



BUSINESS LINK NORTHWEST

Donna Edwards, Operations Director

Northwest Business Link Limited

Agenda

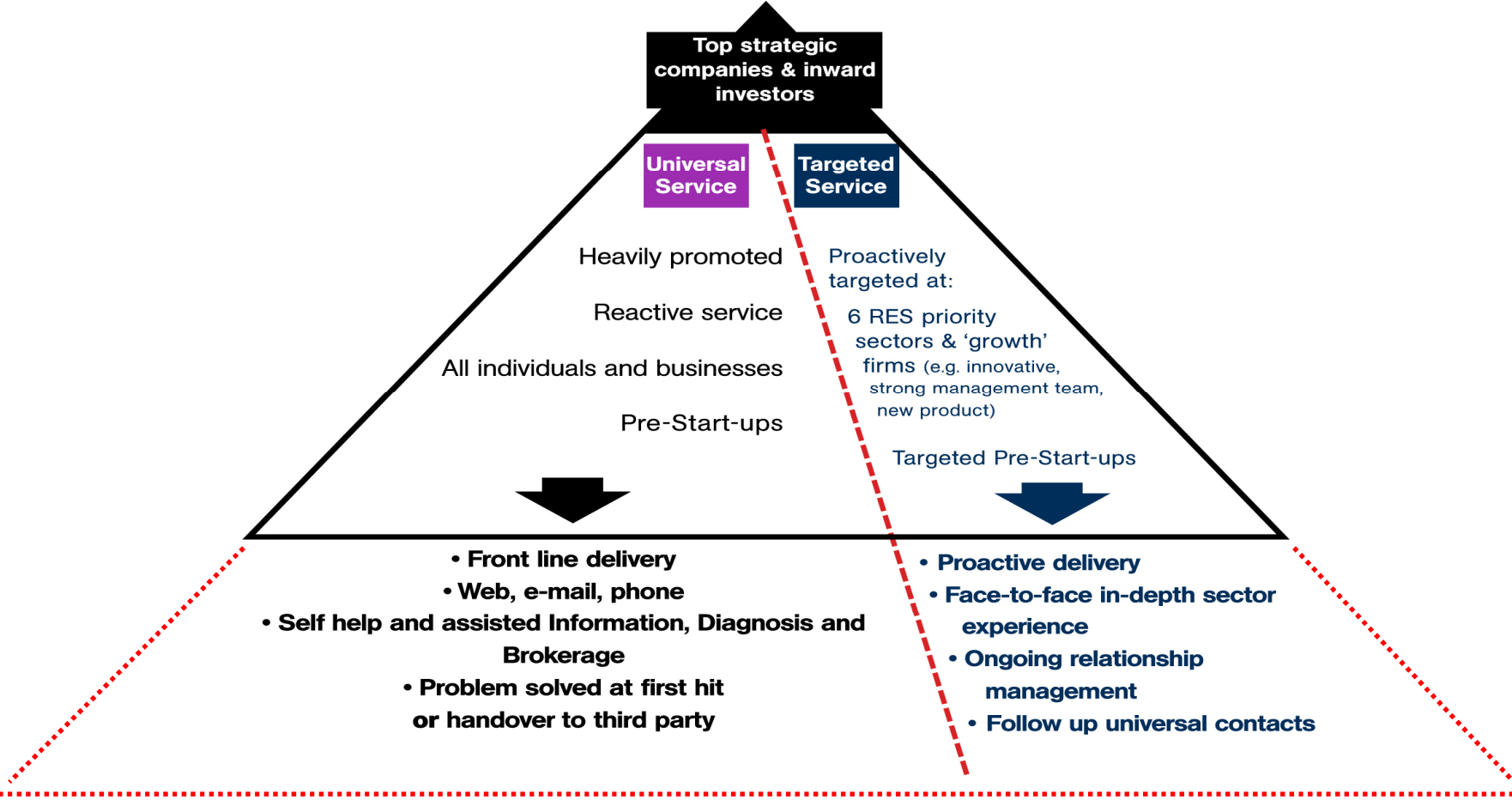
- **Business Link Northwest Service**
- **Train to Gain Skills Brokerage Service**
 - Employer Engagement
 - Structure
 - Roles
 - Challenges
 - The Prize

Business Link Northwest Service

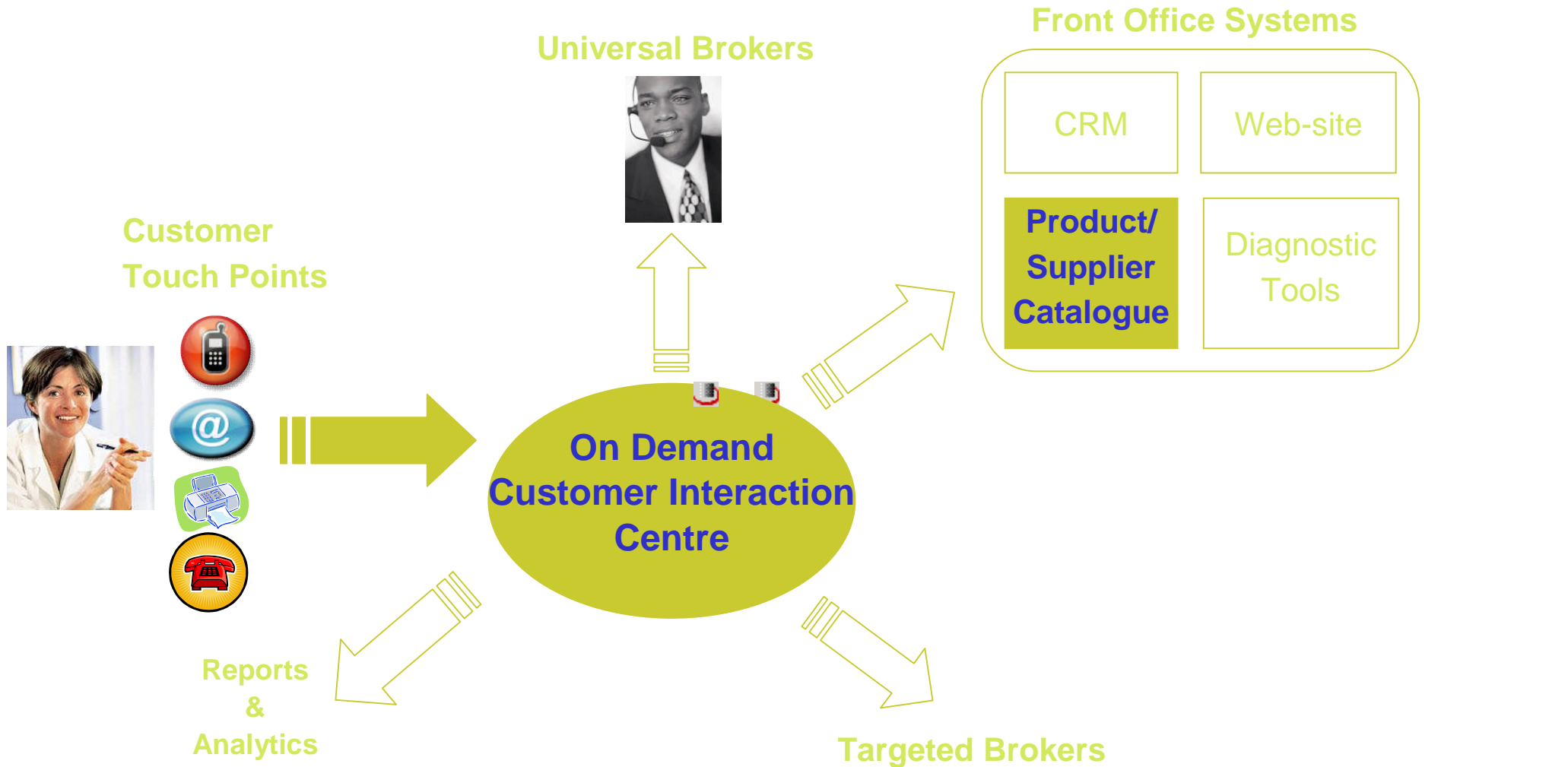
SERVICE PRINCIPLES

- **Customer** focus
- **Primary access point** for integrated brokerage
- Provide a **free service** with no charging or product/service delivery
- Provide an **impartial and independent** service
- Focus on **IDB only** and broker to public and private sector suppliers
- Deliver a **consistent, high quality, proactive service**

Service Operation



The Knowledge Platform



Key Changes

- Consistent regional service
- RES sector focus – specialist expertise
- Highly responsive
- Service available seven days a week and early evening
- Significant investment in knowledge platform
- Streamlined service – focus on front line service delivery

Summary

- Clear direction for future service
- Business Link position strengthened – Gateway to Business Support and Skills
- Focus on satisfying customer needs
- Significant increase in economic payback for the Service
- Business Link operated on business-led principles

TRAIN TO GAIN

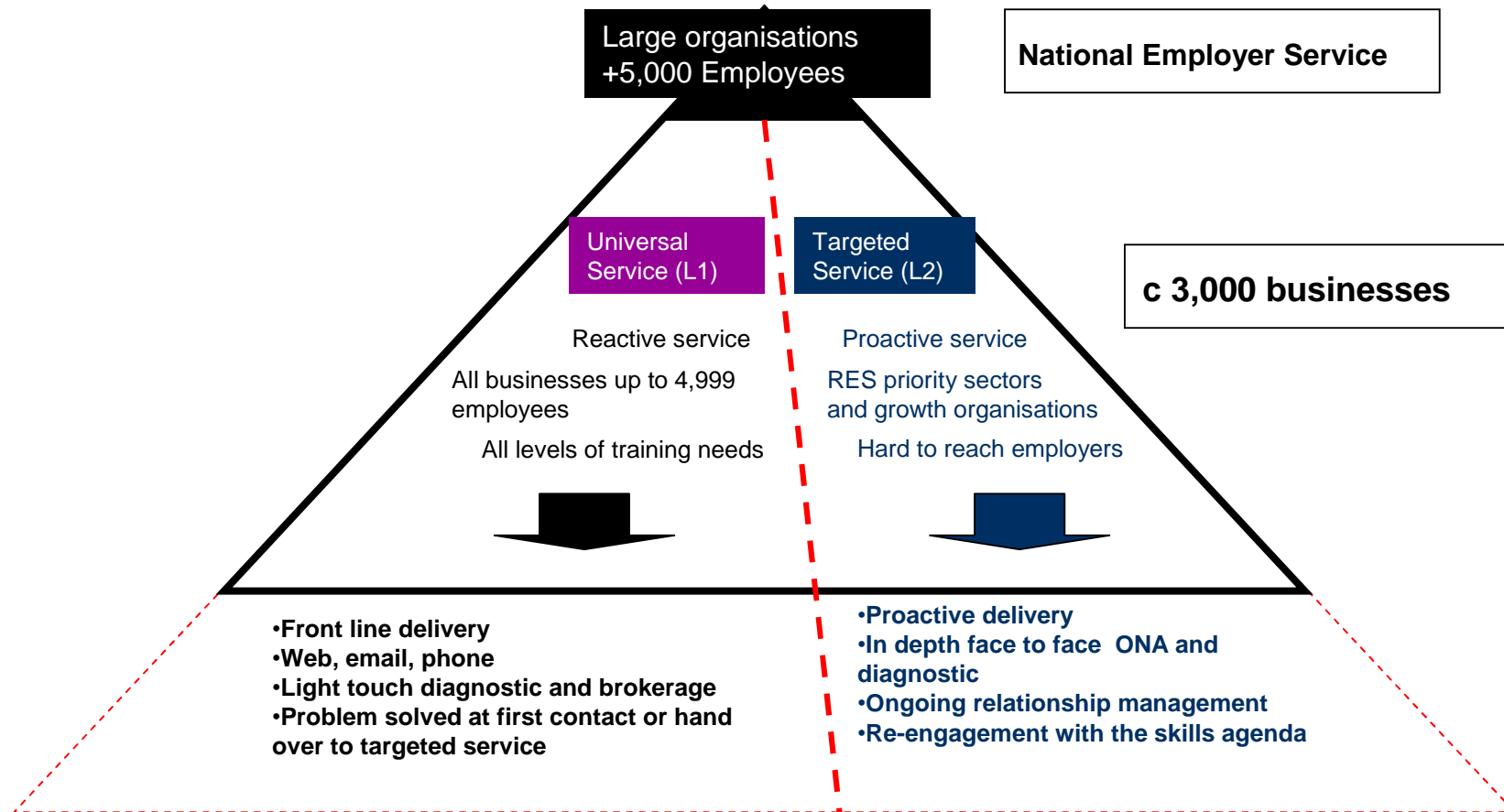
THE TRAIN TO GAIN SERVICE

A service to help businesses get the training they need to succeed

- The service offers impartial advice, matches training needs with training providers and ensures that training is delivered to meet businesses' needs
- Train to Gain is important because if businesses are to be successful they need to compete, and to compete they need to train their employees
- Both the training and skills advice offered will be: free, impartial, flexible, responsive and offered at a time and place to suit businesses
- Support for businesses committing to the Skills Pledge



EMPLOYER ENGAGEMENT



STRUCTURE

- Operations Manager – Peter Redford
- Inbound calls / Telebrokering team
- Public Sector – Beverley Ashton
- RES Priority – Karen Dudley and Janine Smith
 - Advanced Engineering & Materials
 - Food & Drink
 - Energy & Environmental
 - Business & Professional Services
 - Digital & Creative
 - Biomedical
- Other Sectors – Jane Hilton, plus one vacancy at present



ROLE OF THE SKILLS BROKER

- **The interface between Employer and training provider**
 - Impartial - there is no commercial link with training providers
 - Knowledgeable about the skills agenda at all levels
 - Aware of the link between training and business needs
 - Sector knowledge
- **Support for the Employer**
 - Undertake a Organisational Needs Analysis (ONA) to assist in identifying all the skills' needs now and for the future
 - Source a suitable training provider
 - Check the progress of the training
 - Build a strong relationship for the future
 - Quality Assurance



CHALLENGES

- Provider / Brokerage Service relationships
- Expectations
- Regional Response Fund
- Contribution to Wage Costs
- Marketing
- Skills Pledge
- Communication



The Prize!

A **demand** from employers to drive up learning in the workplace to ensure the Northwest achieves the improvement in Gross Value Added

We all hit our contractual targets together



NEXT STEPS

- More information.
- www.traintogain.gov.uk

- Contact your local skills brokerage service
- Telephone: 0845 602 0062
- Online: information@traintogainnw.org

