

## Train more, gain more

In these challenging times, businesses need to keep a tight rein on costs, yet research has shown that businesses that do not train their workforces are **twice as likely to fail as those that do**.<sup>3</sup>

The Government recognises that these are difficult times for employers, and that is why it is focusing on providing real help to ensure that businesses and individuals get the support they need to survive and to make the most of the new opportunities that the upturn will bring.

**Train to Gain** provides impartial, independent skills advice – **at no cost to your business. It's an investment in the future of your business and your people.**

**80% of employers** reported that they would be likely to recommend the Train to Gain service to a business colleague outside their organisation.<sup>4</sup>

<sup>1</sup> Collier, Green and Kim, March 2007, *Training and Establishment Survival*, SSDA Research Report 20

<sup>2</sup> COI tracking research by Synovate, December 2007

<sup>3</sup> Collier, Green and Kim, March 2007, *Training and Establishment Survival*, SSDA Research Report 20

<sup>4</sup> January 2010, *Train to Gain Employer Evaluation: Sweep 5 Research Report*

## The benefits of skills and training

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.<sup>5</sup>

### 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.<sup>6</sup>

### A competitive business

Training can help you **stay ahead of the competition**, whether it is aimed at mastering new technology, making the best use of IT, improving your customer service, increasing success in competitive tendering, reducing waste, improving staff retention rates, increasing productivity or diversifying to generate higher returns. Training levels under **Train to Gain** are holding up under the recession, with more than two in five employers taking up training under Train to Gain.<sup>7</sup>

**“Thanks to Train to Gain we now have contracts with larger national and international companies, which has had a significant impact on our company growth. Train to Gain has played a major part in our company's continuing success, and has helped lay the foundations for what we intend to achieve in the future.”**  
Michael Harrison, Commercial Director, Flynn Construction

<sup>5</sup> COI tracking research by Synovate, December 2007

<sup>6</sup> National Audit Office, December 2005, *Employers' perspectives on improving skills for employment*

<sup>7</sup> January 2010, *Train to Gain Employer Evaluation: Sweep 5 Research Report*



### Staff retention

Training and qualifications will **strengthen your employees' commitment and loyalty** to your company. They will stay longer and you will save money on recruitment costs. A 2008 study found that over half (52%) of employers reported that developing staff internally helped them retain talent.<sup>8</sup>

### Fewer job vacancies

By investing in training for your existing staff, you can be sure you will always have the right person for the job. Research conducted into staff retention shows that individuals tend to stay longer when experiencing personal and professional growth.<sup>9</sup>

<sup>8</sup> Cranfield School of Management, October 2008, *Nurturing Talent*, research report

<sup>9</sup> 2005, Career development as a retention tool and succession planning tool. *Journal for Quality and Participation*, 28(3), pages 7–10

## Real help for businesses of all sizes and sectors

Train to Gain offers skills advice at no cost to your business. It is part of the Government's Solutions for Business, a wide portfolio of highly targeted, publicly funded business support products and services, designed to help qualifying English businesses survive and thrive.

The advice comes from an independent Business Link adviser or from a college or training provider, working with you on a dedicated, one-to-one basis. They will give you real help to find the right solution to deliver the skills that can boost your business.

### They will do this by:

- identifying the skills that are right for your business
- creating a tailored package of training and support
- finding reliable local colleges and training providers.

**“Train to Gain has revolutionised the way I view our company and how I want it to operate. It's allowed me to identify both our strengths and our weaknesses and to meet these challenges head on. Everyone is revitalised and keen to continue developing the business. We could even come out of the downturn better placed than when we went into it.”**

Frank Butterfield, Managing Director, Best Service Europe Ltd

## Extra support for SMEs with fewer than 250 employees

### Contribution to wage costs

Businesses with fewer than 50 employees can also receive a contribution to wage costs to cover the cost of working time spent training.

### Support for leadership and management

This support is available for the chief executive or equivalent in the organisation. Up to £1,000 is available to businesses with between 5 and 250 employees for the funding of leadership and management training and development, such as coaching and mentoring, or for work towards a qualification.

**94% of employers** think that training can have a real effect on business productivity.<sup>10</sup>

<sup>10</sup> COI tracking research by Synovate, December 2007

## Other support available for employers

Support as part of **Train to Gain** includes:

- opportunities for employees to embark on some Level 2 qualifications (equivalent to five GCSEs) and Level 3 qualifications (equivalent to two A-levels), even if they already have a qualification at this level
- funding available for **Skills for Life** literacy and numeracy qualifications at all levels, irrespective of prior qualifications.

**Train to Gain** forms part of a wider range of support specifically designed to help employers to develop workforce skills, including the following:

- The **Skills Pledge** is a public commitment that encourages all businesses to value and realise the benefits that learning and skills can bring. To date more than 26,000 organisations across the country have made the Skills Pledge, encompassing over seven million employees.
- The **Training Quality Standard** framework enables employers to select the best, most employer-responsive training provider suited to their individual business.
- Working on behalf of employers are the **National Skills Academy** Network and **Sector Skills Councils**. Made up of 15 sector-specific centres of excellence, the NSA Network is driven

by employers' needs to help secure specialist training skills for their industry. It works in conjunction with SSCs, which are employer-led strategic bodies helping to raise business performance, meet skills needs and shape relevant learning supply within key sectors of the economy.

- **Apprenticeships** provide businesses with a source of motivated, skilled and loyal staff who can increase productivity and efficiency in the companies they join. Apprenticeships give on-the-job training, leading to nationally recognised qualifications set in frameworks developed in conjunction with industry. Over 240,000 people began an Apprenticeship in 2008/9 and the National Apprenticeship Service has ambitions to increase this in 2010. For more information, please go to [apprenticeships.org.uk](http://apprenticeships.org.uk) or call **08000 150 600**.

## How to get started

- To find out more about Train to Gain, visit [businesslink.gov.uk/traintogain](http://businesslink.gov.uk/traintogain).
- To get in touch with an independent Business Link adviser to get information or advice on Train to Gain, call **0845 600 9 006**, or contact your local college or training provider.

[businesslink.gov.uk/traintogain](http://businesslink.gov.uk/traintogain)  
**0845 600 9 006**



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## Help your business to **survive** and **thrive** by investing in training

Businesses that do not train their workforces are **twice as likely** to fail as those that do.<sup>1</sup>

**Three in four** business people (76%) believe that their organisation would not succeed without investment in training.<sup>2</sup>

