

# KELLY MONTGOMERY

## A PARENTS PERSPECTIVE

*Kelly's daughter Madi recently successfully completed an apprenticeship with Creative Pioneers<sup>2</sup>. She talks about why it was the right choice for her daughter and why more parents should be on-board with apprenticeships*

### Before your daughter was an apprentice, what was your impression of apprenticeships?

I still had the preconceived ideas from 20 years ago that apprenticeships were a second choice to university. When I was younger, university was the pinnacle of post-18 education, if you couldn't go then the next best option was going straight into work and then if you couldn't do that, then apprenticeships was the last option!

If I'm completely honest, I didn't see apprenticeships as a number one option for my child's future and so was initially disappointed when Madi didn't want to go to university.

### Tell us what led to Madi deciding to do an apprenticeship

Madi has always been academic and she achieved good grades at A-Levels, so we were surprised when she said she didn't want to go to university. She didn't know what degree she wanted to do and so didn't want to jump into the long term commitment and rack up the huge amount of debt.

Once she had decided that university wasn't for her, I wanted to make sure that she went on to do something serious, which is when we decided to look into apprenticeships. I was surprised at how many apprenticeships there were and the variety of roles, plus the salaries were a lot higher than expected.

### Why do you think an apprenticeship was the best choice for her?

The apprenticeship has built up her confidence massively, and it's fantastic to see how much she's grown.

Not only has she developed skills, that are required for her role, but also soft skills like professionalism in the workplace, that will be with her for the rest of her career.

Once Madi completed her apprenticeship, I was surprised at how many qualifications she received - when she opened up the envelope there were quite a few certificates inside! Now she's working at JoJo Maman Bebe and is absolutely loving it. She's the youngest in her team, and after three months, was given a pay rise due to the fantastic work she was doing.

### What would you say to other parents that have children that are considering an apprenticeship?

With apprenticeships, I think parents really need to look at where their child will end up. In a short amount of time they will have a number of qualifications and at least a year's experience working in their chosen industry.

It's a way for them to get their foot in the door, and it's a great opportunity for them to get into the world of work as they get lots of support from their employer and Creative Pioneers<sup>2</sup>. They're getting paid with no debt and are in the same jobs as graduates!

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