

**Date of issue** 16 January 2008  
**Publication number** NWR-157

## **Emmerdale's Mark Charnock launches LSC North West Learner Awards 2008 in Cheshire and Warrington**

More than 20 business and education leaders gathered in Chester yesterday to hear how they can nominate apprentices, employers and learners from across Cheshire and Warrington for the prestigious Learning and Skills Council's (LSC) North West Learner Awards.

Mark Charnock, who plays Marlon Dingle in ITV's Emmerdale, launched the Cheshire and Warrington round of the awards at the Chester Guildhall yesterday, saying; "I was lucky enough to have parents who supported me in my career, and knowing people had invested in me and had faith in me spurred me on. My apprenticeship was spent wearing tights and learning how to apply make up - these apprentices are learning vocational and life skills that set them apart and that's fantastic. If someone makes you believe in yourself you can't lose, so hats off to the apprentices themselves, and also to the people here today because when you invest time and money into people, you buy into their potential and give them a feeling of self-worth and achievement that's unquantifiable. So my congratulations to everyone involved in these Awards, they're a wonderful way to recognise that potential and achievement."

John Barber, Partnership Director, LSC Cheshire and Warrington, said; "These Awards are critical in highlighting the hard work of our young learners, the quality of the training provision you deliver, and the important part played by employers."

They are a fantastic opportunity to applaud apprentices who are taking their future in their hands, and also employers who are taking control of the future of their business by investing in the skills of their workforce. Training and skills development are very rewarding in themselves but in many cases that achievement represents considerable sacrifice and resilience in adversity. These awards are an opportunity to celebrate achievement, both for the individual and others involved and to raise awareness and offer inspiration to others.”

Employers, learning providers and apprentices from around Cheshire and Warrington are being urged to nominate individuals and companies for the six award categories, which are:

Apprentice of the Year, Young Apprentice of the Year, Personal Achiever of the Year, Employer of the Year, Further Education Vocational Learner of the Year and Further Education Academic Learner of the Year.

The Awards cover all of the LSC’s five sub-regions – Cheshire and Warrington, Cumbria, Greater Manchester, Greater Merseyside and Lancashire.

Each of the sub-regions will host their own round of the awards, which recognise and reward excellence in learning, skills and achievement in individuals and organisations in their area. They also develop links between local businesses and learning providers.

The North West Learner Awards are held in conjunction with the LSC National Apprenticeship Awards. Now in their fifth year, the National Apprenticeship Awards recognise and reward both employers and apprentices who are successfully using Apprenticeships. This could be to improve their business performance and tackle skills shortages; where a contribution to the workplace has exceeded employers’ expectations and resulted in measurable benefits; or for individuals who have overcome difficulties to succeed through their Apprenticeship.

The quality of entries to the National Apprenticeship Awards, from both employers and apprentices, has been outstanding, with over 1,100 entries received in 2007 alone.

The winners in each of the categories from the sub-regions of the North West Regional Awards will go on to compete for the North West Regional Award in their category and could then be short listed for the National Apprenticeship Awards final, which will be held at the Royal Horticultural Halls in London on Thursday 10 July 2008.

To enter the awards or make a nomination, go to [www.apprenticeships.org.uk/awards](http://www.apprenticeships.org.uk/awards) or e-mail [awards@resourcemarketing.co.uk](mailto:awards@resourcemarketing.co.uk)

*Picture caption: John Barber, Partnership Director, LSC Cheshire and Warrington, and Mark Charnock, Emmerdale's Marlon Dingle, launch the North West Learner Awards 2008 in Cheshire.*

**Ends**

**Learning and Skills Council:**

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

**FOR FURTHER INFORMATION:**

**For further information contact Juliet Shaw at Resource Marketing on 01229 400210 or 07837 360470, e-mail [Juliet@resourcemarketing.co.uk](mailto:Juliet@resourcemarketing.co.uk), or Debbie Newell at LSC on 0161 261 0434, e-mail [Deborah.newell@lsc.gov.uk](mailto:Deborah.newell@lsc.gov.uk)**