

MANCHESTER COMPANY CELEBRATES TRAINING SUCCESS AS TRAIN TO GAIN CELEBRATES ITS SECOND BIRTHDAY

Greater Manchester Company is one of 100,000 companies to benefit from the Skills Brokerage Service.

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Failsworth-based Axiom Displays is celebrating the success of a training service that has just signed up its 100,000th company as it helps to provide businesses with the skills they need to deliver results.

From its base near Oldham, Axiom Displays creates a range of retail displays to accommodate products including greetings cards, fashion and consumer electronics. The company's diverse range of services means a skilled workforce is essential, across areas including furniture assembly, wood machining and spray polishing and in the warehouse and personnel departments.

Since its launch in 2006, Train to Gain has helped more than 570,000 employees in England get training and over 291,000 learners have achieved a qualification. An evaluation published this year revealed that 43 per cent of people who had completed their training reported having received a pay rise and 30 per cent reported having had promotion. Funding for Train to Gain will increase from £520 million in 2007-08 to over £1 billion by 2010-11.

Phil Barton, Axiom Display's Works Manager, said: "Our Train to Gain broker was invaluable, helping us to identify training opportunities that we simply couldn't provide in-

house. As a result, we've been able to expand the specialist skills base within the team and have really seen some of our young workers realise their potential."

Kirsty Evans, Skills Development Director at the Learning and Skills Council in the North West, which manages Train to Gain in the region said: "We know that 78 per cent of employers say that they would recommend Train to Gain to other employers. This endorsement proves that the service is effective, delivers results and makes sound business sense.

"In order to perform well, every business needs trained staff who can work to the best of their ability. Investment in staff not only leads to greater productivity but to an increase in staff morale and employee retention.

"We would urge every company in Greater Manchester to address their training needs, just like Axiom Displays has done, and consider how best their training requirements can be met."

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