

# Traineeship & Apprenticeship Marketing PR message

The government move to ward off mounting fears of a surge in youth unemployment by increasing support for apprenticeships and funding six-month job placements for 18- to 24-year-olds has been welcomed.

The chancellor Rishi Sunak announced what he said was a three-point strategy to support, protect and retain jobs amid evidence that the fallout from the coronavirus lockdown has hit vulnerable young workers the hardest.

In addition to this, we know that many of you already work with PTS to offer work placements to our Traineeship learners. You can now potentially **access £1,000 per placement** you provide to a young person on a Traineeship. This will be available from the Government from September.

Part of that strategy is **£2,000** in funding for **every** apprentice a business hires aged between 16 and 24, and £1,500 for every apprentice aged 25 and over. There is no limit to the amount of new apprentices you can claim for.

We at PTS can help you secure this funding and support you as an organisation to identify a new member of your team to support your succession planning for your workforce.

By working in partnership with PTS we can identify you an excellent new young member of your team and access up to **£3,000** per young person you take on.

Within the current climate, it is vital that young people are given the opportunity to develop the experience and skills they need to succeed and we are calling on employers like yourselves to support this where you can.

Don't miss out on this additional government funding and contact us at PTS today.

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