



Damian Hinds
MP for East Hampshire

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For immediate release

50% Increase in East Hampshire Apprenticeships

Damian Hinds has welcomed the Government's action to support more apprenticeship places and opportunities for young people.

In May 2010, the Chancellor, George Osborne, announced a target of 50,000 extra adult apprenticeships. Official statistics now show that more than 103,000 additional adult apprenticeships have been started over the 2010-11 financial year.

Latest figures show that in the first nine months of the 2010-11 academic year, 102,900 under-19s started an apprenticeship, compared to 93,700 in the equivalent period the year before. This represents an increase of 10% in the number of under-19s starting an apprenticeship.

In East Hampshire, there has been an over 50% increase in the number of people beginning apprenticeships over the last academic year, with 280 people taking up places in 2009-10 rising to 430 for the year 2010-11.

Speaking in response to the figures, Damian Hinds said

"The expansion of apprenticeships is very welcome. Many young people find it hard to make the transition from education to work. These apprenticeships are one way for them to lay a solid foundation for their future and bridge this important moment in their lives. Establishing early working habits can help build success that lasts a lifetime but the reverse is also true.

"Instilling ambition is vital in giving young people the tools they need to succeed and a key part of this alerting them to the possibilities around them.

"In many local industries there is a growing demand for people with the right skill set and this has been borne out by recent research by Enterprise M3, the new Local Enterprise Partnership who highlighted the need for skilled workers as one of their most pressing concerns.

"Apprenticeships have a central role to play in introducing young people to new industries, opening up real career paths and providing training in the key skills which are in demand. Tourism and hospitality, for example, is a vital part of our economy in Hampshire. It contributes £2.7 billion to our economy and provides the equivalent of 65,000 full time jobs and still it has great opportunities to grow. It provides real prospects for careers well worth having and what the industry needs is young people with the right skills."

Michael Steel, Learning and Development Consultant for Costa Coffee said

"We at Costa Coffee are fully dedicated to the Apprenticeship programme as we see so many benefits from Customer Service to Management. We recognise that developing staff is key to a successful business. Our Alton store is our most successful with over 15

members of staff enrolled over an 18 month period. Apprenticeships are firmly in our development plan for the future.”

ENDS

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