

## Is it time to rebrand apprenticeships?

There remains a stigma around apprenticeships which is pitifully out of date, especially when the scope of available roles and qualifications is more wide-ranging than ever.

Recent research by the [City & Guilds Group](#) found that most adults in England think apprenticeships trump university for skills development and value for money – yet the majority (50%) would still choose university rather than do an apprenticeship (30%).

Few people still cling to the belief that a university degree guarantees employment, yet many miss the fact that working through an apprenticeship assures you paid work.

Apprenticeships – with their Middle Ages origins in the workshops and bakeries of town guilds and master craftsmen – come down to us with historical baggage...

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