

**Our
future.
It's in
our hands.**

**Train to
Gain** 



**TRAINING YOUR
EMPLOYEES -
WHAT'S IN IT FOR YOU?**

>lsc

Learning and
Skills Council



SUCCESS

“The most common impact of skills gaps is increased workload for other staff, and over a quarter of employers with skills gaps report increasing operating costs.”

National Employer Survey 2007

TRAIN MORE, GAIN MORE

Train to Gain is a national skills service helping businesses get the training they need to succeed. And Train to Gain now offers more funding for your business.

To help your business succeed in this time of economic challenge, it's vital that you keep a tight rein on costs – and invest in skills.

Training increases productivity in the short term – and employers who don't train are 2.5 times more likely to fail than those who do.

This is why the Government is putting more funding and flexibility into skills support for businesses through Train to Gain.

Train to Gain is already working with over 30,000 organisations of all types and sizes across the South East including private and public sector organisations; large, medium and small businesses; voluntary organisations and the self-employed.

Organisations from all sectors – from construction to retail, transport to hospitality and leisure to business administration – are benefiting.

TRAINING YOUR EMPLOYEES – WHAT'S IN IT FOR YOU?

- Increased productivity
- Increased competitiveness
- Help with recruitment and motivation
- Reduced staff turnover
- Savings of time and money

**74% of employers using Train to Gain
saw an improvement in job-related skills**

Learning and Skills Council, May 2008
Train to Gain Employer Evaluation Sweep: 1 Research Report

CASE STUDY: KATE'S CAKES

Starting out 10 years ago from the kitchen of a London flat, Kate's Cakes has grown from a home-based business into a £29 million turnover organisation, with over 470 employees and a client base that includes retail giants such as Marks & Spencer and Waitrose.

OUTPUT

“Effective training has made us better skilled, contributing to our 25 per cent year on year growth over the last seven years and strengthening our position as market leaders in the cake industry.”

Helen Sheriff, HR Director, Kate's Cakes

SWEET SUCCESS FOR KATE'S CAKES

Starting out 10 years ago from the kitchen of a London flat, Kate's Cakes has grown from a home-based business into a £29 million turnover organisation, with over 470 employees and a client base that includes retail giants such as Marks & Spencer and Waitrose.

Staff training and development is essential to support the company's rapid expansion. Helen Sheriff, HR Director, of Kate's Cakes wanted to introduce a consistent training plan to help improve recruitment and retention rates, with flexible delivery to fit in with the company's 24/7 shift patterns. With a high number of staff for whom English is not their first language, the company also hoped to improve communication skills.

Train to Gain was the perfect solution. Joanne Griffin, a Train to Gain Skills Broker, met with Kate's Cakes to establish the company's requirements and identify the relevant qualifications for staff.

Joanne said: **“We introduced Kate's Cakes to a local training provider who could deliver training at times convenient for the company's shift patterns. These included qualifications at Level 2 in Food and Drink Manufacturing Operations as well as Team Leading. We have also been able to secure funding for over 95% of the employees enrolled on these courses. And helped the company to access employer matched funding for nine of the company's senior managers to undertake core management skill training.”**



Kate's Cakes also developed an English for Speakers of Other Languages (ESOL) training programme, which is part-funded with a local college.

Over 100 members of staff have now enrolled on the qualifications, which has been so well received that further qualifications at higher levels will be rolled out in other areas across the business. Since working with Train to Gain, Kate's Cakes have not only achieved their aim of introducing a training plan, but also received savings of approximately £171,000 on funded training.

Helen said: **“Without doubt the training has had a direct contribution to our business performance in food safety, GMP, wastage, productivity and quality.”**

“The senior management development programme has resulted in a team which is pulling together in the same direction and contributed to establishing a performance management culture within the business.”

“Effective training has made us better skilled, contributing to our 25 per cent year on year growth over the last seven years and strengthening our position as market leaders in the cake industry.”

CASE STUDY: COOPERVISION

Operating in 12 countries across five continents, CooperVision has become the second largest contact lens maker in the world and the number one manufacturer of premium speciality lenses.

PROFIT

“We believe that keeping our staff engaged in development activities is essential to retaining a competitive manufacturing organisation. Qualifications have provided our team members with new skills that have lead to tangible business benefits from both a hard and soft perspective.”

**Ruth Gossett,
Training and Development Manager, CooperVision, Southampton**

THE BENEFITS OF SKILLS AND TRAINING

Train to Gain is funded by the Learning and Skills Council (LSC). Investing in skills can bring great benefits to your business, including:

Efficient, motivated staff

Over 45% of staff say they would feel more motivated if their employer invested in their skills.*

Higher profits

Getting the right skills cuts waste and boosts profitability. A typical 50-employee company could save £165,000 every year by filling the gaps in its employees' skills.**

A competitive business

Training can help you stay ahead of the competition, whether that means mastering new technology, making the best use of IT, improving your customer service, more success in competitive tendering, reducing waste, higher staff retention rates, improved productivity or diversifying to generate higher returns.

Staff retention

Training and qualifications will strengthen your employees' commitment to your company. They'll stay longer and you'll save money on recruitment costs.***

Fewer job vacancies

By investing in training for your existing staff, you can be sure you'll always have the right person for the job.

* Research conducted on behalf of the LSC, December 2007.

** Employers' perspectives on improving skills for employment, National Audit Office, 2005.

*** 'Nurturing Talent'. Report by Cranfield School of Management, October 2008

**Train to Gain is committing
£1 billion over the next two
years to help businesses
get the training they need.**



HELPING YOUR BUSINESS SUCCEED

HELP FOR BUSINESSES OF ALL SIZES AND SECTORS

Train to Gain helps businesses of all sizes, in all sectors, to increase the skills of their workforce and improve the performance of their business. We can help you:

- use training to meet your short-term challenges
- emerge stronger, ready to take advantage of new opportunities

Extra support for SMEs with under 250 employees

If you are a private sector or third sector company that employs under 250 people, Train to Gain now offers more support specifically to help your business through the current economic climate.

Funding is available for bite-sized chunks of training in business-critical areas such as:

- business improvement
- business systems and processes
- team working and communications
- sales and marketing
- IT
- customer service
- new product design
- finance and credit
- cash flow and profit management
- risk management.

The self-employed

If you're self-employed you could have access to Train to Gain funding. Train to Gain can help recommend the most effective training, identify funding opportunities and raise the level of your qualifications.

Volunteers, charities and the third sector
Both paid and unpaid staff within the voluntary sector may be eligible for Train to Gain support.

Large businesses

Specialist support with dedicated account managers is available for large businesses with over 1,000 employees.

Local Employment Partnerships

Employers across the country have signed up to work in partnership with Jobcentre Plus. Local Employment Partnerships help with recruitment, interviews, mentoring, on the job training or work trials.

Other support available for all employers includes:

- Funding for Apprenticeships towards training costs for 16-18 year olds. Employers pay part of the cost for higher age groups. For up to date information, please go to apprenticeships.org.uk
- Working with Sector Skills Councils, Train to Gain is being specifically adapted to meet the needs of each sector. Depending on the qualification, fully funded training is available at Level 2 (equivalent to 5 GCSEs). This is for employees even if they already have qualifications at this level, and there is more funding for training to Level 3 (equivalent to 2 A levels).

**CASE STUDY:
PARAFIX TAPES &
CONVERSIONS LTD**

Parafix is the UK's leading converter and distributor of self-adhesive materials from major manufacturers across the world.

SKILLS

“Our Skills Broker helped us recognise where we could best develop our workforce and produced a training needs analysis. From this they then helped us find the very best value training providers. As a result we have enjoyed real process improvements in both manufacturing and customer service.”

Mike Punter, Managing Director, Parafix Tapes & Conversions Ltd, Sussex

INDEPENDENT SKILLS ADVICE AT NO COST TO YOUR BUSINESS

YOUR SKILLS BROKER

The Skills Broker will provide you with advice tailored to meet your specific needs. This could include a whole range of options from basic to high level skills, Apprenticeships to Leadership and Management.

At no cost to you, your Skills Broker will help with the design and costing of learning and skills packages which meet your identified skills needs and fit with work schedules.

You will be offered a choice of training provider to deliver the best skills solution as well as identification of any Government subsidies that could complement your own investment.

The Train to Gain service provides skills brokerage support free of charge. You could, however, choose to work with your existing college or training provider in a similar way.

Once training is underway, the Skills Broker will continue to provide you with ongoing support, including monitoring the quality of the training and evaluating its success.

YOUR TRAINING PROVIDER

You may already be using a training provider – in which case, ask them about Train to Gain. Alternatively, once you've agreed a plan of action with your Skills Broker, they will suggest and contact the most appropriate training provider for you. In many cases this will be a training provider under contract to the LSC, but this will depend on your skills needs and the level of training your employees require.

The LSC works with a wide range of training providers from which you can choose. They have been selected on the basis that they will:

- Focus on the needs of your business including flexible timing, location and pace of your training;
- Employ staff with recent experience of your business sector;
- Have a track record of delivering skills solutions to employers;
- Work with you to design a training programme tailored to the skills needs of your business.



MORE ROUTES TO BUSINESS SUCCESS

TRAIN TO GAIN – WHAT'S ON OFFER

There are a range of other opportunities for you, your employees and your business.

Basic literacy, numeracy and language skills

Up to one in four adults lack functional numeracy and literacy skills. Under Train to Gain these skills can be addressed to help employees to be more productive in the workplace and supporting any training they may be undertaking.

NVQs

NVQs are work-related, competence-based qualifications. They recognise the skills and knowledge a person needs to do their job and are based on national occupational standards. Training and assessment can be provided in the workplace or through day release. There are a number of qualifications rated equal at NVQ Level 2. Each has different learning and assessment routes but all deliver the same level of skill – equivalent to five GCSEs at grade A to C. Fully-funded training is automatically available to anyone aged 19 or over who does not already have an NVQ Level 2 or equivalent. Other levels of NVQ are also available to suit the needs of your staff.

NVQs

- Level 1 – Foundation Skills
- Level 2 – Operative or Semi Skilled
- Level 3 – Technician, Craft, Skilled and Supervisory
- Level 4 – Technical and Junior Management
- Level 5 – Senior Management

Apprenticeships

Apprenticeships are designed by industry for people who learn on the job and can add value to your business from the start. They equip people with the skills and knowledge to do the job and are consistently popular with employers looking to develop the brightest talent. In the South East there are some 140 different programmes, covering everything from customer service to aviation, in a wide range of occupational areas and industry sectors.

With £140m funding announced in January 2009 for 35,000 Apprenticeship places, the Government is taking measures to ensure Apprentices add even greater value to businesses in this difficult climate.

What is an Apprenticeship?

- Work-based training framework with nationally recognised qualifications.
- Available from age 16 to 65

Two levels:

- Apprenticeship – Level 2
- Advanced Apprenticeship – Level 3

Apprenticeship components:

- Technical certificate (off the job training)
- NVQ
- Key Skills



Support for leadership and management

We can help you develop management skills in your company. Up to £1,000 is available for businesses with 5 to 250 employees to fund leadership and management training and development, such as coaching and mentoring, or working towards a qualification. Businesses with less than 50 employees can also receive a contribution to wage costs to cover the cost of working time spent training.

Investors in People

This is the national Standard which aims to improve an organisation's performance through its people. It helps businesses adopt good business practice and a culture of continuous business improvement and leads to a quality standard for organisations.

And there's more...

There are many types of other training, some government-funded, that will improve your business performance, such as health and safety, marketing, sales, quality assurance, facilities, IT and many more.

- Skills for Life
- NVQs
- Apprenticeships
- Leadership and management
- Investors in People
- The Skills Pledge

CASE STUDY: HUHTAMAKI

Huhtamaki is one of the world's largest packaging companies

"I've been taking advantage of Train to Gain since the initiative was launched, and I'd recommend it to anyone looking to develop a happy and productive multi-skilled workforce."

Don Hillman,
Head of Training and Development,
Huhtamaki (UK) Ltd



TRAIN TO GAIN AND...

THE SKILLS PLEDGE

The Skills Pledge is an opportunity for the leaders of a business or organisation to show their staff, customers and the public the importance they place on investing in the skills of their people.

Making the Skills Pledge is your commitment to helping relevant employees to improve literacy and numeracy, and to work towards relevant, valuable qualifications to at least Level 2 (equivalent to 5 good GCSEs). The purpose is to ensure that all staff are skilled, competent and able to make a full contribution to the success of the organisation.

How it works

The commitment is formally made when the Chief Executive, or other senior leader on behalf of the organisation, signs the Skills Pledge certificate.

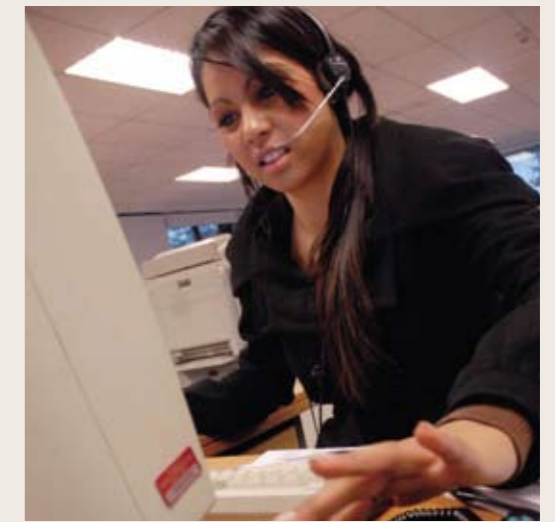
How do I know what skills my employees need?

You can get impartial, one-to-one advice from a Train to Gain Skills Broker. They'll help you assess your business needs and the current skills of your employees and come up with a tailored training programme.

What are the benefits?

Since its 2007 launch, the Skills Pledge has helped thousands of companies get the skills they need to succeed. It's a great way to:

- Boost the productivity, capability and happiness of your employees
- Motivate and retain good people by supporting their development
- Get impartial expert advice and Government support
- Show your employees and customers that you're serious about skills



CASE STUDY: BASE CONNECTIONS

Base Connections Surrey provides a wide range of business to business telemarketing and marketing solutions.

"Base Connections was one of the first businesses in the South East to sign the Skills Pledge. Developing our people has significant benefits for the business. Our approach to training has a hugely beneficial impact on staff retention. In an industry where turnover rates can be as high as 100% annually, our turnover was only 19% last year."

Julia Scott, Director, Base Connections Telemarketing

Get moving with Train to Gain

- To find out more about Train to Gain, visit traintogain.gov.uk
- To get in touch call
0845 751 2288
Email info@traintogainse.co.uk
- Or contact your local college or training provider.