

National Manufacturing Day - Thursday 24th September 2026

National Manufacturing Day is a chance for UK manufacturers to give their local community, schools and colleges, behind the scenes access to a sector of global importance that plays a key role in the economic life of local communities across the UK. The day itself is a national celebration of UK manufacturing and a chance to raise the profile of the sector.

Manufacturing accounts £220 billion of UK output, 48% of R&D and nearly half of the country's total exports. We create business hubs as well as providing training and employment to 2.6 million people around the country. Average salaries are some 8% higher than the wider economy.

Many manufacturers are telling us that they are facing a labour shortage and lack of the skills needed to grow their business. We still have a problem with the general population's perception of manufacturing that we need to update. National Manufacturing Day presents a real opportunity for businesses to work with schools, colleges, Jobcentres and local residents to inspire and recruit local talent and showcase modern manufacturing to bust the myths.

National Manufacturing Day will demonstrate the value of jobs and in particular apprenticeships in our sector so the next generation see manufacturing as a future career. But we are not limited to the next generation (school leavers and graduates), but to those looking to reskill and move into a new sector or industry.

Make UK is working with government departments and various stakeholders to promote the day.

We are working with the Department for Work and Pensions (DWP) who will:

- Communicate National Manufacturing Day (NMD) to all of DWP frontline Jobcentre operations
- Encourage manufacturer employer contacts to sign up for National Manufacturing Day
- Invite all Employer Leads at each Jobcentre to visit a local manufacturer in the run up to the day to communicate the opportunities to job seekers
- Promote National Manufacturing Day to job seekers
- Will share content on their own social media channels

Make UK is working with the Department of Education (DfE) who will:

- Share details with Apprenticeship in Manufacturing and other influential groups to get them to sign up to NMD
- Share details with schools and parents to increase profile to those stakeholders we aim to target
- Provide materials setting out the educational route to manufacturing for school leavers
- Offer social media support, sharing of campaigns and aligning messaging
- Working with Amazing Apprentices to get out to parents to talk about the opportunities associated with a manufacturing apprenticeship

Make UK is working with the Department for Business and Trade (DBT) who will:

- Share details with manufacturing business contacts to get them signed up
- Arrange comms support for the initiative and shared on their social media accounts

- Help arrange visits in the run up to NMD to build the profile of the day
- Provide Ministerial support in promoting to MPs and other stakeholders

National press and media on the day:

On the day itself Make UK will promote the initiative across media outlets

Regional releases:

- Regional releases focused on the skills gaps and opportunities in manufacturing

Social Media

- New LinkedIn posts scheduled from the main Make UK accounts in the run up to NMD
- We will be sharing organic content from manufacturers taking part
- The Make UK Campaigns account will be targeting other stakeholders for them to share our content
- We will be using the hashtags #NMD #NMD2026 and asking participants to tag us so we can share the content
- Please support this activity by sharing to your channels

Wider Publicity

Facebook adverts: Targeting general public to have a look round local factory and for parents of children helping them with next career steps

Instagram adverts: Encouraging young people to take a look at manufacturing as a career

Google adverts: Targeted to people searching for post 16 careers options and manufacturing and engineering related search topics.

Resources:

- **Educational resources** include lesson plans, assembly guides, activity sheets, social media challenges, all for different age groups
- **Resources for manufacturers:** template letter to write to MP, template letter to write to schools, template press releases, template social media posts, social media assets, schools engagement guide, template poster and more.
- **Branding and assets** are available to download from: <https://www.makeuk.org/national-manufacturing-day/manufacturers-resources>

Please email us at nmd@makeuk.org if you have any queries.