

Firstly, apprenticeships can provide a very effective way of developing and bringing on new and established staff. You only need to read about the experiences of those businesses that have apprenticeship programmes underway to realise this. That they can be funded as well is a valuable bonus.

Secondly, the simple fact that we have intermediate and advanced apprenticeships available in our industry says that we are a serious occupation and a viable career choice for a young person looking for an alternative route to success.

So if you want to demonstrate that we are an industry to take seriously, why not cut out and display this careers poster in your business where your customers can see it?