

Jaguar Land Rover select Pera as apprentice training provider

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Pera is today pleased to announce it has been selected as a training provider for Jaguar Land Rover as it prepares for the launch of the Range Rover Evoque at its Halewood plant.

Last month, the UK's leading manufacturer of luxury vehicles announced 1,500 new recruits would be joining Jaguar Land Rover's award winning Apprenticeship scheme.

Pera, one of the UK's leading providers of in-house bespoke training, will work closely with Jaguar Land Rover to train the 1,500 workers with the skills needed to build the new Range Rover Evoque, on the production line.

All those who complete the apprenticeship programme will receive a nationally recognised qualification, the Intermediate Apprenticeship Level 2 which was developed in collaboration with the National Apprenticeship Service and the Sector Skills Council for science, engineering and manufacturing technologies in the UK.

This marks a significant commitment by car manufacturer to their employees and the region.

The new scheme will be delivered at Jaguar Land Rover's Halewood plant in Liverpool and has already been applauded by the Skill Minister John Hayes MP, who believes that this innovative partnership approach is vital to driving economic recovery and up skilling the UK's work force.

Apprenticeships are an integral part of the coalition government's growth agenda and are seen as the most effective way to develop a highly skill for workforce, especially in areas with high unemployment.

Richard Grice Managing Director of Pera said, "The commitment by Jaguar Land Rover to train 1,500 young people and create new jobs in Merseyside is welcome news. Pera is delighted to have been selected as a key partner alongside Training 2000 and Industry Forum in delivering this ambitious apprenticeship programme. We look forward to demonstrating the many advantages that partnership working brings and in seeing the new Range Rover Evoque cars coming off the production lines.

"Apprenticeships are popular again as companies large and small realise that to compete in today's tough global market requires a highly motivated and trained work force. Apprenticeships are a proven and cost effective way to do this."

Responding to the announcement Skills Minister John Hayes added: "Earlier this year my colleague Vince Cable announced the excellent news that Jaguar Land Rover, one of this country's flagship manufacturing companies, was creating 1,500 new Apprenticeship places.

"We must create a radically new model for workplace training with apprenticeships at its heart and with a genuine partnership between Government, employers and individuals.

"We believe that the best way to teach the practical skills that employers need is through Apprenticeships. We need to look at the length, content and quality of Apprenticeships as we seek to inspire learners."

For media inquiries, please contact Alistair Thompson of Media Intelligence Partners Ltd on 07970 162225 or 0203 008 8145.

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Notes to Editors

For more than 20 years Pera has been specialising in providing public, in-house and bespoke training courses that are designed to provide the knowledge and skills that are essential for growing a business and sustaining competitive advantage.