the  
**#NCW2023**

**#NationalCareersWeek**

**#NationalCareersWeek2023**

**#NCW23 #Careersweek** official  
hashtags across Twitter,  
Instagram and Facebook

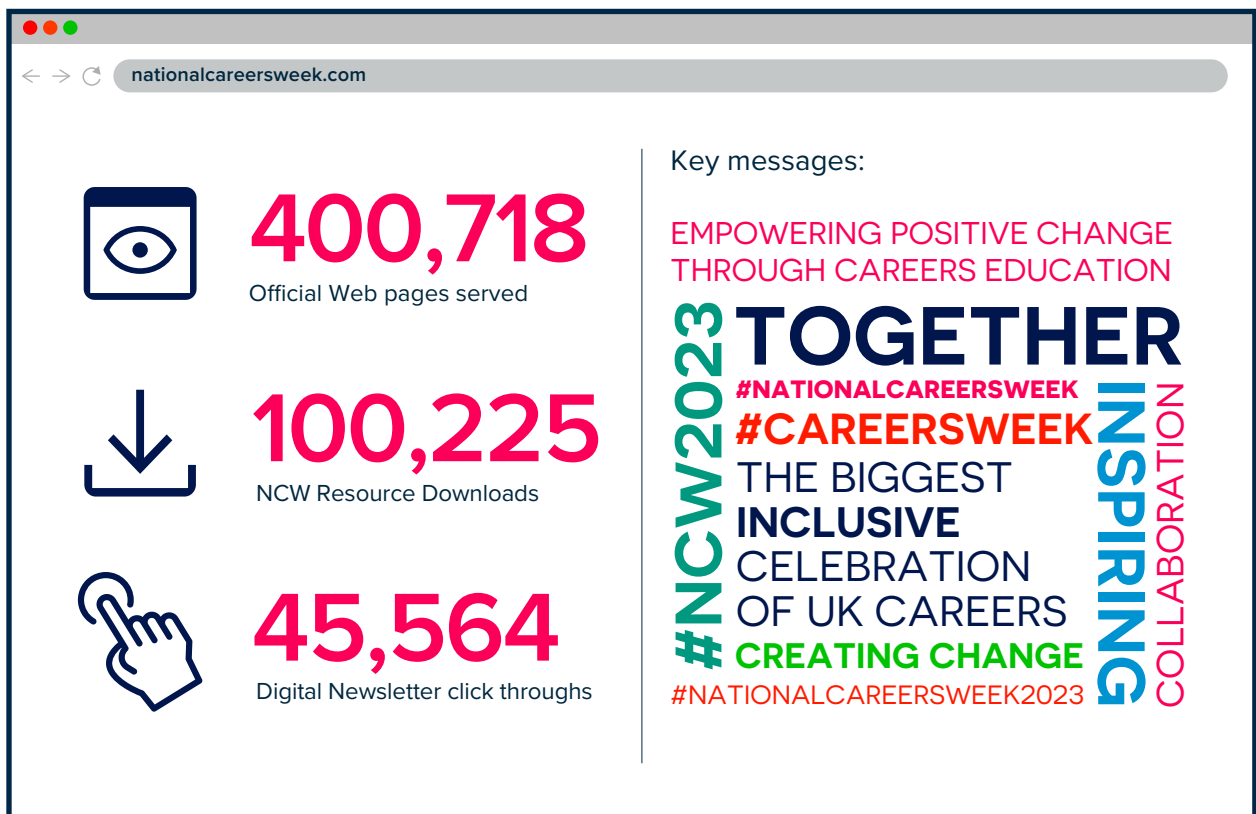


**45,260,883**

unique users reached across  
Twitter, Instagram and Facebook

**11,309**

unique individual contributors  
(Twitter only)





1.2 million young people (at least) were involved in #NCW2023 – here's a snapshot!



## 1.2 MILLION

students (across Primary, Secondary, Sixth Form, FE colleges and Universities) reached by official physical Careers events during NCW2023.



NCW2023 (stats provided by TweetBinder 6<sup>th</sup> - 12<sup>th</sup> March 2023)

Echoing Nick's comments about the inclusivity at the heart of NCW, here's a tiny selection of the social media posts we collated from SEND specific schools and



“

NCW celebrates the exciting potential career options and job roles that exist with a fully inclusive strategy. Highlighting all pathways from vocational to entrepreneurial and academic, addressing all abilities, we ensure nobody is left behind.

”



examples of bringing everyone together to develop skills and aspirations for bright and productive futures.



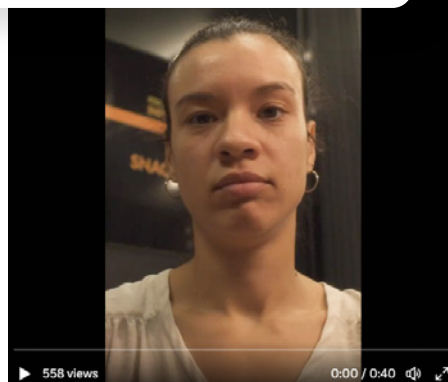




Our [#PerformingArts](#) students recently had a [#workplacement](#) at the BBC & our [#ArtandDesign](#) students have succeeded in an internal "MetaCognition" college placement! 🙌 Being a BMet student provides you with great [#careers](#) related [#opportunities](#).  
[#NationalCareersWeek](#) [#NCW2023](#) [#NCW23](#)



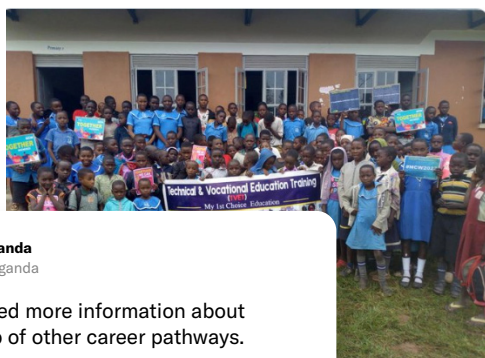
"You can do almost any job as a deaf person. Together we can remind the UK that [#DeafWorksEverywhere](#)."



For the final day of [@CareersWeek](#), we gave [@COLA\\_Highgate](#) Y9s a taste of working in the Arsenal media & communications team. They did a great job of tweeting match highlights & leading a post-match interview 🏆🌟  
[#NCW2023](#)  
[#PLInspires](#)  
[@PLCommunities](#)



F8 students enjoyed visiting the the air ambulance visit for [@CareersWeek](#) at school  
[#careersweek2023](#) [#NCW2023](#)  
[@YorkshireAirAmb](#) [@YAATeamWest](#)



We also shared more information about [#TVET](#) on top of other career pathways.

[#NCW2023](#).

[@CareersWeek](#) [@AA\\_Careers\\_Zone](#)  
[@CareersMHS1](#)



What a great [#ncw2023](#) it's been with [@CouncillorSimon](#). We have explored careers journeys [#together](#) with schools and training providers and spoke to the most amazing young people. [#advice](#) [#guidance](#) [#inspire](#)  
[@sandwellcouncil](#)



We are also blessed with a number of high profile MPs and statespeople who always champion what we do and help to engage the wider world in debate around Careers and futures...as you can see below we have had former Education Minister Baroness Nicky Morgan, former Skills Minister Robert Halfon and former Labour MP and current Mayor of West Yorkshire Tracy Brabin getting involved with **#NCW2023**.



**Robert Halfon MP** Working Hard for Harlow   
@halfon4harlowMP

Well done and thank you to @CareersWeek for all your inspiration and hard work for Careers

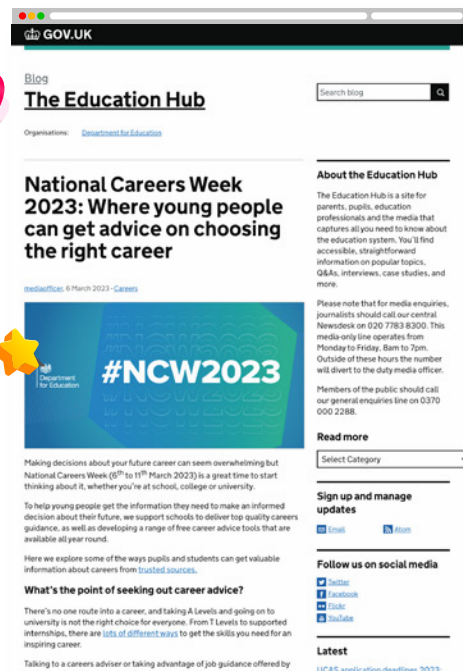


**Robert Halfon MP** Working Hard for Harlow   
@halfon4harlowMP

I see careers advice as the first rung on a ladder of opportunity, helping everyone to achieve their full potential 🌟

Meeting the needs of our economy and providing a full range of skilled workers relies on strong careers advice and guidance 🙌

**#NationalCareersWeek**



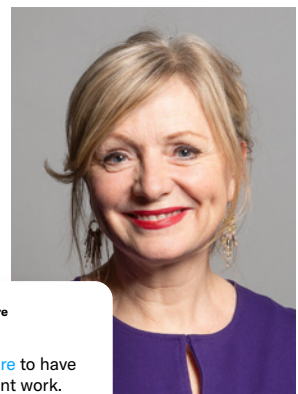
**The Careers & Enterprise Company**  
@CareerEnt

As **#NCW2023** draws to a close, our CEO @olidebottom talks about what we're learning from the huge amount of data we've collected, the emerging consensus on modern careers education, its impact and where we need to go next. **#ReadyForTheFuture**



**Baroness Nicky Morgan**  
@NickyMorgan01

Our @careerent Ready for the Future report sets out a clear picture of the careers system to date – there is progress & a national support structure at scale, I look forward to building on this to help every young person find their best next step [careersandenterprise.co.uk/our-e...](https://careersandenterprise.co.uk/our-e...) **#NCW2023**



**Tracy Brabin, Mayor of West Yorkshire**  
@MayorOFWY

We want everyone in **#WestYorkshire** to have the skills they need to secure decent work.

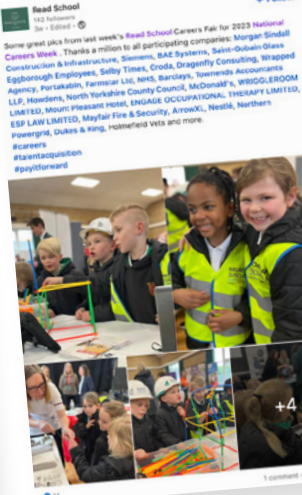
On **#NationalCareersWeek**, we're celebrating all the people we've supported through our **#FutureGoals** programme.

Want to take part?  
[tinyurl.com/4huesw82](https://tinyurl.com/4huesw82) **#NCW2023**

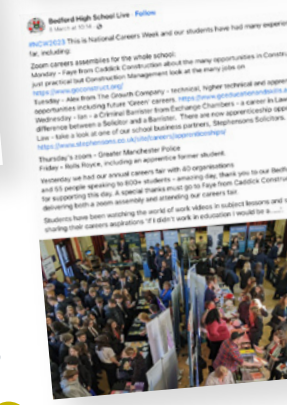




# STUDENT IMPACT



2,500+  
SCHOOLS



“

1650 students took part in our careers fair today to celebrate #NCW2023  
We'd like to thank the 50 employers that gave up their time.

”

To access your own copy of the #NCW2023 Highlights report, please visit the NCW website:

#NCW2023 Highlights.

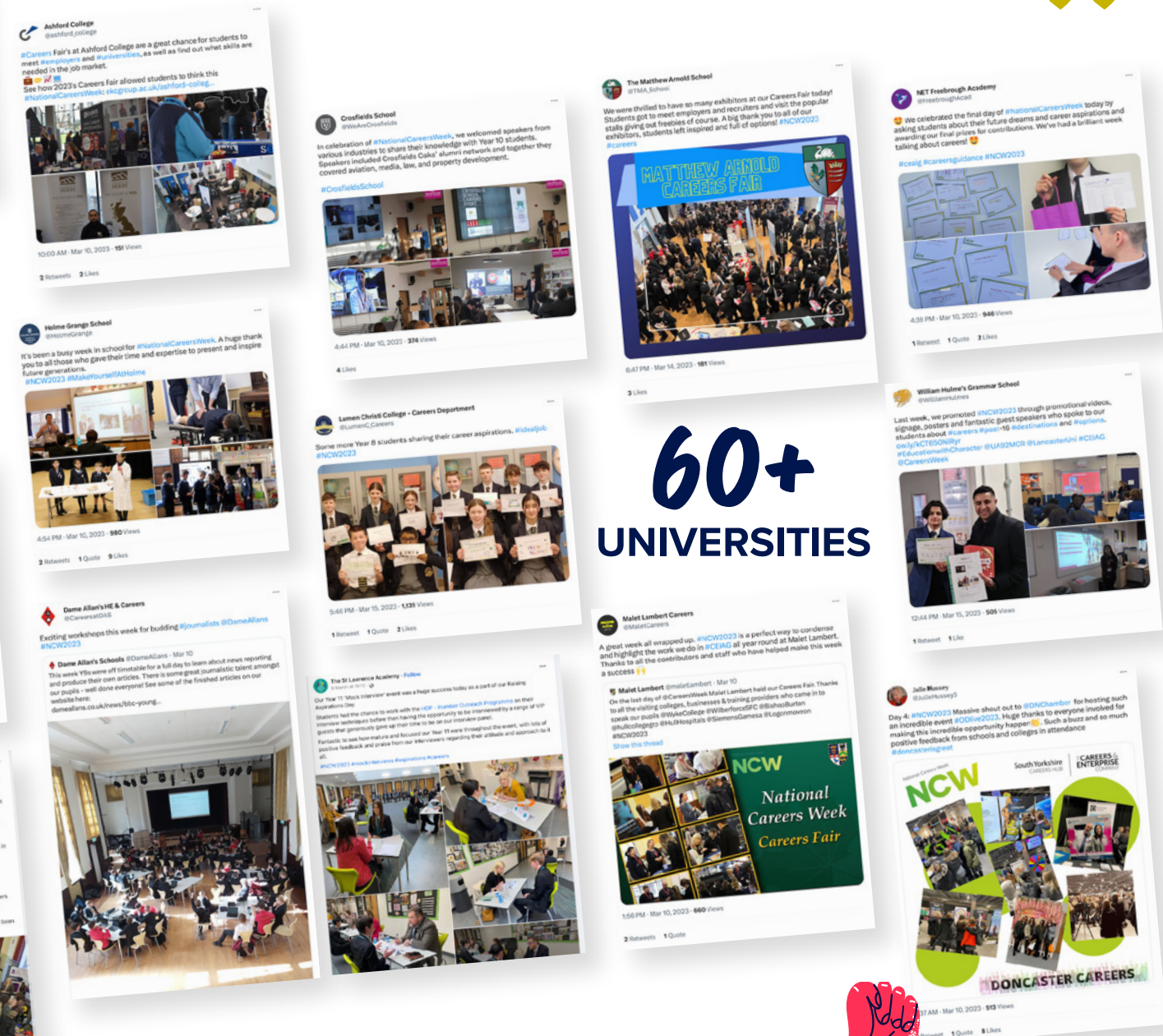


“

During the NCW2023 Campaign, over 1.2 million young people were involved in exploring their potential future careers and learning about the world of work. This is the biggest event of its kind in the UK.

”

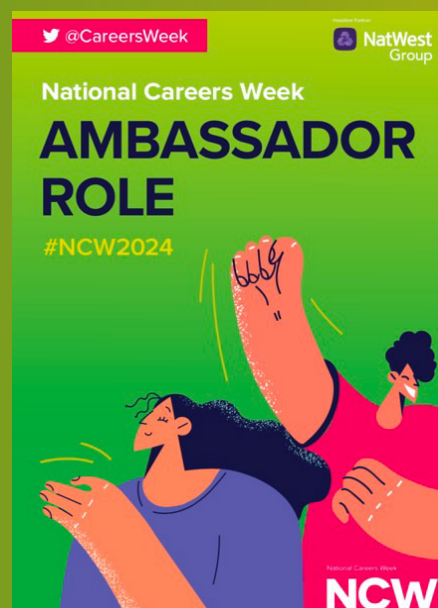
60+  
UNIVERSITIES





# NEW AMBASSADOR PROGRAMME

- Do you know someone who would make a great careers role-model for young people?
- Would one of your business or local community make a great ambassador to promote work experience or someone who could open doors for young people into a brighter future?
- Do any of your pupil's parents strike you as someone who could inspire other young people?
- Would you be able to become an NCW Ambassador?



**National Careers Week is a CIC that has, for the past 13 years, inspired people to get involved - as volunteers or as part of their role – in helping schools support young people in developing their understanding of the world of work.**

NCW wouldn't exist without thousands of people getting involved in the official week each year, it also wouldn't be as successful without people getting involved throughout the year setting up partnerships and friendships to make the week happen.

We want as many people to become involved in NCW as possible so we're recruiting for official NCW Ambassadors now to help spread the word and activities for **#NCW2024** in March 2024.

It can be as simple as sending some tweets and sharing ideas on LinkedIn or as involved as getting businesses connected with schools in the area and doing a careers event or assembly during the week.

The NCW Ambassador guidebook and online application can be found below.

**NCW Ambassador  
Guidebook**



**NCW Ambassador  
Application**



# GREEN CAREERS WEEK



After our launch of Green Career Week in 2022, we are pleased to confirm the dates for the next GCW – the 6th to the 11th November 2023.

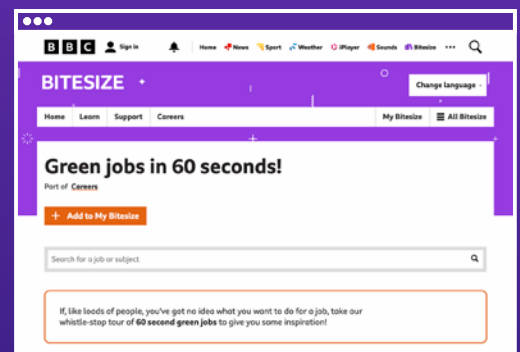
Visit the Green Careers Week sponsors and download resources and social media packs from the Green Careers Week website here:

[Green Careers Week resources](#)



## BBC Bitesize Careers goes green!

Our long term partners, BBC Bitesize have done a series of 60 second insights in to green careers – featuring people developing their careers in a green way – either a job focused on developing a green technology or using environmental sensitivity and awareness to engineer some more greenness into an industry or sector.



[BBC Bitesize](#)

[Green jobs in 60 seconds!](#)



**BBC Bitesize**





# SPOTLIGHT

# NATWEST EARLY CAREER

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**Here's Arif, another great NatWest employee who is now enrolled on the Graduate Finance scheme talking about his career choices.**

I'm Arif, a Finance Graduate at NatWest and former student in the Social Mobility Foundation (SMF).

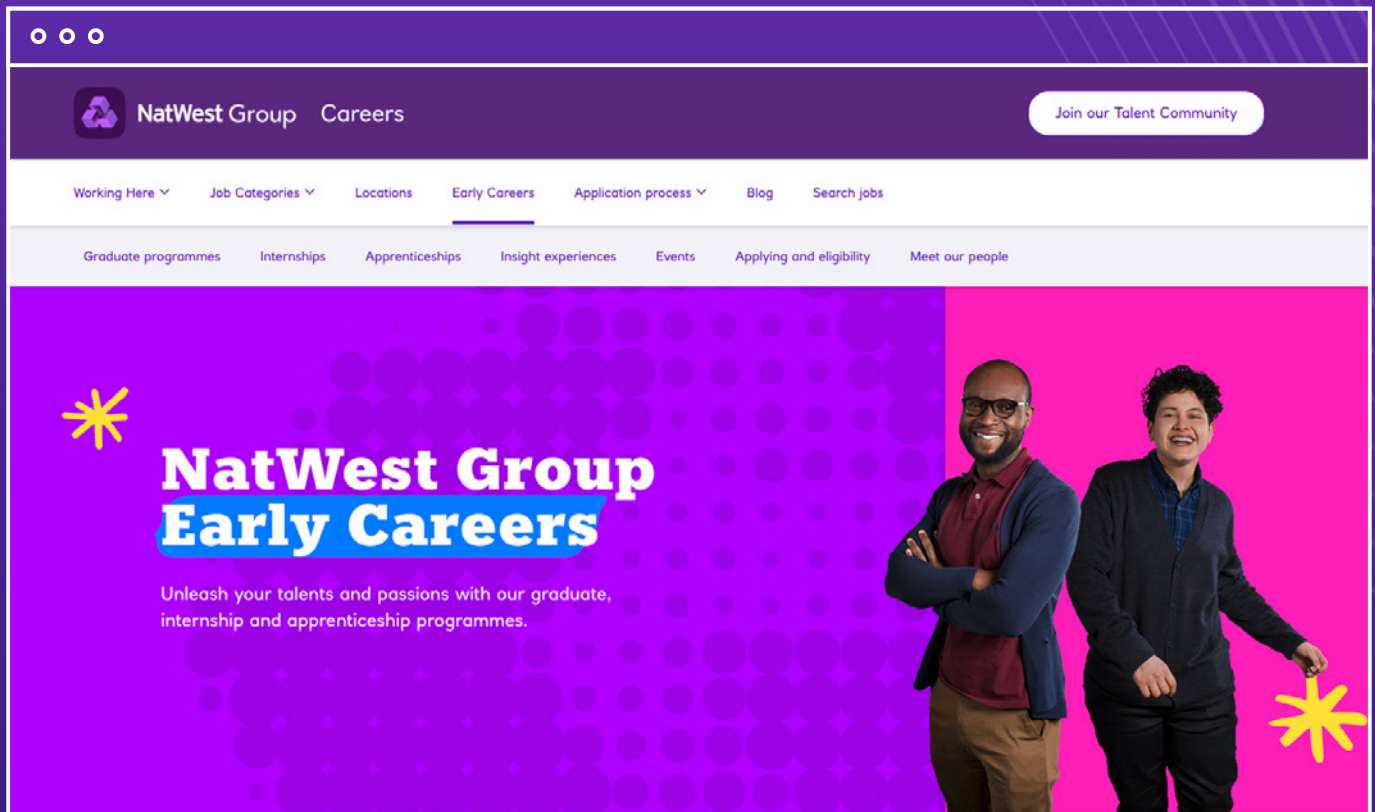
It's normal for A-levels and choosing your career to feel overwhelming because most people don't even know where to start. I know I didn't. Picking what I enjoyed felt like the right decision which is why I went for Maths, Biology and Chemistry. The more I thought about it, a future in sciences just didn't match up to what I wanted in a career.

That's why I applied to the Banking & Finance stream of the SMF's Aspiring Professionals Programme. These schemes are amazing, they give you access to guidance that is otherwise hard to find. For example, my interning at an investment company was the most valuable experience to me. I'm so thankful for my mentor's advice and reassurance throughout all my application processes. My first introduction to a business environment let me know immediately that it was something I wanted to pursue.

SMF's support continued into university with their skills webinars and guidance. I'll always be grateful for them making each transition comfortable and giving me the tools to thrive at work. It's also why I look forward to coming full circle and passing on all my tips to the next generation – I'll be volunteering to become an SMF mentor myself.

One last piece of advice from me, don't get too anxious about your future. Take your time, understand your preferences and look for a path that suits you.

If, like Arif, you, your students or anyone you know would be interested in a career in the financial sector, please take a look at the NatWest Early Careers website.



NatWest Group Early Careers



**We champion**  
**potential**



# YOU ARE THE CHAMPIONS!

**NCW Champions** is our student career ambassadors scheme designed so that you can develop a battalion of young careers leaders at your school or college **AND** gain recognition for your school as a **Bronze, Silver or Gold NCW Career Champion School**.

Not only will this role help your team to develop their skills and employability, but you will also have an enthusiastic group of young people able to plan, support and deliver career-focused events and activities for all students to benefit from.

We've made it really easy for your school to get involved and you'll find the resources from ourselves and The Careers and Enterprise Company on the NCW website to get you started:



## Recruit

Recruit the right volunteers – years planners, job role sheets and assembly planners.



## Recognise

Recognise skills and development – badges and icons to recognise young people's development **AND** templates and tools to help recognise **YOUR** local needs and future workforce LMI.



## Reward

Reward their commitment – certificates and outlines for school year plans and meetings and how to gain recognition for your school as an **NCW Career Champion School**.



We've created a number of short videos to help you understand why an NCW Career Champion / Ambassador programme is a great idea for your school and also how it helps your entire learning community to become more in-tune with the needs of local employers and industry.

Another superb benefit of the NCW Champions programme is that it's designed to help you to meet more of the eight Gatsby Benchmarks which help you to measure your school's progress in developing and embedding careers and enterprise into your curriculum.

Videos can be found here:

**NCW Champions Videos**



NCW TV IS NOW LIVE!

National Careers Week 2023 6th – 11th March

## Welcome to NCW Champions

The NCW Careers Champions program allows you to appoint student careers ambassadors and ensure they gain credit for their work. Resources are free to download and the program can be adapted to meet the needs of your students. Schools can claim NCW Champion school status at Bronze, Silver or Gold level, depending on their level of engagement. Further details are given in the RECRUIT resources (presentation for SLT).

## What's It All About?

Hear from staff and students at Southport Learning Trust about how NCW Champions is helping them to embed careers learning into their schools and from the Careers Hub lead for Liverpool City Region about why they are encouraging all the schools in their region to run a careers ambassador program.



# CAREERS INSPIRATION

## UNTIL THE END OF SUMMER TERM

# #NCW2023

# VIRTUAL Careers Fair

### Headline Sponsors



### Other Key Sponsors



Our Virtual Careers Fair – VCF - remains open as a brilliant legacy of **#NCW2023**. Completely free, there are dozens of rooms from partners and sponsors showcasing their workplaces, opportunities and pathways for your students to explore. Download a treasure hunt sheet and set your

students a challenge in form time, PD or careers sessions.

Visit the Virtual Careers Fair:

**Virtual Careers Fair**



National Careers Week

# NCW

06-11

MAR 2023



## #NCW2023

## VIRTUAL

# Careers Fair.

is still open!

Headline Partner:



NatWest Group

## #NCW2024

# SAVE THE DATE

4<sup>th</sup> - 9<sup>th</sup>  
March 2024

Headline Partner:



NatWest  
Group

National Careers Week

# NCW





#GREENCAREERS

GCW  
GREEN CAREERS WEEK

SAVE THE DATE

6<sup>TH</sup>-11<sup>TH</sup> NOVEMBER 2023

National Careers Week  
NCW

STEM  
LEARNING

Department  
for Education

National  
Careers  
Service

DON'T MISS...  
GREEN  
CAREERS  
WEEK

6<sup>TH</sup>-11<sup>TH</sup>  
NOVEMBER 2023

GCW  
GREEN CAREERS WEEK

NCW

STEM

Department  
for Education

National  
Careers  
Service

CAREERS  
ENTERPRISE  
COUNCIL

#NCW2024

SAVE THE DATE

4-9th March 2024



NATIONALCAREERSWEEK.COM

National Careers Week

NCW

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NatWest Group

National Careers Week

