

Solihull College - Successful activities

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The offer: A suite of short 3-6 week retail and hospitality introductory training courses (developed in conjunction with the relevant Sector Skills Councils) delivered alongside employability skills.

- Established an 'Employer Services' department– a sales team that has been successful at targeting local employers and informing them about the colleges offer around training current employees as well as helping fill vacancies with suitable candidates.
- Strong relationship with Economic Development area of local council means they are kept abreast of business activity in the area; have contributed to a joint response to redundancy strategy in the area so they will be able to respond to major local redundancies effectively.
- Development of an Outreach Team to liaise with Jobcentre Plus, private sector recruitment agencies and local employers dealing with redundancies. Manager of the team used to work at Jobcentre Plus so is familiar with their structures and processes.
- Changes made to the interview process after low conversion rates were observed. Testing for basic skills needs at the interview stage was found to be off putting for some learners. Basic Skills testing and provision will be integrated into the course instead of the initial interview in future.
- Employability skills, such as CV writing, job search and interview techniques are built into courses, with continued support available after completion.

Skills Funding Agency

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An agency of the Department for Business, Innovation & Skills

- Built on existing links with local employers developed through programmes such as Apprenticeships. Employers are encouraged to offer continued training for new recruits once they are in role.