

Media Outlet: *The Daily Mirror***Date:** 07.03.13**MUU:** 974,362**WORK****▲ TUCK IN** Blanc and Johnson

Uni blow as bosses back apprentices

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GRADUATE recruitment is on the slide, as 27% of bosses say apprentices are now key to tackling skills shortages.

In a survey out today, 48% of employers said they had seen a shift away from graduate recruitment.

Common complaints about graduates included their poor interpersonal skills and lack of work experience.

An "acute skills gap" was reported by 34% of bosses.

Mike Feters, of totaljobs.com, which carried out the survey, said that too many graduate applications were "simply not up to standard".

Yesterday, London Mayor Boris Johnson joined top chef Raymond Blanc to urge more catering firms in the capital to take on apprentices.

Mr Johnson said that the "vibrant" sector could help to raise apprentice numbers.

Meanwhile, in a second poll, for RatedPeople.com, 45% of youngsters see Government apprenticeship schemes as sources of "cheap labour".