



connexions

WEST OF ENGLAND

an employers guide to
work-based training

[RECRUITING
THE FUTURE]

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WEST OF ENGLAND

Connexions West of England is a local authority controlled company operating within:

- › Bath and North East Somerset
- › Bristol
- › North Somerset
- › South Gloucestershire

Connexions is a youth support service for young people aged 13–19 (25 if they have a learning difficulty or a disability, or both).

It offers every young person, whatever their circumstances, access to the best possible advice, guidance, information and support to ensure a smooth transition into adulthood, citizenship and working life.

Connexions works in partnership

with a wide range of organisations which include youth services, schools and colleges, voluntary and community groups, education welfare services, training providers, police, local education authorities, youth offending teams, employers and the Learning and Skills Council.

Services we offer to employers

- › Our professionally trained and experienced staff know the local area, appreciate the needs of local employers and employer organisations and are aware of the needs of young people. We are ideally placed to link young people looking for employment to employers.
- › All our services to employers are free of charge and we offer:
 - › Advice on employment, legislation, labour market trends and funded training
 - › An opportunity to discuss your company's requirements and agree vacancy details
 - › A fast and efficient service for recruiting young employees
 - › Advertising for your vacancies via the Connexions website, local Connexions Centres and Apprenticeships on line
- › Information on changes in education and training, including new qualifications
- › Regular contact with you until the recruitment process is finalised
- › The Education Business Partnership (EBP) link businesses with schools and colleges. Many businesses share their experiences with young people to aid their understanding of the real world of work. Your business could become involved in a variety of activities including career fairs, giving talks to students about your job, conducting mock interviews, offering work experience of getting involved with the new diplomas.

Why train your staff – the benefits

Apprenticeships can help businesses across all sectors by offering a route to harness fresh new talent.

Over 130,000 companies offer apprenticeship places because they understand the benefits that apprentices bring to their business:

> Improve your productivity

Because apprentices receive relevant training, they can have an immediate effect and make a real and more meaningful contribution to your business. Their training is 'on the job', so they can directly gain from the skills and experience of those around them.

> Motivate your workforce

Apprenticeships are available to both new and current employees. As a result of their training, apprentices are highly motivated and eager to know more. The extra responsibility also makes them feel more valued and they are easier to retain in the long term.

> Give them relevant training

Apprenticeships provide your workforce with expertise that's not only specific to your industry, but also directly relevant to your business. They are literally designed around your business needs by industry specialists who genuinely understand what you do.

> Avoid skills shortages

Change and innovation are always with us. New advances are constantly challenging us to keep pace or catch up. Apprenticeships can help your workforce master the latest techniques to fill the skills gaps you have and insure against those that are likely to arise. By taking on apprentices, you develop the specialist skills you need to keep pace with the latest technology and working practices in your sector.

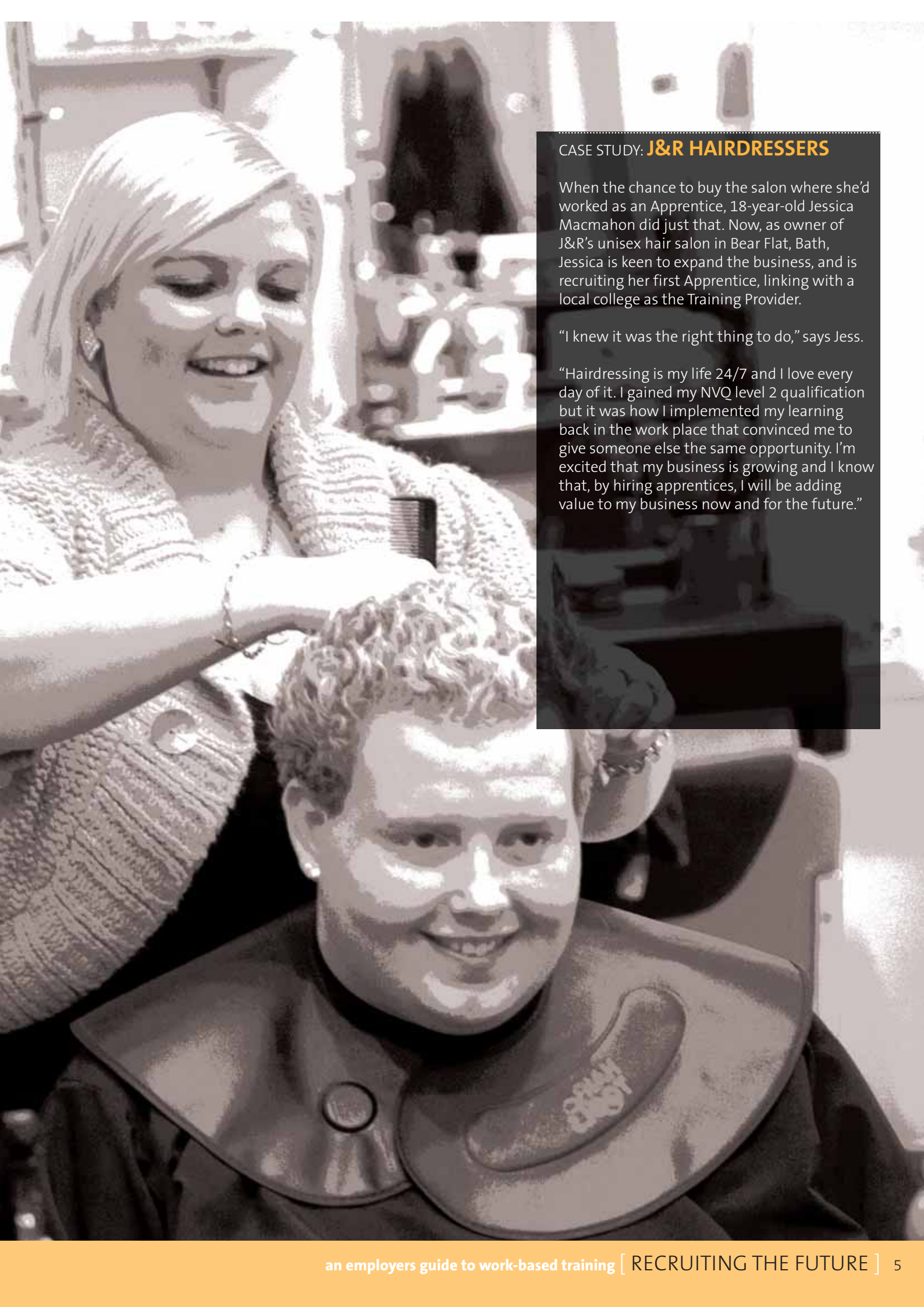
CASE STUDY: YATE TOWN COUNCIL

When a long serving employee retired, Yate Town Council took the opportunity to breathe new life in to their work force by recruiting an apprentice.

Mark Williams, Estates Officer, contacted Connexions West of England, who, after discussing Yate Town Council's requirements, arranged for a training provider to meet with them. The process and funding available to them was discussed at this meeting; within two weeks of the vacancy closing date, the council offered 19-year old Carl Meacham an apprenticeship in Amenity Horticulture.

"We wanted to hire an apprentice as we had a good experience in the past of bringing people up through the business." says Mark. "We found the process of engaging with Connexions simple and they did most of the leg work finding a suitable training provider. We were presented with a local training provider who met our expectations of how the learning programme fitted in with the day to day duties of the job. Our apprentice has fitted well in to the team and seems eager to learn and progress with us."

Carl is equally enthusiastic about his new role. "I am really happy that I got this job as it's different every day and I get to work outdoors. I'm learning loads of new things on the job and at college which help me do the job to the best of my ability. I feel that I am working towards my career because I will not only have work experience but a nationally recognised qualification to go with it."

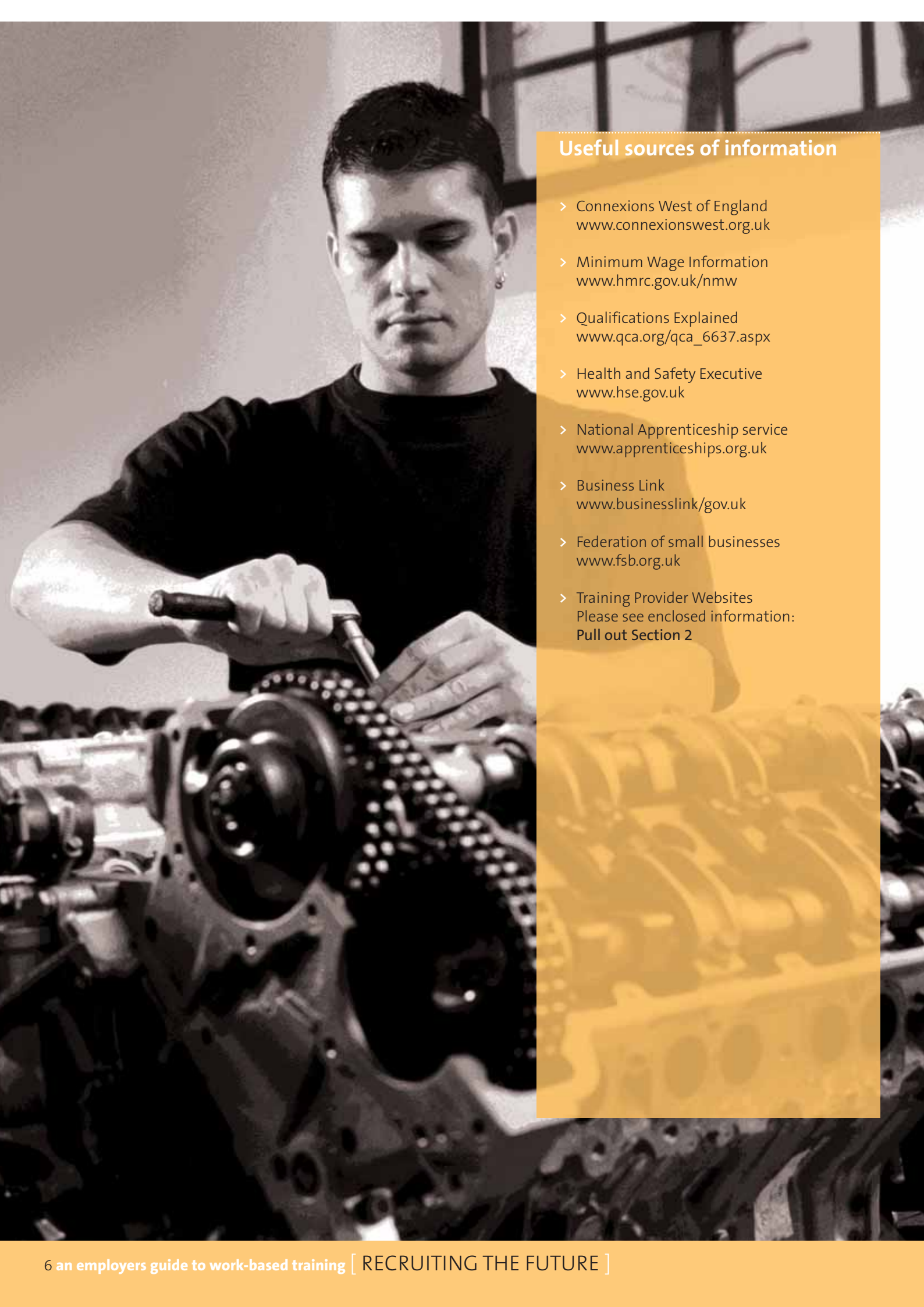


CASE STUDY: **J&R HAIRDRESSERS**

When the chance to buy the salon where she'd worked as an Apprentice, 18-year-old Jessica Macmahon did just that. Now, as owner of J&R's unisex hair salon in Bear Flat, Bath, Jessica is keen to expand the business, and is recruiting her first Apprentice, linking with a local college as the Training Provider.

"I knew it was the right thing to do," says Jess.

"Hairdressing is my life 24/7 and I love every day of it. I gained my NVQ level 2 qualification but it was how I implemented my learning back in the work place that convinced me to give someone else the same opportunity. I'm excited that my business is growing and I know that, by hiring apprentices, I will be adding value to my business now and for the future."



Useful sources of information

- > Connexions West of England
www.connexionswest.org.uk
- > Minimum Wage Information
www.hmrc.gov.uk/nmw
- > Qualifications Explained
www.qca.org/qca_6637.aspx
- > Health and Safety Executive
www.hse.gov.uk
- > National Apprenticeship service
www.apprenticeships.org.uk
- > Business Link
www.businesslink.gov.uk
- > Federation of small businesses
www.fsb.org.uk
- > Training Provider Websites
Please see enclosed information:
Pull out Section 2

Research recently conducted on behalf of the LSC (Populus, January 2009) to mark Apprenticeship Week in February 2009 revealed:

- > Eighty one per cent of businesses questioned said apprentices helped to generate higher overall productivity.
- > 21 per cent of employers are hiring more apprentices to help them through the global downturn.
- > Two thirds believed their apprentices helped them to be more competitive in their businesses (66 per cent).
- > More than 82 per cent said they relied on their Apprenticeship programme to give them the skilled workers they needed for the future.
- > A massive 92 per cent of employers said Apprenticeships resulted in greater employee motivation and job satisfaction.
- > There are more companies with women apprentices than men (47 per cent women, 39 per cent men and 14 per cent equal).

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Connexions centres in the West of England:

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T: 01225 461 501. F: Fax 01225 465619. Email: bath-enquiries@connexionswest.org.uk

Bristol: 4 Colston Avenue, Bristol BS1 4ST.
T: 0117 987 3700. F: 0117 987 3701. Minicom: 0117 907 4514. Email: enquiriesbristol@connexionswest.org.uk

Education Business Partnership: 2nd Floor, 4 Colston Avenue, Bristol BS1 4ST.
T: 0117 907 4450. F: 0117 907 2661. Email: ebp@connexionswest.org.uk

North Somerset: 45 Boulevard, Weston-super-Mare BS23 1PG.
T: 01934 644 443. F: 01934 644409. Email: enquiries-nsom@connexionswest.org.uk

South Gloucestershire: 21–23 High Street, Kingswood, South Gloucestershire BS15 4AA.
T: 0117 961 2760. F: 0117 931 2978. Email: enquiriesfilton@connexionswest.org.uk or
28 Gloucester Road North, Filton, South Gloucestershire BS7 0SJ.
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