



# Hospitality Apprenticeship Week 2025

**Campaign Theme:** Powered by People

**Date:** Monday 29 September – Sunday 5 October 2025

**Hashtags:** #PoweredByPeople | #HAW2025

Hospitality Apprenticeship Week 2025 is a national celebration of the people upskilling their careers to power the UK hospitality sector. From front-of-house and culinary to operations, events, and leadership roles, apprenticeships are transforming hospitality careers and businesses across the country.

This year's theme, "Powered by People", highlights the individuals, skills, and ambitions that drive the industry forward. The campaign will champion apprentices, employers, and providers working together to build a stronger, more inclusive and skilled workforce.

## The core aims are:

- **Drive Awareness:** Increase awareness of the positive impact of apprenticeships on the hospitality sector.
- **Encourage Participation:** Inspire more businesses to invest in apprenticeships and more individuals to consider hospitality as a career.
- **Tackle Sector Challenges:** Demonstrate how apprenticeships address skills shortages, improve retention, and strengthen progression routes.
- **Champion Opportunities for All:** Showcase diverse, inclusive career pathways that reflect modern hospitality.
- **Celebrate People:** Recognise the apprentices, mentors, managers and businesses shaping the future of hospitality.

## Target audiences:

- **Current Apprentices** – to celebrate and amplify their voice and experiences.
- **Prospective Apprentices** – to inform and inspire new entrants into the sector.
- **Employers** – to encourage more hospitality businesses to offer apprenticeships.
- **Mentors and Managers** – to recognise their support and promote best practice.
- **Industry Influencers & Press** – to support national amplification.

## During the week, we will focus on the below themes:

**Monday 29 September – Powered by Potential** Spotlight how apprenticeships open doors for all. Feature entry-level apprentices, career changers, and those new to hospitality.

**Tuesday 30 September – Powered by Growth** Highlight the upskilling and career development opportunities apprenticeships provide. Include progression pathways and higher-level programmes in your organisation.

**Wednesday 1 October – Powered by Opportunity** Celebrate how the hospitality sector and apprenticeships provide access to meaningful work for individuals of all backgrounds and life stages. Focus on social mobility, career entry and return-to-work stories.

**Thursday 2 October – Powered by Impact** Share stories that show how apprentices and employers are making a difference – from driving innovation and sustainability to supporting local communities and business success.

**Friday 3 October – Powered by Progression** Feature real journeys from apprentices who have progressed into senior roles, leadership or entrepreneurship.

**Saturday 4 October – Powered by Teams** Focus on the camaraderie and team spirit that makes hospitality unique. Share group celebrations, success stories and team values.

**Sunday 5 October – Powered by You** Invite everyone in hospitality to share what makes them proud. User-generated content day for apprentices, mentors and employers.

## How you can get involved:

- **Apprentice Takeovers:** Let apprentices post stories, reels or TikToks showing a day in their life.
- **Team Spotlights:** Share group photos or videos celebrating the people who power your business.
- **Success Stories:** Highlight individuals who have achieved personal or career growth through apprenticeships.
- **Daily Posts:** Align your content with the daily themes using the official hashtags.
- **Events and Panels:** Host open days or virtual career events during the week.
- **Toolkit Downloads:** Use the official logos, graphics and message cards to join the conversation.

## Spread the word!

During Hospitality Apprenticeship Week, all activity will be driven through social media – and we want the entire hospitality community to be involved!

Please use the official hashtag **#PoweredByPeople** and support tags like **#HAW2025** in all your content.

Always **include images or videos in your posts** – visual content drives higher engagement and better storytelling. Promote your own apprenticeship vacancies, share quotes, stories or behind-the-scenes insights into your teams.

### Share Our Logo

Ahead of and during the week, post the official Hospitality Apprenticeship Week supporters logo alongside a short pledge or update showing your support. You'll find logos, banners and all the assets you need in our **Hospitality Apprenticeship Week Resource Toolkit – [click here](#)**.

## Social media Content:

Timeline	Suggested Copy
<p>1 Month before (End August)</p> <p><b>Visuals:</b> Countdown graphic logo</p>	<p>Just one month to go until <b>#HAW2025</b>! This year we're celebrating the people who power our industry – our apprentices, teams, mentors and managers. Join us 29 Sept–5 Oct to shine a light on the role of apprenticeships in building hospitality careers and businesses.</p> <p><b>#PoweredByPeople</b></p>
<p>1 Week before (22nd Sept)</p> <p>Show your support</p> <p><b>Visuals:</b> support graphic logo</p>	<p><b>We're proud to support #HAW2025 – Hospitality Apprenticeship Week!</b></p> <p>At [Business Name], we believe that our industry is <b>Powered by People</b>.</p> <p>Apprenticeships help us grow our team, build skills, and create careers. Join us from 29 Sept to 5 Oct to celebrate the people behind our success.</p> <p><b>#PoweredByPeople #HospitalityCareers</b></p>
<p>Monday 29th Sept</p> <p>Powered by Potential</p> <p><i>Include:</i> Photos or videos of new starters, apprentice quotes, first-day stories, employer welcome messages.</p>	<p><b>Meet [Apprentice Name], our newest recruit and future star 🌟</b></p> <p>They joined us through a hospitality apprenticeship, and they're already making a difference.</p> <p>Apprenticeships unlock potential and we're proud to be part of that journey.</p> <p><b>#PoweredByPotential</b></p> <p><b>#HAW2025 #PoweredByPeople</b></p>
<p>Tuesday 30th Sept</p>	<p><b>From team member to team leader 📦</b></p>

<p><b>Powered by Growth</b></p> <p><i>Include:</i> Short video clips, team shoutouts, career milestone graphics, posts about training or upskilling.</p>	<p>Apprenticeships help our people progress. We invest in training that builds skills, confidence, and careers.</p> <p>Ask us how apprenticeships could help you grow too.</p> <p>#PoweredByGrowth #PoweredByPeople #HAW2025</p>
<p><b>Wednesday 1st October</b> <b>Powered by Opportunity</b></p> <p><i>Include:</i> Celebrate how apprenticeships provide access to meaningful work for individuals of all backgrounds and life stages. Focus on social mobility, career entry and return-to-work stories.</p>	<p><b>Apprenticeships open doors</b> 🏠</p> <p>At [Business Name], we believe hospitality careers should be accessible to all. Whether it's your first job, a fresh start, or a step back into work - apprenticeships provide real opportunity for all. <b>#PoweredByOpportunity</b></p> <p>#HAW2025 #PoweredByPeople</p>
<p><b>Thursday 2nd October</b> <b>Powered by Impact</b></p> <p><i>Include:</i> Share stories that show how apprentices and employers are making a difference - from driving innovation and sustainability to supporting local communities and business success.</p>	<p><b>Apprentices with impact</b> ❤️</p> <p>Our apprentices bring purpose and impact – whether they're leading sustainability changes, supporting their community, or driving improvement in our business.</p> <p>We're proud of the way they show hospitality is more than service. <b>#PoweredByImpact</b></p> <p>#HAW2025 #PoweredByPeople</p>
<p><b>Friday 3rd October</b> <b>Powered by Progression</b></p> <p><i>Include:</i> Before-and-after journeys, quote cards from former apprentices now in leadership, short case study reels.</p>	<p><b>Every journey starts somewhere</b> 🚀</p> <p>Meet [Name], who started with us as an apprentice and now leads their own team.</p> <p>Apprenticeships make long-term careers in hospitality possible. <b>#PoweredByProgression</b></p> <p>#HAW2025 #PoweredByPeople</p>
<p><b>Saturday 4th October</b> <b>Powered by Teams</b></p> <p><i>Include:</i> Group photos, team shoutouts, celebratory moments, behind-the-scenes bonding.</p>	<p><b>Hospitality = teamwork</b></p> <p>We're celebrating the teams that support each other, grow together, and create unforgettable experiences every day.</p> <p>Tag a teammate who deserves a shoutout 🙌 <b>#PoweredByTeams</b></p> <p>#HAW2025 #HospitalityCareers #PoweredByPeople</p>
<p><b>Sunday 5th October</b> <b>Powered by You</b></p> <p><i>Include:</i> User-generated content: "Why I chose hospitality" videos, selfies, voice notes, quotes.</p>	<p><b>Today, we're handing the mic to the people who power our business</b> 🎤</p> <p>As we wrap up <b>#HAW2025</b>, we're giving our apprentices, mentors, and team members control of our channels to share their own stories, passions, and proudest moments.</p> <p>Follow along as they show what hospitality means to them - in their own words.</p>

	<p>Because at the end of the day, we're all <b>#PoweredByYou.</b></p> <p>#PoweredByPeople #HAW2025 #HospitalityCareers</p>
Sunday 5th October Optional Closing Post	<p><b>That's a wrap on #HAW2025!</b></p> <p>We've had an incredible week celebrating the power of hospitality apprenticeships.</p> <p>To everyone who shared, posted, and took part - thank you.</p> <p>Let's keep championing the people behind our sector.</p> <p>#PoweredByPeople #HospitalityCareers</p>