

?Rebecca Jeffery from BBC's 'The Apprentice' takes to the streets to ask the public what they know about apprenticeships

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There used to be a stigma attached to apprenticeships, but with advanced and degree apprenticeships in more industries than ever before, that is no longer true. Apprenticeships are for anyone and cross many industries. Rebecca Jeffery, a candidate from the BBC Apprentice Series in 2016, took to the streets of Manchester to ask people what they know about apprenticeships.

Together, GetMyFirstJob and Rathbone Training want to challenge the misconceptions attached to apprenticeships and with the help of Rebecca Jeffery have created a video to see if people's views and knowledge are up to date, with mixed results...

James Bridgman, Marketing Director at GetMyFirstJob said "It was great to work with Rebecca again to create a video that will help inform people about apprenticeships and promote some great opportunities with our partner Rathbone Training."

Yesim Saylam, Rathbone Training Marketing department said "We have been working successfully with GetMyFirstJob for several years and are always looking for ways to educate people about the fantastic opportunities that apprenticeships can offer. Working with Rebecca has been a great way to reach more people and challenge preconceptions about apprenticeships"

You can view the clip here

<https://www.youtube.com/watch?v=c4aADKArQF0>

Members of the public had their opinions challenged with Government statistics and through GetMyFirstJob's insight into the young people looking for apprenticeships that they communicate with daily. One person said "For people that don't fancy going to university" but there are apprenticeships at degree and masters levels. Another person said "You get really bad pay" doing an apprenticeship, but in actual fact, life-time earnings of a level 3 apprentice are just 1.8% less than a graduate on average.

Rebecca Jeffery, BBC 'The Apprentice' 2016 contestant says "It was fascinating chatting to the public about apprenticeships and seeing how people's perceptions have changed in the last few years. Lots of people still believe that apprenticeships are for learning traditional trades like carpentry or plumbing, but there's also an increasing awareness of apprenticeships in topics like digital marketing and the growth of degree apprenticeships. Our younger generation are becoming more aware that competition in the jobs market is fierce, so the opportunity to learn practical, directly applicable skills whilst on the job doing an apprenticeship is understandably appealing!"

If you were an apprentice yourself or have your own opinions on apprenticeships, then get involved with the conversation on social media. Watch

About GetMyFirstJob: www.getmyfirstjob.co.uk

GetMyFirstJob is a social enterprise committed to enhancing work opportunities for young people across the UK, and work young people to find opportunities, and with employers and training providers to find the talent they need. 350,000 young people have signed up via GetMyFirstJob.co.uk looking for the crucial first steps into the world of work.

About Rathbone Training: <http://www.rathboneuk.org/>

Rathbone Training is a British youth charity that transforms the lives of young people through learning. Rathbone Training offer apprenticeships and traineeships in a range of employment sectors. They also provide programs to improve Maths and English and valuable work experience opportunities.

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