

## Press Release

### **Consumers in the South West prefer firms that employ apprentices**

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80 per cent of people in the South West are more likely to use a business if it offers Apprenticeships to young people, according to research released today.

The research, which was carried out by YouGov on behalf of the National Apprenticeship Service, asked a sample of consumers in the South West what factors they considered when buying products or services. It found that people are just as keen to buy from a company that supports young people by employing an apprentice as they are from a firm that has fair trade agreements with its suppliers (81 per cent), or one that has strong environmental credentials (79 per cent).

As well as highlighting the potential business benefits of employing an apprentice, the research also shows local consumers' resounding support for young job seekers in today's economic climate with 94 per cent of people in the South West stating that they think it is important for companies to take on apprentices during the recession.

John Chudley, Regional Director for the National Apprenticeship Service, said:

"These results prove that there are definite business advantages for companies in the South West that take on apprentices as part of their workforce. In the current economic climate, businesses want to stand out from the crowd and offering Apprenticeships is one way of doing this.

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

“When it comes to buying products or services, it’s great that supporting young people is just as important to the area’s consumers as is environmental and fair trade credentials. But this isn’t the only benefit that hiring an apprentice can bring to a business. We know from previous research that 80 per cent of employers agree that apprentices make their workplace more productive.”

The YouGov research has been carried out by the National Apprenticeship Service to launch its ‘Good for Business’ initiative. This initiative seeks to increase the number of Apprenticeships available to 16-18 year olds in the UK by raising awareness of how the Apprenticeship programme can have long and short term benefits for employers, both in the private and public sector.

Kevin Brennan, Minister for Further Education, Skills, Apprenticeships and Consumer Affairs, said:

“We hope the Good for Business campaign will inform employers from all sizes and sectors about the business benefits apprentices can bring. It is more important than ever that UK business supports the nation’s young people by providing them with opportunities to get into the world of work, and it’s encouraging to see that doing this can have such a positive impact on a business’s bottom line.”

Iain Wright, Parliamentary Under-Secretary of State for 14-19 Reform and Apprenticeships said:

“We’ve known for some time that apprentices can bring significant benefits to the organisations they work for, and this research just confirms that. I would urge businesses that don’t employ apprentices to take note and find out more about what hiring a young person can do for them.”

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

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For more information or interview opportunities, contact Sue Bradbury on 01872 863863  
([sue@suebradburypr.com](mailto:sue@suebradburypr.com))

Notes to editors:

1. National Apprenticeship Service (NAS)

The NAS was announced in January 2008 and officially 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 will assume total responsibility for the delivery of Apprenticeships that includes: 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.

2. 2,000 adults in the UK were interviewed between 7- 9 October 2009 by YouGov. The three question survey asked consumers about their purchasing decisions with regards to businesses taking on apprentices. The results displayed:

- 81 per cent of people would be more likely or would consider using a using a company who takes on apprentices
- 94 per cent think it is important that companies support young people by taking on apprentices in the recession.

YouGov plc is a professional research and consulting organisation, pioneering the use of the Internet and information technology to collect high quality, in-depth data for market research and stakeholder consultation.

3. Results from the South West were:

- **80 per cent** of people would be more likely or would consider using a using a company who takes on apprentices

- **94 per cent** think it is important that companies support young people by taking on apprentices in the recession.