

National Manufacturing Day – Thursday 24th September 2026

Celebrating UK Manufacturing

National Manufacturing Day is a national celebration of UK manufacturing and an opportunity for manufacturers to showcase the vital role they play in the economy, their local communities and the future of the UK workforce.

The day gives manufacturers the chance to provide local communities, schools, colleges, Jobcentres and other stakeholders with behind-the-scenes access to a sector of global importance. It is an opportunity to open minds, challenge perceptions and inspire the next generation of manufacturing talent.

Manufacturing accounts for £220 billion of UK output, 48% of UK research and development spending and nearly half of the country's total exports. The sector provides training and employment to 2.6 million people across the UK, with average salaries around 8% higher than the wider economy.

Get Involved Your Way

There is no set way to take part in National Manufacturing Day.

Whether you choose to:

- Open your factory or facility to local schools, colleges and community groups
- Visit a local school or college to talk about careers in manufacturing
- Welcome Jobcentre representatives and employment advisers into your business
- Hold a careers event or apprenticeship showcase
- Invite employees' friends and families to see where they work
- Partner with other local manufacturers to host a joint event
- Share stories, videos and your support on social media to amplify the campaign

every activity helps celebrate UK manufacturing and inspire future talent.

National Manufacturing Day is designed to be flexible. Companies of all sizes can get involved in whatever way works best for their business, resources and local community.

- Look back on last year's celebrations: [National Manufacturing Day 2025 Gallery](#)

Why Take Part?

National Manufacturing Day delivers benefits not only for visitors and communities, but also for participating manufacturers.

By taking part, companies can:

- **Build stronger community relationships**

Opening your doors helps local people better understand your business and the contribution manufacturing makes to the local economy. It can strengthen relationships with schools, colleges, local authorities, MPs, community groups and residents.

- **Attract future talent**

Many manufacturers tell us that recruitment remains one of their biggest challenges. National Manufacturing Day provides a valuable opportunity to showcase the range of

careers available in manufacturing and engage directly with potential future employees.

Companies have successfully recruited apprentices and work experience candidates as a direct result of participation in previous National Manufacturing Day events.

- **Change perceptions of manufacturing**

Many people still have an outdated view of manufacturing. National Manufacturing Day gives businesses the opportunity to demonstrate the reality of modern manufacturing: innovative, high-tech, sustainable and highly skilled.

- **Raise your profile**

Participation can generate local media coverage, social media engagement and increased visibility among key stakeholders, helping to strengthen your company's reputation and profile.

- **Boost employee engagement and pride**

National Manufacturing Day is an opportunity for employees to showcase their work and expertise. Many participating companies report that opening their doors creates a real sense of pride among staff and helps reinforce the value of the work they do.

- **Support the future of the sector**

By inspiring the next generation and promoting manufacturing careers, participating businesses help strengthen the long-term talent pipeline for the entire sector.

- **Tackling the Skills Challenge**

Many manufacturers are telling us that they face labour shortages and skills gaps that could limit future growth. At the same time, public understanding of modern manufacturing has not kept pace with the reality of today's sector.

National Manufacturing Day presents a unique opportunity for businesses to engage with schools, colleges, Jobcentres, local residents and career changers to showcase modern manufacturing, challenge outdated stereotypes and demonstrate the exciting opportunities available within the sector.

The day highlights the value of careers in manufacturing, including apprenticeships, graduate opportunities and technical pathways. However, the opportunities are not limited to school leavers and graduates. National Manufacturing Day is also a chance to engage with those looking to retrain, reskill or move into a new industry.

Government and Stakeholder Support

Make UK is working closely with government departments and key stakeholders to maximise awareness and participation.

Department for Work and Pensions (DWP)

The DWP will:

- Communicate National Manufacturing Day to all frontline Jobcentre operations
- Encourage manufacturer employer contacts to sign up for National Manufacturing Day
- Invite Employer Leads at each Jobcentre to visit local manufacturers in the run-up to the day

- Promote manufacturing opportunities to job seekers
- Share content across DWP social media channels

Department for Education (DfE)

The DfE will:

- Share details with Apprenticeships in Manufacturing and other influential groups to encourage participation
- Share information with schools and parents
- Provide materials outlining educational routes into manufacturing careers
- Support campaigns through social media and aligned messaging
- Work with Amazing Apprentices to engage parents and raise awareness of manufacturing apprenticeship opportunities

Department for Business and Trade (DBT)

The DBT will:

- Share details with manufacturing business contacts to encourage participation
- Provide communications support and social media promotion
- Help facilitate visits and activity in the run-up to National Manufacturing Day
- Support ministerial engagement with MPs and stakeholders

Media Activity

On the day itself, Make UK will promote National Manufacturing Day across national media outlets and on our social media channels.

Regional Media

National Manufacturing Day provides a great opportunity for manufacturers to raise their profile locally and share their stories with regional media.

We encourage participating companies to engage with local newspapers, radio stations and business publications to promote their involvement and highlight the opportunities manufacturing creates in their community.

To support this, Make UK has produced a [template press release](#) that companies can adapt and share with local media outlets.

Social Media

Social media is one of the easiest and most effective ways to support National Manufacturing Day and showcase your business to a wider audience.

We encourage all participating manufacturers to share their plans, activities and success stories across their social media channels in the run-up to and on National Manufacturing Day. Whether you are hosting an open day, visiting a school, welcoming community groups or simply supporting the campaign online, sharing your activity helps raise awareness of manufacturing and inspire future talent.

Please use the hashtag [#NMD2026](#) and tag [Make UK](#) where possible so we can help amplify your content through our own channels.

Social media guidance, the NMD badge, suggested content and other downloadable resources are available here: [Manufacturers Resources | Make UK](#). If you require additional assets or support, please contact the National Manufacturing Day team at nmd@makeuk.org.

Wider Publicity Campaign by Make UK

- **Facebook Advertising:** Targeting members of the public interested in visiting local manufacturers and parents supporting their children's career choices.
- **Instagram Advertising:** Encouraging young people to explore careers in manufacturing and engineering.
- **Google Advertising:** Targeting individuals searching for post-16 career options and manufacturing-related opportunities.

Resources Available

To help you take part, Make UK has created a range of free resources.

Educational Resources for schools and young people include:

- Lesson plans
- Assembly guides
- Activity sheets
- Social media challenges
- Age-appropriate educational materials

Resources for Manufacturers include:

- Template letters for MPs
- Template letters for schools and colleges
- Template press releases
- Template social media posts
- Social media assets
- Schools engagement guide
- Event posters
- Branding assets
- Promotional materials and guidance

Not sure how to get involved? Whether you are planning a large-scale open day, a smaller community or school visit, an employee family event or simply supporting the campaign online, there are resources available to help.

Branding and campaign assets can be downloaded from: [Manufacturers Resources | Make UK](#)

Get in Touch

If you have any questions about National Manufacturing Day please refer to the FAQs on our [website](#) or contact: nmd@makeuk.org