

## Improve your bottom line! Fill Skills Gaps! Motivate your workforce!

People are one of the most valuable assets in any business and South Birmingham College prides itself on the work that it does with employers to ensure they have the right solutions they need to meet all of their recruitment and skills needs.

As a Beacon College, recognised for the quality of its work with employers in all types of business sectors, from care to construction, professional services to retail, manufacturing to distribution, South Birmingham College is actively working to make apprenticeships a real business solution.

Recent research shows:

- Apprenticeships can bring new leads into your company
- Apprenticeships can inject new life blood into a team
- Apprenticeships demonstrate your company's commitment to training
- Apprentices can be moulded into your ideal employee

'Good for Business' Research

- 81% of businesses agree that apprentices make their workplace more productive
- 82% of employers agree that Apprentices provide the skilled workers we need for the future
- 92% said that their Apprenticeship programme better motivated staff and increased job satisfaction.
- 74% said that apprentices tended to be more loyal, remaining at their company longer than non-apprentices.

Populus Research

Hundreds of employers are recognising that apprenticeships can help them to harness fresh new talent and they are valuing the benefits of this approach. Even during a time of economic difficulty employers still want to invest in their future workforce to gain a competitive advantage over others.

Working in partnership with employers and their apprentices South Birmingham College, delivers the practical skills and qualifications needed in the workplace now and in the future. The mixture of on and off the job learning ensures that apprentices learn the skills that work best in business and add value to the bottom line.

Employers comment our work based training is first class and we put our clients' and learners' experience at the heart of everything we do. Our assessors and training staff are professionals from their sector and the quality of work is recognised by the achievement of Government's Training Quality Standard (TQS).

South Birmingham believe that this is a powerful endorsement of Apprenticeships and want to work with employers in all sectors to help them recruit more apprentices and in doing so maximise the benefits to the business community. If you think an apprentice may be right for your business or you want to increase the number and type of apprentices within your business contact South Birmingham College where a team of highly trained staff are available to support you. This team will offer you a personalised service which gives you the advice and guidance you need to understand how apprenticeships can work in your business, the range of financial and practical support that is available from the college from recruitment through to the delivery of workplace specific training and qualifications.

The College also offers a Work Placement Scheme to enable companies both to provide appropriate opportunities to young people and assess their suitability for future Apprenticeships. We can also work with you to integrate your company 'in-house' training solutions into an accredited apprenticeship programme.

To find out more contact our Business Services Team on 0800 731 3467 or email [business.dev@sbc.ac.uk](mailto:business.dev@sbc.ac.uk)

## Apprenticeships Work!

A wide range of apprenticeships are available and there is no shortage of keen applicants. We are keen to talk to you about how Apprenticeships can work for you and your company - the value they can add and the returns you will see on your investment.

### How does it work?

We work with you to identify a vacancy in your business that could be filled by a new apprentice or an existing employee.

- Our Business Consultants manage the screening and selection process for you.
- You provide a minimum of 25 hours a week paid employment to the apprentice.
- We provide the training - one or two days a week in college depending on the apprenticeship, and a work based NVQ.
- Ongoing client support is available at all times - not just term times.

### What are the benefits to me as an employer?

You get to recruit new talent to your business in a more cost effective way

- Our recruitment, screening and shortlisting services are FREE!
- Online advertising is handled by us - it COSTS YOU NOTHING!
- Our placement services and account management is FREE OF CHARGE!
- If you recruit someone who is aged 16 to 18 you DONT PAY ANYTHING!

### Further benefits!

- Home grown talent
- Structured, integrated training
- Courses that are RELEVANT and RESPONSIVE
- Employees that are motivated and committed to your company

An apprenticeship is a fantastic way to recruit new talent to your business and develop your future managers!

## Rojina Begum, Nursery Assistant Apprentice, South Birmingham College

After completing a level 2 apprenticeship I applied for this position as a level 3 Apprentice and was pleased to be successful and taken on.

What I enjoy most about being an Apprentice is working as part of a team, working with outside agencies, supporting the children to develop and being paid while training.

I have gained knowledge of the under 2's as previously I had worked with school age children. I have learnt about child development and theories linked to development.

While working I have been doing memory books and learning journeys for the children, holding parent's evenings, planning activities for my key group of children.

When I have completed my apprenticeship I hope to go to university to complete a full-time foundation degree.

Rojina's Manager, Karen Cook, Manager of Sunny Bunnies Nursery said "Rojina has had a very positive impact. She has picked up skills and knowledge very quickly and is able to work as part of a team."



## Guard Security Services Ltd

Local Birmingham Company, Guard Security Services Ltd believes the Apprenticeship Programme is the way to secure training and qualifications for young people.

Damian Jones, General Manager said "Apprenticeships are good for staff development and company development. I know I have got someone who is interested in their own development and wants to progress. It's good for me to be able to recognise that and also good for them to know I'm investing in their future."

"I've been a believer in vocational qualifications for a long time; the academic system lets some people down and vocational qualifications are a way for young people who prefer a more practical route to achieve a qualification and show they can do the job."

"In the past apprenticeships have taken some considerable time to complete - NVQs were assessed separately from key skills; now assessments are much more holistic which is good and better for business."

"The company has worked with South Birmingham College for a number of years on a variety of training projects, and with the support of the team there we have embraced the Apprenticeship Programme. My advice to other employers who are thinking of taking on an apprentice; work closely with the College, be involved with your apprentice, listen to them and talk to them, see what you can do to help."

"Apprentices gain confidence in achieving qualifications; they gain overall knowledge of your business; they become much more aware of the business and how it works - this can only be good for business!"

Angela Brown, Security Guard Apprentice said "The Apprenticeship Programme helps me in my job. I'm learning new theory which helps in practical situations. My communication skills have developed and I have learnt how to deal with the public more effectively and how to liaise with people in the companies where I work."

"When I have achieved this qualification, I hope to continue with my studies."



**Apprenticeships with South Birmingham College**  
Investing in the future of your business

Highly trained young people can add efficiency and productivity to your business. Apprenticeships are increasingly popular and have been designed to provide an effective, high quality, work-based route to acquiring the skills that your company is looking for.

South Birmingham College offers a fantastic range of Apprenticeships which include the following:

- Accounting
- Building
- Bookkeeping
- Business Administration
- Childcare
- Creative - Technical Theatre
- Creative - Live Events
- Customer Service
- Electrotechnical Services
- Food and Beverage Service
- General Construction Operations
- Hairdressing
- Health and Social Care
- Hospitality Service
- IT and Telecoms
- Maintenance Operations
- Painting & Decorating
- Planning
- Plumbing
- Providing Security Services
- Refrigeration & Air-conditioning
- Team Leading
- Wall and Floor Tiling
- Warehousing and Storage
- Wood Occupations

**Apprenticeships Open Evening**  
Thursday, 10 February 2011, 4pm - 7pm  
at our Digbeth Campus, High Street Deritend, B5 5JU

If you would like to find out how to unlock the potential in your existing workforce or recruit a new Apprentice call our Business Services Team  
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