

## Press Release

### Young people tell the secret of their success

Hundreds of youngsters are learning more about Apprenticeships as part of a project to bust some of the myths around Apprenticeships.

The Changing Attitudes project, supported by the National Apprenticeship Service, worked with schools, community groups and families to get information out about Apprenticeships and the benefits young people can gain through them.

As part of a project young people who have successfully completed Apprenticeships have been recruited as 'role models', coming back into schools to tell others what they are really like.

Mohamed Mohsen and Oz Osaman are two of the role models who now help other young people decide if an Apprenticeship is for them.

Mohamed left school unsure about what to do next but knew that sitting in a classroom wasn't the best way for him to learn. Mohamed took an Apprenticeship in Business and Administration and is now a Business Support Officer for Sheffield City Council, as well as taking a part time course at the University of Sheffield.

Mohamed said, "Everyone has different ways of learning. An Apprenticeship helps you get experience of actually doing the job and get a qualification at the same time. You gain everything you need on an Apprenticeship to have a great career or go on to even higher qualifications. And you get paid!"

Oz left school not knowing what to do and went into IT, taking an Apprenticeship which helped him gain a degree in Computer Science. However after working as a volunteer in community work, Oz took a different direction with another Apprenticeship which has helped him gain a job in his new chosen career.

Oz said, "I am now a Social Worker Assistant at Leeds City Council. It is very different to what I originally thought I would do. Having a degree doesn't mean you start at the top or are guaranteed a job. With my Apprenticeship complete, I am training to become a qualified social worker, and I really enjoy what I do now."

Facts about Apprenticeships include:

- Apprentices work and get a wage and employee benefits like paid holidays at the same time as getting training and gaining qualifications.
- There are over 180 career choices, with employers ranging from large national companies such as Sainsbury's BMW and Orange, to smaller local companies.
- Apprentices work towards qualifications, such as NVQs, BTEC or even a Foundation Degree.

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**Notes to editors**

**For further media information contact: Sharon McKee on 0775 341 4236**

National Apprenticeship Service (NAS)

The NAS was announced in January 2008 and officially launched in April 2009. Reporting to the Departments for Innovation, Universities and Skills (DIUS) 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.