

EMPLOYERS - DON'T MISS OUT!

Now is the time for employers in the North West to get their pick of the crop

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As thousands of young people across the North West prepare to leave school or college, employers need to act now to ensure they get their pick of local young, talented people, looking to start their careers. According to the Learning and Skills Council (LSC), employers seeking to give their business a boost should be considering recruiting an apprentice to bring fresh ideas, enthusiasm and new skills to their organisation.

Funded by the LSC, Apprenticeships enable employers to invest in the future of their business, giving them the opportunity to equip new recruits and existing staff with the skills they need by accessing training while they work. Through developing their workforce, employers can benefit from better skilled staff, which in turn can lead to increased productivity and staff motivation.

Travel City Direct's Blackpool office employs apprentices as part of its workforce and has long since recognised the advantages of recruiting apprentices. Julie Walsh, Training Manager for Travel City Direct in Blackpool comments, "Apprenticeships are part of our company's training policy and our staff are trained to NVQ Level 2 or 3 in areas such as travel and tourism, customer services, business administration and team leadership. Over the years we have built up incredible expertise on our destinations and passing this knowledge on to our staff is key to continuing our success.

"We are committed to the development of all our staff and by making an investment in our apprentices we have been able to benefit from long service from our staff. Offering the

Apprenticeship programme allows us draw in the right candidates and the training involved means we can nurture those who join our team.

“The call centre industry is notorious for its high turnover of staff, but since I’ve worked here it’s become clear that our employees are loyal to the company. Some have even been with the company for over 20 years.

“I would certainly urge other employers to invest in young people through the Apprenticeship programme. It is important to find the right candidates for each job and to encourage them to move up in the company through relevant training. At Travel City Direct we are keen to get back to the days when people would stay with a company throughout their career and programmes such as Apprenticeships can only help us to achieve this.”

John Korzeniewski, LSC Regional Director for the North West comments, “It’s great to see employers such as Travel City Direct getting on board with Apprenticeships and recognising that the programme can help to recruit and retain the right staff. It’s clear they are reaping the benefits of investing in their apprentices.

“The Apprenticeship programme is becoming an increasingly popular option for young people looking for the best of both worlds. As well as studying for a nationally recognised qualification, apprentices are able to take their first step onto the career ladder, earning money while they learn at the same time. With so many young people making decisions about their future careers, now is the perfect time for employers to get ahead and recruit an apprentice.”

If you want to ensure your workforce has the qualifications it needs for your business to thrive, don’t miss out - find out about Apprenticeships now! Log on to www.apprenticeships.org.uk or call 08000 150 400 for a free employer's pack.

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 more information contact

LSC website: www.lsc.gov.uk

All media enquiries please contact:

LSC

Debbie Newell on 0161 261 0434, deborah.newell@lsc.gov.uk

The Write Angle on 01772 250505

Emma Lyons: emma@writeanglepr.co.uk

Stephanie Lord: stephanie@writeanglepr.co.uk