

## Eligibility

The primary target group for this programme is employees with low skills, including those with no qualifications or whose highest previous qualification is below Level 2. However, funding can be used to support employees with intermediate and higher level skills to respond to LEP needs.

Individuals must:

- be employed in a business employing no more than 250 staff
- aged 19 or over

## Join our Business Club

The Business Club provides a unique opportunity for local businesses to network, engage and support each other. Currently only those SMEs which undertake a business needs analysis as part of the programme are eligible to become members.

By becoming a club member you will also benefit from;

- a regular employer newsletter, keeping you up to date with relevant national and local business news
- networking events (e.g. breakfast clubs), local monthly meetings so that businesses are able to network and feed into the LEP plans
- a SME network that all employers can access to gain information, advice and guidance on various topics such as HR and health and safety support that affect your business

- updates on changes to the skills and welfare to work landscape and the support available i.e. introduction of learner loans
- guest speaker events using Intraining's existing relationships with large national businesses and key stakeholders for the sector
- labour market bulletins
- research on inward investment opportunities, local labour market trends, product analysis and forecasting.

Remember to keep checking our website, as events, guest speaker and research papers are uploaded and refreshed on a regular basis.

## Support from our partners in the West Midlands

We have teamed up with a number of select organisations within the West Midlands region to help deliver the Skills Support for Workforce contract. As a dedicated team of companies we are able to deliver a wide range of courses and qualifications to meet all your demands and requirements.

**“WE OFFER A MEMBERS ONLY BUSINESS CLUB”**

## So what's next?

Intraining has identified that investing in training has many economic and social benefits to both the employer and individual. Therefore in order to address all your needs, one of our dedicated Account Managers will visit you to go through all your training requirements. We will work with you and put together a comprehensive training plan to help support you and your staff.

If you want to develop your staff and grow your business within this tough economic environment, we're ready and waiting to hear from you.

Funded by



**DO YOU EMPLOY  
STAFF 19 OR OVER?  
IF SO LET US  
SUPPORT THEM**



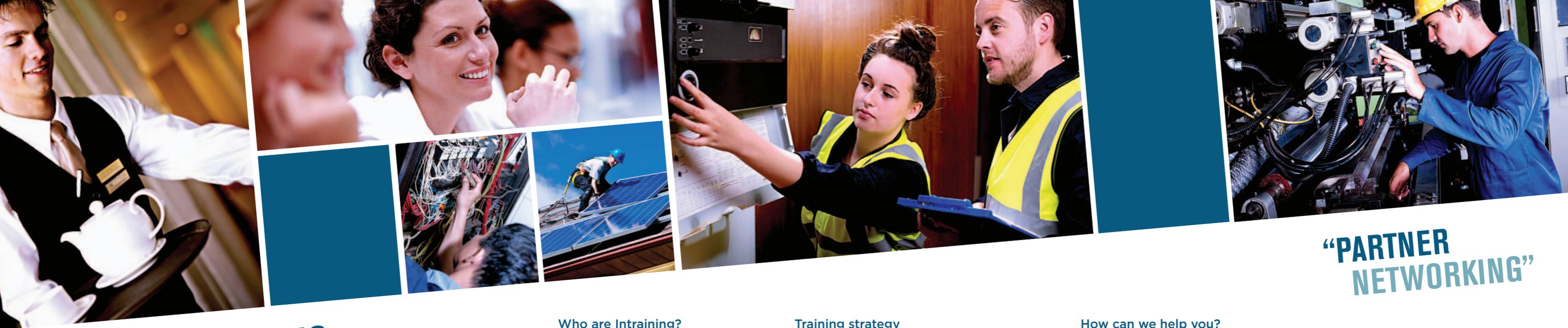
We can offer you and your workforce a complete and tailored solution through our Skills Support for the Workforce programme. You'll get comprehensive support through our network of partners and be guided by one of our Personal Business Advisors.

**CALL** 0330 123 1022

**VISIT** [www.developyourworkforce.co.uk](http://www.developyourworkforce.co.uk)

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Part of NCG



# “BESPOKE TRAINING AND TAILORED SUPPORT”

## What is Skills Support for the Workforce?

The Skills Support for the Workforce is a Skills Funding Agency (SFA) and European Social Fund (ESF) programme, which is financed by the European Union to support small to medium sized businesses (i.e. those employing less than 250 employees) to meet the skills needs of their workforce at a local level. Local Enterprise Partnerships (LEPs) have played a vital role in determining the effective use of this funding, helping to identify the skills priorities for the West Midlands. As a result, this has ensured that the funding available is used specifically to address the needs of your workforce.

## What is an LEP?

A Local enterprise partnership (LEP) is a voluntary and locally owned partnership between local authorities and businesses. Formed in 2011 by the Department for Business, Innovation and Skills, they play a central role in deciding local economic priorities and undertaking activities to drive economic growth and create local jobs.

The LEP in the West Midlands has identified a range of occupational areas as skills priorities for the area, including Advanced Engineering, Life Sciences, Cultural Buzz, ICT and Environmental Technologies.

## Who are Intraining?

Intraining is a leading national training and employment skills provider. We operate a wide range of skills and employability programmes and employ over 1000 members of staff, operating from a network of over 20 regional offices. We are a wholly owned subsidiary of NCG.

Our mission is to develop people through learning and achievement for the benefit of themselves, society and the economy. Our focus is on meeting national and regional education, skills and employment goals for individuals and employers in line with Government priorities.

# “DEDICATED AND PERSONAL TRAINING ADVISORS”

## Training strategy

Having a strong and successful training strategy not only helps to develop your employer brand, but it also makes your company a prime consideration for career minded individuals.

Your commitment to training will obviously be transmitted to the career marketplace, including job seekers and recruitment professionals, by means of word of mouth to positive feedback by current and past employees. Increasingly, your company will be recognised by recruitment professionals who seek to place ambitious candidates within your organisation partly on the strength of your company’s reputation and the strength / quality of your training.

Your company reputation for training will also be built through those educational establishments which advise and guide promising talent towards the job market.

## How can we help you?

Within the West Midlands we can deliver bespoke training and support to your company, underpinned with experienced and professional staff to help develop your business and the skills of your workforce. Training courses are a great way of improving the effectiveness of your current workforce, but they also have attractive benefits for ambitious people too.

Benefits for both your company and your employees include:

- Improved productivity and adherence to quality standards
- Employees develop skill-sets that allow them to undertake a greater variety of work
- Improved ability to implement and realise specific goals outlined in a company’s business plan
- Increased ability to respond effectively to change

# “PARTNER NETWORKING”

It’s well known that productivity usually increases when a company implements training courses, improving; competitiveness, morale, profitability and customer satisfaction. Training also makes a company more attractive to potential new recruits who seek to improve their skills and the opportunities associated with those new skills.

Even if your area of business is not covered within the key sectors below, we may still be able to help you.

- Business Sectors**
- Advanced Engineering
  - Life Sciences
  - Cultural Buzz
  - ICT
  - Environmental Technologies