

## Challenge Norfolk 100 in 100 Campaign

During Apprentice Week 2011 the National Apprentice Service (NAS) launched their exciting Challenge Norfolk 100 in 100 campaign. The aim was to recruit 100 apprentices for local businesses in 100 days. The advantages of apprenticeships for young people include the opportunity to earn whilst learning as well as enjoying all the ancillary benefits of being an employee. They also receive the support they require to make the transition into the working world. Apprenticeships are of particular value in today's highly competitive job market where a lack of work experience can be a real barrier to securing a position.

On hearing of the campaign we considered how an apprentice could aid us here at Norvic. As an ever-expanding company we have a real need for an administrative assistant to take on some of our daily tasks. The opportunity to support local school leavers and reap the rewards of their enthusiasm and eagerness to learn was highly appealing. In April we took on our young apprentice, Ashley, and he has already become an invaluable member of our team. Ashley's responsibilities include answering the telephone, handling some of our bookings, setting up training rooms and preparing handouts and course materials for our trainers. We would all heartily recommend exploring how an apprentice could help your business but don't just take our word for it; research undertaken by Populus revealed that:

- 8/10 of those who employ apprentices agree that they make the workplace more productive
  - Over 8/10 consumers would prefer to use a company that employs apprentices

For further information about apprenticeships and the 100 in 100 campaign visit [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

## Community News

### Free accredited training for the local church.

I have been a first aid trainer with Norvic Training for a number of years and, being involved with my local church, I had noticed a real need for first aid training. The church is an area of the community interacting with people of all ages from mums and toddlers to the elderly and infirm. It was also clear that the church was struggling to juggle financial commitments and was postponing Emergency First Aid training for the time being. After discussing my concerns with Wendy Powles, Managing Director at Norvic and my boss, Wendy readily granted permission to offer training to Stoke Holy Cross church without charge from Norvic. I have since moved out of one vicarage and into another and once again delivered free training to my local church - this time Sprowston Methodist church. Norvic have also allowed me to offer the service to the Chinese Church and training begins with them in June. I would like to say that all the churches who are benefitting from this opportunity have expressed their gratitude for the courses and an awareness of the importance of first aid training that is so necessary but often difficult to fund when so many areas require funding too.

*Tracey Moore - First Aid Trainer with Norvic*

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Learning resuscitation at the Chinese Church

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