

## Trafford College - Successful activities

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**The offer:** Short training courses designed to meet specific employers' needs. Offering flexible delivery methods, such as group workshops, one-to-one tutorials, roll on-off. Utilising specialist facilities such as realistic workplace environments for the sport and hospitality sectors.

- Marketing campaigns: Developing leaflets to advertise the offer to jobseekers and employers and distributing these throughout the community.
- Formed links with partners in the community who work with unemployed people to publicise the college's offer.
- Introductory interviews including a skills questionnaire will ensure that newly referred learners choose a suitable course and understand the options and employment opportunities available in the sector. Learners will be signposted to a more appropriate course within the college's provision if the interview highlights that they are not suited to the one they are initially referred to.
- Having one central point at the college where learners can find out about the nature of vacancies in their area based on the college's Labour Market Information sources.
- Having a dedicated 'hotline' for Jobcentre Plus staff to call to make it easy for advisers to get information and make appointments.
- Working with employers to identify potential barriers for learners entering work and offer "mentor training" for supervisors and managers.

### Skills Funding Agency

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An agency of the Department for Business, Innovation & Skills

- Learners who do not go straight into a job after completion will be “kept warm” by returning every couple of weeks to keep themselves up-to-date with the sector and repeating softer skills training.
- Planning “familiarisation” visits for learners on retail courses to see their potential workplace (For example, the local airport) and meet employers.