

# Firm launches to help apprentices

Businesswoman to offer people boost to careers

By Heidi Travis  
knutsford@guardiangrp.co.uk

A YOUNG businesswoman has launched her own company aimed at helping apprentices get started in their chosen careers.

Sasha Morgan Manley, from Lower Withington, believes that apprentices can transform businesses through the enthusiasm and innovation that they bring, alongside the training that they receive.

Her company, Morgan Manley, which opened on St John's Road, in Knutsford, in January, aims to give apprentices the support they need, as well as offer advice to the companies that employ them.

This week, March 14-18, is National Apprenticeship Week, coordinated by the National Apprenticeship Service, and is designed to celebrate apprenticeships and the positive impact they have on individuals, businesses and the wider economy.

Ms Morgan Manley, who is 26, and a former pupil of The Grange, in Hartford, said: "I passionately believe that apprentices can transform business, and there is a gap in the market for the type of service I provide.

"I started Morgan Manley because I was becoming increasingly aware that many businesses were keen to set up their own apprenticeship programmes but it was a complicated and time-consuming process.

"Business owners have to decide the right programmes and level of apprenticeship, as well



Sasha Morgan Manley

as the right supplier, and define how to best support the apprentices in their company.

"Business owners and employers simply don't have the time or the resources to do it."

Ms Morgan Manley graduated from the University of Nottingham in 2011 and worked for Cap Gemini, where she managed their apprenticeship programme, speaking at intentional conferences.

Morgan Manley opened at the

beginning of this year and takes the pressure off employers who want to create apprenticeship programmes or provides help and advice to those companies that already have early career programmes.

Ms Morgan Manley is also assisting larger companies affected by the new government tax levy, which will come into force in 2017, aimed at setting up apprenticeship training programmes across the country.