

Skills
Development
Scotland

SCOTTISH

APPRENTICESHIP

WEEK 2021

Business Backing Talent

1 - 5 March | [apprenticeships.scot](https://www.apprenticeships.scot) | [#ScotAppWeek21](https://twitter.com/ScotAppWeek21)

Campaign overview

Scottish Apprenticeship Week 2021

It's never been more important to show our support for apprenticeships.

Scottish Apprenticeship Week is a time to share the value apprenticeships can bring to individuals, employers and the economy.

Businesses have adapted to challenging times.

Employers and learning providers have innovated so apprentices can learn, achieve and progress.

While businesses taking on apprentices have developed new and safe ways to recruit in their commitment to backing talent.

There's more support from Scottish Government and Skills Development Scotland to help individuals get the chance of an apprenticeship and for businesses to benefit from employing apprentices.

Your support for the week means backing Scottish Apprenticeships, the economy and opportunities for people across Scotland.

1 - 5 March | [apprenticeships.scot](https://www.apprenticeships.scot) | [#ScotAppWeek21](https://twitter.com/ScotAppWeek21)

Campaign theme

Business Backing Talent

Scottish Apprenticeship Week shines a light on the great things that happen when business backs talent through apprenticeships.

Apprenticeships enable employers to develop the skills they need to adapt, sustain and strengthen their businesses.

Talented individuals of all ages and backgrounds have the chance to reach their potential with an apprenticeship.

In challenging times, apprentices can play a vital role in supporting businesses and the economy now and for the future.

For businesses backing talent, who can give someone the chance of an apprenticeship – there's more support than ever before.

The week also provides information on the range of support available for employers to back talent through apprenticeships.

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Get involved

We want all those with a shared interest in apprenticeships to back Scottish Apprenticeship Week.

This includes apprentices, businesses, industry, schools, colleges, universities, councils and learning providers.

Employers: can use the week to highlight how your business is backing talent; show the benefits apprenticeships bring to your business and to encourage others to give someone the chance of an apprenticeship.

Learning providers: could highlight your support for employers investing in apprenticeships; raise awareness of Foundation, Modern and Graduate Apprenticeships and promote the work you do to make sure apprentices achieve their potential.

Individuals: can share your apprenticeship story; highlight the benefits of businesses backing talent through apprenticeships and inspire others with what you have achieved thanks to your apprenticeship.

Here are three simple ways you can get involved:

1. **Download and use the campaign resources** on apprenticeships.scot/resources
2. **Use #ScotAppWeek21 and #BusinessBackingTalent** to show your support for apprenticeships sharing photos, films and stories
3. **Post your apprenticeship vacancies** on apprenticeships.scot

Tell us what you are doing

If you're planning your own virtual event or activity - such as a live Q&A, online open day or web info session - please register the details online so we can help promote what you're doing. Visit the [Scottish Apprenticeship Week 2021 campaign page](#) on and complete the online event form to register your activity.

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Stats and facts

Backing talent with Scottish Apprenticeships

- Over 100 different types of Scottish Apprenticeship covering hundreds of different job roles
- More than 12,000 employers involved in Scottish Apprenticeships

Apprentice employers stated the top three benefits of offering apprenticeships:

- productivity (83%)
- improved staff morale (79%)
- improved image in the sector (74%)

Research shows* the most common reasons for employer backing apprenticeships was:

- provide young people with opportunities (91%),
- to train workers in core skills (81%)
- because provide industry experience (80%)

*SDS apprentice employer surveys

The week will also provide information on the range of support available for employers to back talent through apprenticeships.

Support

Additional support for employers and individuals has been put in place as part of the response to COVID-19 to support apprenticeships.

Apprenticeship Employer Grant – employers will receive up to £5,000 for taking on a Modern or Graduate Apprentice.

Adopt an Apprentice - payments for employers recruiting apprentices made redundant are being increased from £2,000 to £5,000.

Information on other support including contributions to learning costs, employer advice and help on inclusive recruitment is available on [apprenticeships.scot](https://www.apprenticeships.scot)

Visit [apprenticeships.scot](https://www.apprenticeships.scot) to find out more.

1 - 5 March | apprenticeships.scot | #ScotAppWeek21

Social Media

Show your support on social media

Whatever way you choose to get involved, include **#ScotAppWeek21** and **#BusinessBackingTalent** in your social media posts to direct others to the campaign webpage and help us find and share your news.

Example Tweets and posts:

We're backing apprenticeships and supporting **#ScotAppWeek21** from 1-5 March. Find out more: apprenticeships.scot/scotappweek **#BusinessBackingTalent**

Get behind **#ScotAppWeek21** and show your support for apprenticeships and opportunities. **#BusinessBackingTalent** Find out more: apprenticeships.scot/scotappweek

Looking forward to **#ScotAppWeek21** to recognise the benefits apprenticeships and work-based learning bring to people and employers. **#BusinessBackingTalent** Find out more at apprenticeships.scot/scotappweek

This **#ScotAppWeek21** is all about sharing the great things that happen when employers back talent through apprenticeships. **#BusinessBackingTalent**. Share your stories from 1 – 5 March and find out more at apprenticeships.scot/scotappweek

Scottish Apprenticeship Week is a time to demonstrate the value apprenticeships can bring to Scotland's individuals, employers and the economy. **#ScotAppWeek21 #BusinessBackingTalent** Find out more and get involved at apprenticeships.scot/scotappweek

Apprentice employers say productivity is the top benefit of offering apprenticeships. Find out more about the value of taking on apprentices during **#ScotAppWeek21 #BusinessBackingTalent** Visit apprenticeships.scot/scotappweek for more info.

Scottish Apprenticeship Week from 1 – 5 March is promoting the support available to help employers and individuals benefit from apprenticeships. Find out more on apprenticeships.scot **#ScotAppWeek21 #BusinessBackingTalent**

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Sharing information

Use and adapt this copy to help you share information about this year's campaign for newsletters or websites.

We're supporting Scottish Apprenticeship Week 2021, co-ordinated by Skills Development Scotland, to demonstrate the value apprenticeships bring to individuals, employers and the economy.

This year's theme is Business Backing Talent, with the aim to demonstrate how businesses benefit when they back talent through apprenticeships.

Businesses have adapted to challenging times. Employers and learning providers have innovated so apprentices can learn, achieve and progress. While businesses taking on apprentices have developed new and safe ways to recruit in their commitment to backing talent.

The week highlights the range of support available to employers to help them take on an apprentice and opportunities for individuals to progress through Foundation, Modern and Graduate Apprenticeships.

Scottish Apprenticeships support the Young Person's Guarantee, introduced by Scottish Government to ensure everyone aged between 16 and 24 has the opportunity of work, education or training.

For businesses backing talent who can give someone the chance of an apprenticeship there's more support than ever before.

The Apprentice Employer Grant provides up to £5000 to recruit an apprentice, there's additional funding to take on a redundant apprentice through Adopt an Apprentice and Pathway Apprenticeships are available for school leavers not in a job or education to gain work-based learning and qualifications in sectors with skills needs.

In these challenging times, apprentices can play a vital role in supporting businesses and the economy now and for the future.

Find out more about Scottish Apprenticeships and the support available to get involved at [apprenticeships.scot](https://www.apprenticeships.scot)

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FIND OUT MORE

Visit the [apprenticeships.scot](https://www.apprenticeships.scot) campaign page for more information and resources

Register your [#ScotAppWeek21](https://www.apprenticeships.scot) event or activity

Access all your [#ScotAppWeek21](https://www.apprenticeships.scot) campaign resources



[apprenticeships.scot](https://www.apprenticeships.scot)



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[Skills Development Scotland](https://www.linkedin.com/company/skills-development-scotland)



[apprenticeships.scot](https://www.instagram.com/apprenticeships.scot)

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