

## **Cambridge Regional College - Successful activities**

**Date of issue** August 2011  
**Publication number** SkillsFundingAgency-P-110114

---

**The offer:** Courses tailored to the interests of Jobcentre Plus customers and the needs of the local labour market. Planning to offer practical and focused courses in areas such as catering and business management.

- Initial discussions held with Jobcentre Plus to understand customer demand for courses. Data requested from Jobcentre Plus on local vacancies and the number of applicants to understand recruitment activity in different industry sectors.
- Delivery of a short management course is planned in response to the needs of the 'newly' unemployed profile.
- Met with a local college which was already delivering the offer to explore the type of courses that they are offering (and which are the most popular) and to clarify paperwork requirements and processes.
- Met with Jobcentre Plus again once the first course had been held to iron out 'teething problems' relating to delays in receiving referral forms and some inappropriate referrals (for example, customers with basic skills needs).
- Sent a marketing letter to all employers with whom they had existing links to let them know that they could receive support for training if they recruited someone who had been unemployed for six months.
- Using trainers experienced in work-based learning and part-time courses rather than those only familiar with full-time learning.

### **Skills Funding Agency**

Cheylesmore House Quinton Road Coventry CV1 2WT  
T 0845 377 5000 [www.skillsfundingagency.bis.gov.uk](http://www.skillsfundingagency.bis.gov.uk)  
An agency of the Department for Business, Innovation & Skills