

City of Bristol College - successful activities

Date of issue August 2011
Publication number SkillsFundingAgency-P-110115

The offer: Tailoring courses to meet individuals' needs that also address employment gaps in the local economy in sectors such as Care, Security, Retail and Catering.

- Meetings held between the college and senior members of Jobcentre Plus staff to establish the local picture of unemployment (geographical variations and the nature of customer base) to produce targeted marketing and publicity material. The college requested a breakdown of job vacancies in key sectors from Jobcentre Plus. Courses are tailored to the identified vacancies and suitable learners are advised of these and encouraged to continue studying towards a qualification once in employment.
- Consistent marketing using online and printed materials and working closely with the local newspaper to publicise the programmes. Looking to produce case studies of recent learners that have successfully got back into work.
- Each course has a specialist advisor and support worker to support the learner through the course and during work placements. Maintaining contact once the learner is in work to help address any issues or concerns in the early phases of employment.
- Approaching Small and Medium Enterprises (SMEs) to secure short placements for learners as part of the programme so employers can see how capable learners are in the workplace. Once courses are completed and learners are successful in finding a job, the college arranges for their training to continue in the workplace through Apprenticeships, and any alternative workplace provision (which is also a selling point for SMEs).

Skills Funding Agency

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