GB Marketing Enterprise Review Why Apprenticeships Are Failing to Deliver Skills

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Despite being dubbed as the solution to the UK's skills gap, apprenticeships in the UK have not been living up to expectation. Sales and marketing firm GB Marketing Enterprise have investigated why this may be and shared their advice to young workers looking to gain entry to the working world.

Last year the government was confident that an increase in apprenticeships would help close the UK's growing skills gap and help more young people gain access to rewarding and fulfilling careers. However, in a recent meeting with UK business leaders it was revealed that apprenticeships are currently failing to live up to this expectation and that a number of businesses across the UK are wildly misinterpreting what can be classed as an apprenticeship.

About GB Marketing Enterprise: http://www.gbmarketingenterprise.com/

The head of OFSTED, Michael Wilshaw has claimed that the drive to increase the number of apprenticeships in the UK has led to a severe drop in quality, and that many of these so called apprenticeships are not fulfilling their function in preparing young people for success as they are not teaching skills which are of any value. A report into the UK's apprenticeship schemes interviewed 1400 participants and 45 providers. It found that whilst the retail, care and administration sectors have seen the biggest rise in apprenticeship opportunities; due to a lack of specialist skills on offer to young people many businesses in these sectors should in fact not be advertising their opportunities as apprenticeships. More than a third of these businesses were found to not be offering quality training which stretched the skills and challenged their apprentices, with many young people claiming their daily duties mainly consisted of making hot drinks, posting letters and shredding and filing documents.

GB Marketing Enterprise were shocked by these recent revelations and are keen to see businesses in the apprenticeship scheme sit up and take more responsibility. The firm want businesses to understand that apprenticeship opportunities only work when there is a certain amount of give and take, and that young people should never be seen as a form of cheap and convenient labour. The firm are calling for stricter rules to be enforced surrounding what counts as an apprenticeship so that young people have a greater chance to learn new skills and gain a meaningful experience which will actually drive them forward within their industry of choice. The firm are concerned that without stricter guidelines, young people are at serious risk of losing faith in the working world and that the UK could end up with increasing youth unemployment and an entire generation of untrained an uninspired job candidates.

GB Marketing Enterprise believes that in the meantime, young people should take a proactive approach to their futures and consider seeking out opportunities under their own steam. Paid internships and free skills advancement courses can help to hone existing skills, whilst pursuing self-employment or freelance opportunities can help a young person gain experience and build up a solid reputation within their chosen industry.

GB Marketing Enterprise is a Cardiff based outsourced sales and event marketing firm. On behalf of their clients, the firm design, implement and manage engaging direct marketing campaigns proven to increase brand reach and improve customer relationships and sales. Through face-to-face customer interaction, the firm are able to form stronger relationships which their clients' customers and deliver a service which is as unique as their individual needs. This customer focused approach increases loyalty and encourages a greater percentage of quality sales.

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