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## **PRUDENTIAL LAUNCHES 2018 APPRENTICESHIP PROGRAMME**

- Prudential announces the launch of 2018 Apprenticeship Programme with roles in both Stirling and Reading
- 13-15 month 'living wage' training programme with recognised vocational and professional qualification

Leading employer Prudential has today (Monday 05 March 2018) launched its apprenticeship programme for 2018, creating opportunities for young people at its offices in Stirling and Reading.

The programme is providing placement opportunities across a wide range of disciplines, including customer services, sales support, and brand and marketing. To date, Prudential has helped 200 apprentices, four foundation apprentices and 22 trainees through its high quality, work-based training programmes, which give young people the opportunity to gain important work-based skills and achieve recognised vocational and professional qualifications. This year, the apprenticeship programme is based on a 13 month training contract, with all apprentices earning the national living wage as a minimum.

Of the apprentices who completed Prudential's programme in 2017, 93 per cent were offered an ongoing position with the company, while others chose to continue their career elsewhere or go on to further education.

Applications for this year's programme are being accepted from 05 March to 11 April, through <https://www.findapprenticeship.service.gov.uk/apprenticeshipsearch> for England and <https://www.apprenticeshipsinscotland.com> for Scotland.

Last year, Prudential was listed among the 'Rate My Apprenticeship Top 100 Employers 2017-2018', an award based on written reviews submitted by thousands of apprentices across the UK.

**Hazel Boyle, human resources director at Prudential UK said:** “Coinciding with National Apprenticeship Week, we are delighted to announce the launch of our 2018 Apprenticeship Programme. Throughout our 170 year history we’ve always taken a long-term interest in the well-being of the communities in which we operate. This continues today in many different ways, including through our successful apprenticeship programme which offers a high quality, work based training programme for young people.

“For Prudential, the apprenticeship programme is about a lot more than just creating full time roles in the company. Its aim is to arm young people with the qualifications, knowledge and life skills needed to embark on a successful career in whichever field they choose.”

**-ENDS-**

#### **Notes to editors**

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