

TAKE A LEAF OUT OF LORD. SUGAR'S BOOK AND TAKE ON AN APPRENTICE!

FOR IMMEDIATE RELEASE

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Training organisation *Learning Innovations* are encouraging local Leeds businesses to take part in their vocational schemes by dispelling the myths surrounding taking on young apprentices.

Chapel Allerton based *Learning Innovations* specialise in the delivery of work-based training including NVQs, performance management workshops and apprenticeships for 16-18 year olds. Apprenticeships have become increasingly popular due to rising university fees and a certain Lord Sugar; with more and more young people choosing to enter the world of work at an earlier age. Steve Marshall, Recruitment Manager at *Learning Innovations* explains:

“Young school leavers can struggle to find work due to a lack of experience, but they can't gain experience without getting a job – it's a catch 22 situation. Our apprenticeships can provide an invaluable year's worth of experience, alongside a recognised qualification and a real salary which sets young people up for the world of work.

“Because our apprenticeship schemes are becoming more popular we are asking more businesses in the West Yorkshire area to take part and take a chance on young people. We have found that some businesses initially have a negative view of apprenticeships; incorrectly assuming increased workloads and unruly teenagers but that just isn't the case, our applicants are keen to get into work and the companies that take part benefit too.”

Leeds law firm Ford & Warren is one of the key businesses involved in the scheme and the firm currently has ten apprentices working at their office at Westgate Point in the heart of Leeds City Centre, Sheree Wraith, Operations & Development Manager at Ford & Warren says:

“We are so happy to be involved in a scheme which recognises the potential of young people. We treat our apprentices just as we do our employees and work with *Learning Innovations* to deliver our own training schedule alongside theirs. We hold monthly focus meetings with further training and guidance in areas such as confidentiality, personal effectiveness and work ethics along with many more subjects.

“We aim to help the apprentices improve and work on their individual strengths to give them life skills which will assist them with their future careers; from important basic administrative tasks to more advanced tasks relevant to the department where they are placed. We hope to prepare them for the future, and wherever possible, for a future with Ford & Warren. If we are unfortunately unable to do so, we make sure they

have had training in their last few months which makes them more confident in the job hunting process."

Some apprentices do indeed get offered full time work after their placements, however even if they do not, they have increased their chances of getting a job ten-fold with 12-15 months experience and a level two qualification.

Rita Eisner, Business Development Trainer and Assessor at *Learning Innovations*, is responsible for the hands-on delivery of the programme, she says: " I work on both adding value to those companies involved and training the young apprentices; from running workshops to one-to-one mentoring, and of course guiding them through their NVQ qualification. It's so rewarding to see how the apprenticeships help school leavers grow into working young adults."

18 year old Dale Pace didn't know what he wanted to do before starting his apprenticeship at Ford & Warren, however after starting in the firm's I.T department he now has his heart set on a career in computers, he says: "The most valuable thing I have learnt by taking part in this scheme is that my dream job would be in I.T and now I would do anything to achieve this goal."

Gemma Johnson is 17 and has been an apprentice at Ford & Warren for eight months , she says: "I heard about the scheme through my college. I had been trying so hard to get a job but was struggling without any experience. My placement at Ford & Warren has given me the opportunity to develop my existing skills and it's made me realise that I would like to pursue a career in law."

Learning Innovations not only place young people in relevant positions but also provide coaching on CV writing, interview techniques and how to conduct themselves in a working environment. They are urging local businesses to get in touch with them should they wish to provide a place for an apprentice. Steve Marshall continues:

"Ford & Warren have really embraced the project and I know that through taking part they have improved their own training methods for the firm as a whole. We currently place apprentices in a broad range of industries, not just law, and we would love to be able to provide more opportunities"

Businesses interested in taking part can visit www.learninginnovations.co.uk or contact Steve Marshall at skmarshall@btconnect.com or Rita Eisner at ritaeisner@btconnect.com.

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www.learninginnovations.co.uk

www.forwarn.com



Front L-R: Gemma Johnson, Dale Pace, Blake Gentry, Laura Heald

Back L-R: Matthew Robinson, Gemma Johnson, Sheree Wraith (Operations and Development Manager), Amber Vickers, Jonathon Wheelhouse



L-R: Gemma Johnson, Laura Heald, Johnathon Wheelhouse, Amber Vickers, Sheree Wraith (Operations and Development Manager), Blake Gentry, Matthew Robinson, Dale Pace, Laura Bateson



Dale Pace



Gemma Johnson