

## Press Release

### PROSPECTS FOR A BRIGHTER FUTURE WITH APPRENTICESHIPS

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The National Apprenticeship Service (NAS) has launched a brand new prospectus aimed at informing more young people and adults about the benefits of Apprenticeships and highlighting the skills they need to succeed in their chosen career.

Available across the South West, the downloadable 'Apprenticeships Work' prospectus showcases more than 180 available Apprenticeships spanning 80 different industry sectors – from IT, broadcast media and the arts to hospitality and travel, veterinary nursing and sport management.

The launch of the prospectus comes at a time when more apprentices than ever are qualifying in the South West, with the number of people completing Apprenticeships having increased by 110 per cent<sup>1</sup> over the last five years, and a growing number of businesses are looking to Apprenticeships to provide the skilled workers they need to fight the downturn.

John Chudley, Regional Director of the National Apprenticeship Service (NAS), said: "The new prospectus has been developed to convey the message to potential candidates that there is more to an Apprenticeship than they might think. Not only do Apprenticeships offer a great deal for young people and adults with a unique opportunity to learn lifelong practical skills, but they also enable them to gain a nationally-recognised qualification and invaluable work experience at the same time.

"Apprenticeships are aimed at motivated and dedicated people who are intent on reaping significant rewards by developing a highly successful career in their chosen field. In fact, a study revealed that 60 per cent of employees who complete an Apprenticeship stay with their employers for five years or more<sup>2</sup>."

Employers also benefit from offering Apprenticeships. A recent government poll found that 80 per cent of employers feel apprentices make them more competitive and reduce staff turnover.

John Chudley concluded: "For many firms finding the right employees with the right skills can be challenging to say the least. Apprenticeships are designed by business

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<sup>1</sup> Department for Innovation, Universities and Skills (South West), 26 February 2009

<sup>2</sup> LSC funded report: 'Career Paths of Former Apprentices'

To find out more about Apprenticeships, visit [apprenticeships.org.uk](http://apprenticeships.org.uk) or call 08000 150 600

for business and will therefore always be relevant and tailored to the specific needs of particular industries.

“Our ‘Apprenticeships Work’ prospectus has been written with the needs of would-be apprentices in mind and provides a raft of useful advice and assistance including what steps to take to find a training provider, information on National Vocational Qualifications (NVQs), the different Apprenticeship levels available and employment benefits. By attracting more young people and adults to the Apprenticeship programme, we can ensure more employers than ever can benefit from having a valuable, skilled and willing workforce.”

The launch of the ‘Apprenticeships Work’ prospectus follows hot on the heels of the news that a pioneering recruitment website which acts as a virtual ‘meeting place’ for would-be apprentices, learning providers and employers looking to fill vacancies – has helped its first tranche of apprentices in England to land jobs.

Launched in January and acting as a free recruitment facility, the online Apprenticeship vacancy service forms part of the NAS and enables potential apprentices to search, apply and then manage Apprenticeship applications offered by employers anywhere in England. Employers are also able to use the service, with the help of training providers, to advertise current vacancies to those who are interested in becoming an apprentice and displaying the organisation’s training commitment nationally, regionally and locally.

Fourteen apprentices from across the South West have now secured full-time positions through the Apprenticeship vacancy website. This includes three hairdressing apprentices from Bristol and a children’s nursery carer from Plymouth who were among the very first apprentices in the country to land jobs as a result of using the service.

The Apprenticeships Work prospectus is available to download at [www.lsc.gov.uk/southwestapprenticeships](http://www.lsc.gov.uk/southwestapprenticeships).

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### **Notes to editors**

For further media information contact:

Kelly Davis or Richard Cook

T: 0117 973 1173

E: [kdavis@brayleino.co.uk](mailto:kdavis@brayleino.co.uk) / [rcook@brayleino.co.uk](mailto:rcook@brayleino.co.uk)

## National Apprenticeship Service (NAS)

The NAS was launched in April 2009. Reporting to the Departments for Business, Innovation and Skills (BIS) and Children, Schools and Families (DCSF), the service will drive forward the Government's ambition for Apprenticeships. The service aims to bring about a significant growth in the number of employers offering Apprenticeships.

The NAS has total responsibility for the delivery of Apprenticeships including: Employer Services; Learner Services; and a web-based vacancy matching system. This online system enables individuals to search and apply for live vacancies and allows employers, and their training providers to advertise their vacancies to a wide range of interested applicants. The service has ultimate accountability for the national delivery of targets and co-ordination of the funding for Apprenticeship places. It will act to overcome barriers to the growth of the programme and assume responsibility for promoting Apprenticeships and their value to employers, learners and the country as a whole.