



NatWest
Group

#NCW2024 IMPACT REPORT

Overview Headline Stats for
the Official National Careers
Week 2024 Campaign



National Careers Week

NCW

CEO FOREWORD

Another incredible National Careers Week has been celebrated. Each year we are humbled and amazed by the incredible activities all over the UK for all ages and all levels of learners. Well done to you all!

Thank you once again to our key partner NatWest Group whose continued support and belief in our work enables us to create so many free resources to share and grow each year to reach more and more young people.

Thanks also to the key sponsors that have made this year's celebration of career pathways such a success, this year over 1.5 million learners in education have benefitted from our partnerships.

It is my privilege to work with such a dedicated team at NCW and all of those that support our work - the Careers Family is a truly unique and special group of people, thank you for being so dedicated and unrelenting in your efforts to improve the life choices of future generations.

A final word on some future dates for your diaries, make sure to look out for Generation Logistics Week at the end of June and Green Careers Week at the start of November - let us continue to show what an exciting place the world of work can be, together.

Nick Newman
Founder & CEO



**YOUR
FUTURE
STARTS HERE.**



HEADLINE STATS

NCW2024 (stats
provided by TweetBinder
4th-9th March 2024)



434 MILLION

total impressions on the
#NCW2024
#NationalCareersWeek
#NationalCareersWeek2024
#NCW24 #Careersweek official
hashtags across X (Twitter),
Instagram and Facebook



65,445,423

unique users reached across X
(Twitter), Instagram and Facebook

20,305

unique individual contributors
(X/Twitter only)



1.7 MILLION

students (across Primary, Secondary, Sixth Form, FE
colleges and Universities) reached by official physical
Careers events during NCW2024.



nationalcareersweek.com



500,418

Official Web pages served



200,000

NCW Resource Downloads



64,564

Digital Newsletter click throughs

Key messages:

**EMPOWERING POSITIVE CHANGE
THROUGH CAREERS EDUCATION**

#NCW2024 **#NATIONALCAREERSWEEK** **#CAREERSWEEK** **INSPIRING**
THE BIGGEST **COLLABORATION**
INCLUSIVE
CELEBRATION OF
UK CAREERS
CREATING CHANGE
#NATIONALCAREERSWEEK2024



NatWest Group results

As the headline sponsors, NatWest Group is proud to be celebrating National Careers Week and supporting careers across the UK. These are some of the highlights from the week.

NatWest Group volunteers delivered 39 CareerSense workshops to 920 young people across the UK, building career confidence and bringing real world skills to life. Also, inspiring students to develop entrepreneurial thinking and behaviour.



Cantell school hosted 20 workshops alone and in a single day, exposing 509 students to the current and future world of work.

Schools and career leaders can sign-up for workshops here.

CareerSense Teachers Hub



Natwest Group volunteers who delivered the "super event" at Cantell School



NatWest Group also supported a STEM careers event in Edinburgh. Dynamic Earth hosted 'Your Planet Your Future Careers Day' to 600+ students. The stall received some great engagement from career leaders and young people and they day was a great success!

Your Planet Your Future Careers Day 2024

Gogarburn (Natwest Group HQ) hosted a graduation event for Career Ready pupils (Scotland). Young people on this programme have been mentored by a NatWest Group employee and also experienced a work placement at a NatWest Group building.

Career Ready



Career Ready students who received their graduation certificate at Gogarburn



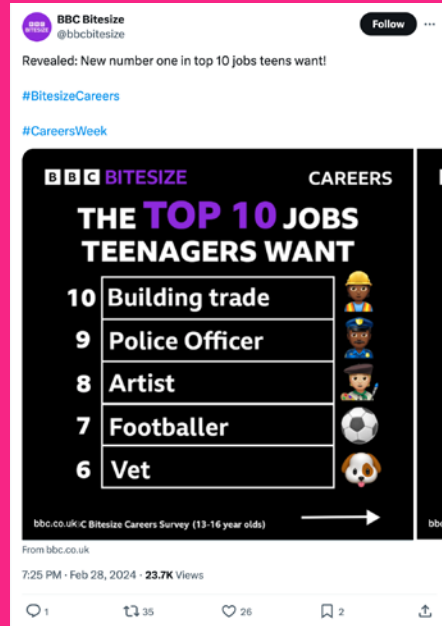
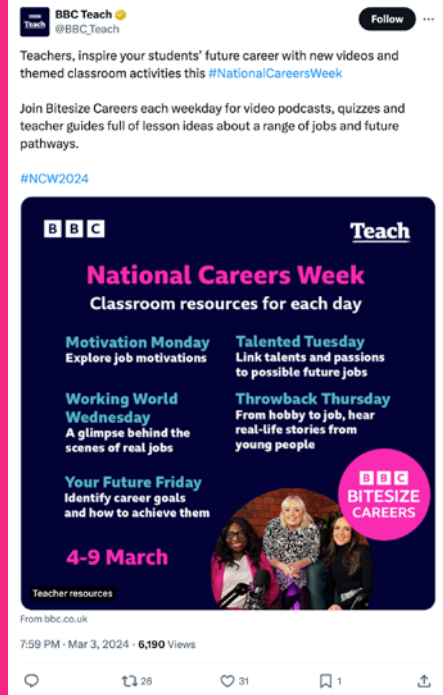
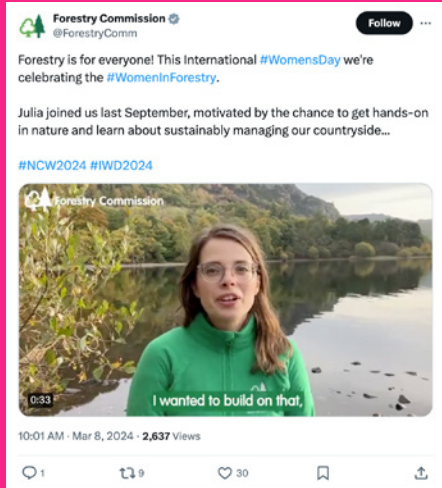
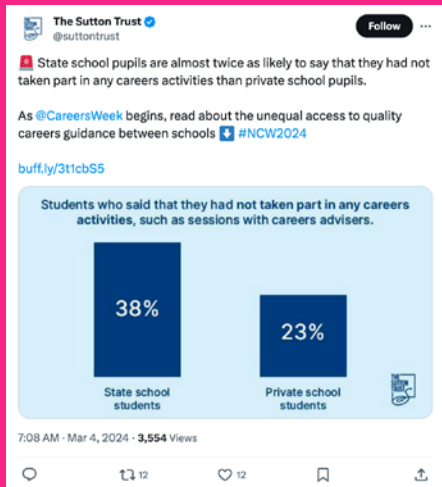
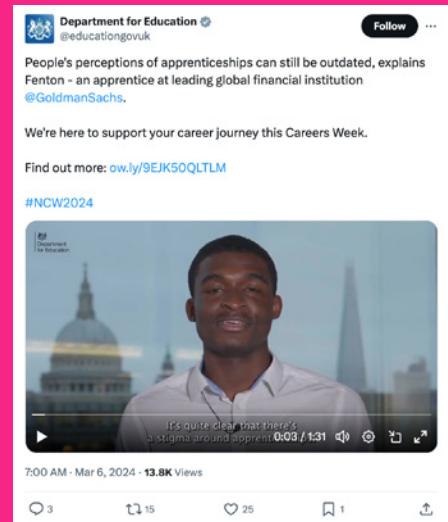
Finally, to end NCW on a high, NatWest Group Senior Leaders helped judge the Ivy House Future Leader Competition Final, where 8 future leaders of the year were crowned. All 40 finalists received an amazing experience, working with some of the best leadership coaches in the world.



NatWest Group

INFLUENCERS

From Government Ministers and Mayors to Celebrities and Footballers, from News and Entertainment channels to the largest venue and brands - National Careers Week reaches across hundreds of millions by influencing the Influencers.





Meet Emma, an NHS Occupational Therapist.

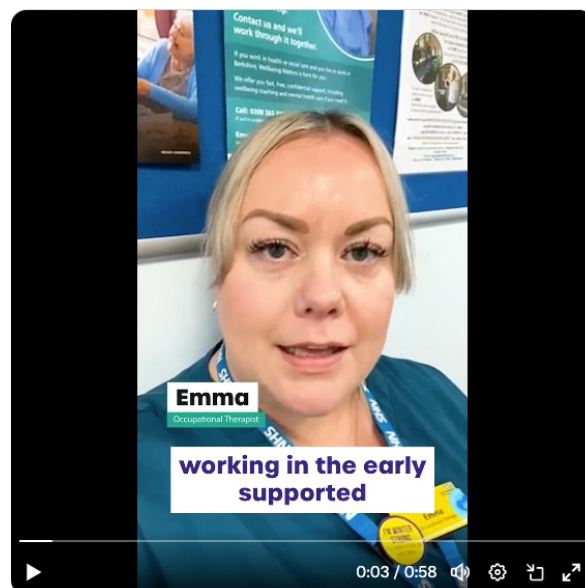
"I realised they were natural problem solvers."

As part of the Long Term Workforce Plan, we're helping more people into NHS roles like Emma's.

350 careers.
One NHS.
Start yours.

<http://healthcareers.nhs.uk>

#NationalCareersWeek



The more young Londoners experience the world of work, the more likely they are to realise their potential.

That's why I've invested in quality careers education in partnership with @CareerEnt for thousands of young Londoners across 700 schools & colleges in our city. #NCW2024



NASA Astrobiology: Exploring Life in the Universe
@NASAastrobio

In the future you could be...

- 🔍 Searching for life on @NASAMars
- 🚀 Exploring a water world with @EuropaClipper
- 🌌 Charting the cosmos with @NASAExoplanets

From early career to senior level roles, explore your track to NASA this #NationalCareersWeek:
<https://go.nasa.gov/3PafhOh>



BBC Teach
@BBC_Teach

Teachers: Check out The Bitesize Careers Video Podcasts with @KatieThistleton

Watch and play along with games, get tips from career experts and hear from amazing guests for National Careers Week 4-9 March.
#NCW2024 #NationalCareersWeek:



Science Museum
@sciencemuseum

🎉 It's #NationalCareersWeek!

Step into a world of fascinating STEM careers at Technicians: The David Sainsbury Gallery.

Discover interactive exhibits that simulate job-related tasks across sectors, from the creative arts to renewable energy:
<https://bit.ly/3T3K2FN> #NCW2024



The Royal Society
@royalsociety

Why is science a core subject? Our animation aimed at students aged 14 to 16 explains the key transferable skills gained from studying science and the relevance of science to all future careers. #NationalCareersWeek
<https://royalsociety.org/news-resources...>



Robert Halfon MP → Working Hard for Harlow →
@halfon4harlowMP

It's #NCW2024 and the perfect time to explore new opportunities 🌟

The Skills for Careers website is your ticket to success. Whether you're looking to upskill or change careers, you can find out a way to unlock your full potential 📌

<https://skillsforcareers.education.gov.uk>

#MyCareerJourney



Department for Education
@educationgovuk

It's National Careers Week 2024!

We offer a huge range of choices for your training and skills development to support you at any stage of your career, from degrees to apprenticeships, T Levels to HTQs.

Head to @NationalCareers and @CareersWeek for more.

#NCW2024



Ofsted
@Ofstednews

This #NCW2024 #NationalCareersWeek have a listen to our podcast with guests from the Careers and Enterprise Company and Gatsby:
<http://ow.ly/NU6v50QCxAM> @CareersWeek



Careers at Penguin Books UK
@penguinukjobs

We're stretching the definition of the word 'publisher' 📖

Here, a huge breadth of talent come together to make each book a success ✨

For #NationalCareersWeek, here's how we build a book at Penguin >> bit.ly/BuildingABook



NatWest Group



NatWest Group
603,481 followers

Our apprenticeships, internships and graduate programmes are just some of the early career options available to young people looking to start their career. See what they think of us. Find out more <http://spkl.io/60404lcW8>

#NationalCareersWeek



It's great being rewarded for your work and having no Uni fees to pay back.

Marham Hamis
Digital Marketing Apprentice

National Careers Service



Meet Georgie
Social Media Manager
Canada
#NationalCareersWeek

Life at Specsavers
@SpecsaversLife

"I can honestly say there's nowhere else I'd rather be ❤️

Find out how Georgie went from completing a graduate scheme in Guernsey to becoming a Social Media Manager in Canada: bit.ly/Georgie-Speksa...

#NationalCareersWeek #CareerJourney #LifeAtSpecsavers #CareerStory

Specsavers



National Careers
@NationalCareers

Throughout National Careers Week we'll be sharing and celebrating real career stories. Secretary of State for Education @GillianKeegan kickstarted her career with an #apprenticeship leading to a career in business before now working in politics

#MyCareerJourney #NCW2024



Young Enterprise
@youngenterprise

This #NCW24 day find out more about how young people can set up a student company in school and how to support them to develop key employability skills. Visit our virtual Careers Fair page: <https://ow.ly/12Gc50QLZi0> #CompanyProgramme #AAT



NHS England
@NHSEngland

Whether you are looking to be a doctor or nurse, paramedic or porter, or a midwife or matron, there's a role for you in the NHS.

350 careers. One NHS. Find your passion.
<https://healthcareers.nhs.uk>

#NationalCareersWeek #WeAreTheNHS



STUDENT IMPACT

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During the NCW2024 Campaign, over 1.5 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.

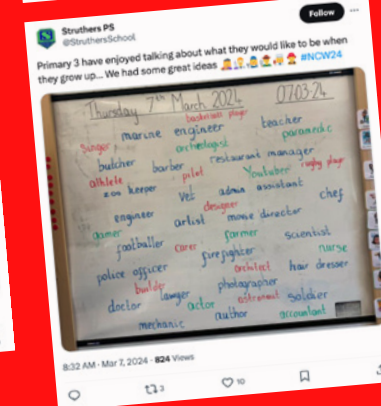
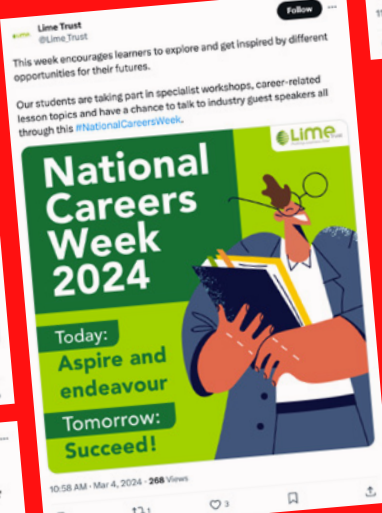
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2,500+
SCHOOLS

300+
FE COLLEGES

60+
UNIVERSITIES



“

2000 students took part in our careers fair today to celebrate #NCW2024 We'd like to thank the 75 employers that gave up their time.

”





So that's Day #4 of [@CareersWeek](#) wrapped, with full student engagement! Big thanks to industry pros for sharing their wisdom, and our [@HCFEAdvisers](#) for making it happen. Mock interviews are key in prepping students for future success.

[#NCW2024](#) [#TransformingLives](#)
[#MockInterviews](#)



Newminster Middle
[@NewminsterMid](#)

British Science Day - Welcoming in STEM Ambassadors for our jam packed event [#BSW24](#) [#NCW2024](#)
[@Animate2Educate](#) [@morgansindallc](#) [@McLarenAuto](#)
[@S4ALearningHubs](#) [@bugsnstuffcom](#) [@NGNgas](#)
[@STEMNewcastle](#) [@NGBaileyUK](#) [@NERAP_Team](#)
[@EnvAgencyYNE](#) [@MammoetUK](#) [@Raytheon_UK](#)
[@MinimumSkincare](#)



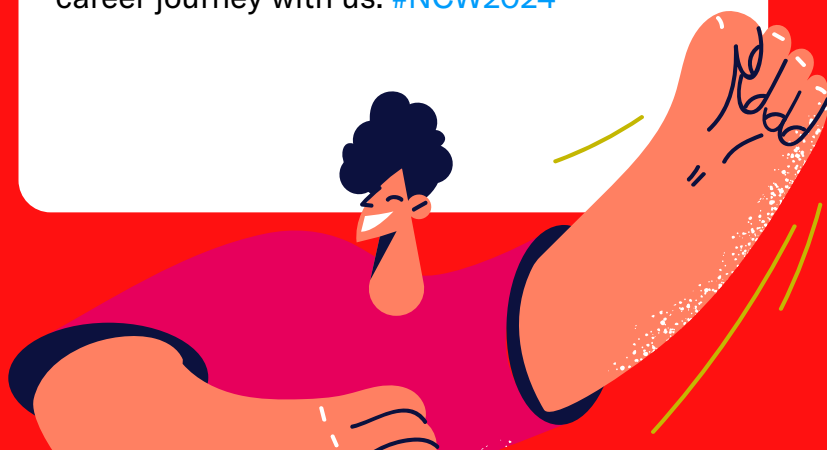
Nick Newman
[@NCWNewman](#)

A quick snapshot on Day 4 [#NCW2024](#) ... all around the UK thousands of learners exploring the world of work



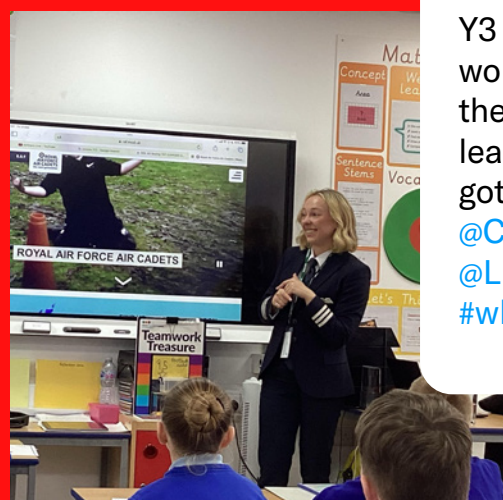
Julie McCarthy
[@LearningJulie](#)

The 2nd LLR Health and Social Care Careers Fayre is underway. 3000 people booked plus walk ins..huge queues (thank you for waiting to come in) and 75 stalls. FANTASTIC vibe and so many great people want to start their career journey with us. [#NCW2024](#)

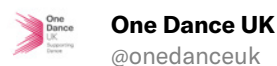


Warren Academy
[@warrenleadacad](#)

Y3 & Y4 were visited by Zoe, a pilot who works for [@DHLGlobal](#) and has been in the [@RoyalAirForce](#). The children got to learn about what Zoe does as a pilot and got to try on a pilot's headset!
[@CareersWeek](#)
[@LEADAcadTrust](#) [#careers](#)
[#whenIgrowupweek](#) [#aspirations](#) [#jobs](#)



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One Dance UK
@onedanceuk

As part of [#NationalCareersWeek](#) we are showcasing the many varied, exciting & rewarding careers in dance! 🎉👏🎭👩🎤

Discover lots of resources about different career pathways in dance, as well as advice on how to turn your passion into a lifelong career here:

onedanceuk.org/news/one-dance...



Jack Petchey Fdn
@JPFoundation

👉 It's [#NationalCareersWeek](#)! Each year we provide a number of volunteering opportunities for young individuals to gain office experience in the youth sector.

If you're interested in taking part, send us a DM and we can help you kick-start your career!



Mulih Bimali
@mulihB

Having witnessed the transformative impact of [#Careers](#) education globally.

As [#CareersFamily](#) our resolve is to take the Careers education services as far as we can.

[#NationalCareersWeek](#)

[#NCW2024](#)

[#TVET](#)

[@_kiptoo_TM](#) [@CareersWeek](#) [@NCWUganda](#)

[@TwalibZaitunk](#)



Arsenal Community
@AFCCCommunity

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](#)



Naomi Puri

I know I'm biased but I feel very lucky to be part of this and to be equipping young people with this sort of opportunity.

It could not be done without amazing partners, our wonderful colleagues like Matt and his team, Charlotte in my team who pours her soul into it!

But most importantly the young people who join, work through their challenges and who surprise themselves every day by how capable they are if given the chance.

Success and progress for each individual is different and that's ok. [#NCW2024](#) [Ablaze Bristol](#)



Our CareerSense programme - helping young people to find their path
natwestgroup.com



The Percy Hedley Foundation
@percyhedley

It's National Careers Week!

We started off with a visit from Tailored Leisure who came into Hedleys College for a talk with our students, members and staff. Thanks so much for coming in!

[#nationalcareersweek](#) [#careers](#)
[#tailoredleisure](#)



#GLW2024

GENERATION LOGISTICS WEEK

24th – 28th
June 2024

GENERATION
LOGISTICS™

National Careers Week

NCW

#NCW2024

VIRTUAL
Careers Fair.



NCW2024.CO.UK

ALL THE BEST
CAREERS WEEK
RESOURCES IN
ONE PLACE!



RESOURCE
BOOKLET
2024



National Careers Week

NCW



DOWNLOAD THE NCW
RESOURCE BOOKLET HERE.



SAVE THE DATE

#GREENCAREERSWEEK

4-9TH

NOVEMBER 2024



#NCW2025

SAVE THE DATE

3RD - 8TH MARCH 2025

National Careers Week

NCW

Headline Partner:



NatWest
Group

