**Press release**

[Insert date]

**[Insert industry] specialists develop new apprenticeship**

Today, the Institute for Apprenticeships approved the [insert name of standard] for delivery.

Employers from across the industry helped to design and develop the new standard, as part of the [insert trailblazer name] group.

The level [insert level number] qualification will help apprentices wanting to enter the [industry] profession and employers looking to upskill new and existing workforce. Once complete, apprentices will be qualified to [insert job roles and skills].

Speaking on the standard, [insert name], [insert job title], of [insert company name] in [location], a member of the [trailblazer name], said:

[She/he] said: [Talk about the standard, the work you undertook to develop the qualification and why it’s important to your industry – make sure you focus on apprentices and employers.]

[Optional: If you would like to include an additional quote, please insert here – three quotes max, including Sir Gerry Berragan’s quote below.]

Sir Gerry Berragan, chief executive of the Institute for Apprenticeships, said:

“As sector specialists the [insert trailblazer group name] really understood employers’ needs, and they’ve worked hard to include the skills and experience that would best serve both employers and apprentices in this occupation for the future.

“Ultimately, this apprenticeship will produce well trained, skilled employees who can add significant value and help their organisations thrive.”

Employers interested in taking on an apprentice should visit [www.gov.uk/take-on-an-apprentice](http://www.gov.uk/take-on-an-apprentice) or, if you’re looking to find an apprenticeship visit [www.gov.uk/apply-apprenticeship](http://www.gov.uk/apply-apprenticeship)

**Ends**

For further information or to arrange an interview with [trailblazer name] contact: [contact name, email, telephone number].

**Notes to editor**

1. [Add any additional information about the standard or trailblazer group here]