

IF IT'S GOOD ENOUGH FOR ALAN SUGAR...

Real life Apprenticeships offering young people the opportunity to succeed.

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As the BBC's award-winning series 'The Apprentice' reaches its climax, and the nation tunes in to see who will win the challenge to train and work with Sir Alan Sugar, there is a real world of Apprenticeships that exists much closer to home... and it isn't quite as harsh!

With 68%* of young people turning to their parents for advice about their career options, now is the time to find out more about your son or daughter taking up an Apprenticeship. Becoming an apprentice is not just for competing business tycoons on TV. Perhaps your son or daughter has the desire to get hired, if so an Apprenticeship can offer them the opportunity to succeed.

Apprenticeships are now one of the most successful options for raising skill levels and helping young people to achieve their goals. Not just about the money, the main prize in becoming an apprentice is gaining experience and a hands-on understanding of the job – a priceless opportunity that young people across the region can seize for themselves through one of the hundreds of Apprenticeship programmes, funded by the Learning and Skills Council (LSC).

Although Alan Sugar is notoriously hard to please, real life Apprenticeships are not as daunting as they appear to be in his boardroom, yet the opportunities they offer can be just as exciting. From business administration to information technology, plumbing to joinery, travel to hospitality, there are now over 200 Apprenticeships available across 80 industry sectors. As Apprenticeships allow young people to study for nationally recognised

qualifications whilst gaining hands-on experience at work and earning a wage, apprentices can ensure they have both the skills and the experience that employers look for. Choosing between the world of work and continuing to study can be a difficult decision to make and by opting for an Apprenticeship, young people can have the best of both worlds.

John Korzeniewski, Regional Director for the LSC in the North West said, “Programmes such as ‘The Apprentice’ are helping to highlight Apprenticeships as a viable route to achieving career goals. Putting the Apprenticeship programme centre stage, the show emphasises how important it is for young people to have the right skills and the right attitude in order to succeed.

“Apprenticeships provide a chance for young people to get on to the career ladder and excel in their chosen profession and with so many Apprenticeships now available, there is a choice for everyone.”

If you would like to find out more about Apprenticeships log on to www.apprenticeships.org.uk

Note to editors

* Statistic according to figures from YouGov Plc.

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:

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