

REGIONAL DIRECTOR OF NATIONAL APPRENTICESHIP SERVICE APPOINTED IN SOUTH WEST

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Dr John Chudley, currently Area Director of the Learning Skills Council (LSC) Devon and Cornwall and the West of England, has been appointed as Regional Director of the National Apprenticeship Service (NAS).

From April 2009, the NAS will take over responsibility for Apprenticeships throughout England. It will become the co-ordinating body for the funding, assessment and provision of Apprenticeships and offer a national matching service for employers and would be apprentices.

Starting off as a mechanical engineering apprentice himself in 1980, with Teignbridge Propellers Ltd and South Devon College, John successfully worked his way to both academic and professional success attaining his PhD in 1994. He has worked in key roles in the University of Plymouth, as a Head of the Department of Mechanical and Marine Engineering and Director of Research and Innovation.

John has held a range of technical and managerial positions in industry, and the public and private sectors including being a Director and Chair of a number of marine technology companies. He is also a Chartered Engineer and a Vice President of the Institute of Marine Engineering, Science and Technology.

Such a varied career makes John ideally qualified to lead the region in delivering a high class service to young people and employers.

Dr Chudley said: "I am absolutely passionate about the value of Apprenticeships to young people, employers and industry. Learning about a career from the hands on level is to me, the perfect grounding for future success.

"To understand industry from a practical perspective is invaluable as you progress in your career. Decisions that are made at the highest levels of management have to translate to the shop floor, and starting off as an apprentice, can give you a unique outlook and one that is very different to someone who has taken a purely academic route."

The NAS will also have responsibility for the administration of the Apprenticeship 'credit' initiative along with responsibility for promoting Apprenticeships and their value to employers, learners and the country as a whole.

Ends

Note to Editors:

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 more information visit: www.lsc.gov.uk/southwest

Did you know?¹

- In the last 10 years, Apprenticeship places have risen from 75,000 to more than 240,000 throughout the UK
- The aviation industry has experienced the largest growth in Apprenticeships in the South West in the last year followed by vehicle maintenance and repair
- The achievement rate among apprentices is 63 per cent – more than double that of five years ago
- In the UK, there are more than 200 different Apprenticeships across 80 different industry sectors
- A young person who completes an Apprenticeship at Level 3 will earn £100,000 more during their working life than someone with a Level 2 qualification who does not do an Apprenticeship.

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¹ LSC figures, 2007