

# ADVERTORIAL: Helping young people step onto the career ladder

Founded by apprentices for apprentices six years ago Professional Apprenticeships places it's emphasis on holistic recruitment, ensuring businesses across the region find a perfect match when it comes to young talent.

[Professional Apprenticeships](#) delivers technology and business apprenticeships in Bristol, Bath and the surrounding areas.

Co-founders Adam Rooke and Carina Bush, both born and bred in Bristol, believe there's an apprenticeship out there for everyone and more needs to be done to highlight the importance and opportunity of training skilled workers whilst on the job.

Based at Filwood Green Business Park in the south of the city, its team work closely with employers to indentify their requirements and recruit using its 100 point vetting system, ensuring both apprentice and employer are matched in the perfect placement.

In Professional Apprenticeships 2021 inspection, Ofsted said: "Staff work closely with employers to identify their requirements for apprenticeships.

"Staff carefully ensure that the employer can provide sufficient opportunities for apprentices to develop their knowledge, skills, and behaviours at work. These high levels of communication result in an effective and productive relationship that supports each apprentice to make rapid progress in learning new knowledge."

So it's no surprise the firm is sponsoring the Large Employer of the Year award at the upcoming [Bristol Live & Bath Live](#)

## [Apprenticeships Awards 2022.](#)

Adam Rooke, co-founder said: “The awards are a celebration of the best and brightest learners in the region, along with the employers and training providers who support them along the way.

“It’s been an incredibly tough couple of years for many of us but imagine undertaking an apprenticeship during such challenging times. It’s even more important to celebrate apprentices’ success stories as we aim to return to some sort of normality in the industry”.

As specialists in IT and digital apprenticeships the company can help analyse businesses, Bristol is one of the county’s leading tech hubs, so Professional Apprenticeships help employers find the very best young talent.

Mr Rooke said: “With many routes available, there will be an apprenticeship to suit your needs as a learner. Even better, you can earn while you learn, develop life skills and be part of a business from day one.

“As for employers, there’s never been a better time to recruit apprentices. The quality of the qualifications and applicants has never been higher and I would strongly urge businesses to get in touch to find out how their business could benefit from the scheme this summer.”

“It’s a really great way of introducing new ideas and diversity to your company and you can use the funding to upskill your existing staff.”

Just some of the employers that take on apprentices from the company are Hunters Estate Agents, Bath Rugby Club, Cloud Direct, Spider Group and Paratus People.

Melanie Carballo from Bristol recruitment company Paratus People said: “We have been using Professional Apprenticeships

for our apprentice recruitment at Paratus People for a while now and their service has always been outstanding.

“We have had two digital marketing apprentices who are about to go permanent, and most recently a Business Services Administration apprentice who will be joining us soon. The process has been really smooth and they have always been on hand to help, providing regular updates and really taking the time to understand our business”.



Working with apprentices to ensure they have the skills knowledge to grow in their chosen industry

One apprentice, Adam finished his Digital Marketing Apprenticeship and has now started the next level of training, here's what he had to say about the company: “Professional Apprenticeships are a fantastic forward-thinking apprenticeship enrolment company with great support and mentoring throughout, partnered with an excellent course and

tuition.

“Professional apprenticeships really put their apprentices’ interest’s first. The turn around from applicant to apprentice was astounding with a rough turnaround time of 5 days that suited my aspirations and requirements perfectly.

“I thoroughly recommend Professional Apprenticeships to any aspiring apprentices out there!”

**Professional Apprenticeships is offering no obligation consultations for employers looking to make the most of apprenticeships this summer.**

**Email: [Info@professionalapprenticeships.co.uk](mailto:Info@professionalapprenticeships.co.uk) for more information.**

**The awards evening will be hosted at Ashton Gate on Tuesday, May 17 in partnership with BristolLive, BathLive and BusinessLive.**

