

CALLING ALL EMPLOYERS...

STEP UP AND STAND OUT

TO SKILL UP AND SUCCEED TOGETHER

BUSINESS
TRAINING SOLUTIONS

The Employer Responsive Division of Walsall College

 Walsall College

Calling all employers... The people of the West Midlands need you and you need them.

Now's the time to step up and stand out, to skill up and succeed together.

WE'RE READY

to help revitalise our region and energise our economy. But we can't do it alone.

We're looking for ambitious change makers. Companies that mean business. Visionaries to help develop tomorrow's talent, today.

If you're ready – to future-proof your workforce and to change the conversation about the economy – we're ready too.

The skills gap costs businesses £120bn each year and qualification levels in our area are 12.7% lower than the national average*.

We want to change that.

We want to turn the skills gap into a skills map – a clear path to help individuals and employers unlock the potential and prosperity of the region.

But we want to do more; not just to benefit our individual learners but to benefit your business too. That's why we're launching our 'Employer in Every Classroom' initiative.

We want every subject we offer to include input from real-world employers: from career talks and curriculum design, to work experience and professional projects.

For our students, it provides a clear line-of-sight to future opportunities and inspiration to work hard and succeed.

And for employers, it means access to talented candidates with in-demand skills, an understanding of their real-world application and an affinity to your brand.

*The proportion of people holding a Level 4 and above qualification in Walsall has improved in recent years from 24.3% in 2015 to 27.6%, but this is still 12.7% lower than the 40.3% total for GB.

| An employer...

IN EVERY CLASSROOM

Shape the staff you need to succeed

The skills gap can hold your business back. Upskill the future workforce to suit your needs - without the cost of direct learning and development for your staff - by inputting directly into our curriculum.

Train tomorrow's talent, today

Sector-specific expertise is hard to come by. Future-proof your business by training up talent to learn to use the latest equipment and learn cutting-edge techniques that are essential in your industry.

Some of our Partners

Francesco
GROUP

NHS
The Dudley Group
NHS Foundation Trust

Taylor
Wimpey

bell
group.co.uk

Jet2holidays



Walsall Council

Balfour Beatty

VINCI

Boost your employer brand

Competition for qualified candidates is high. Get noticed by prospective employees, build brand affinity and become an employer-of-choice by supporting them during their training.

Be a good company...

Showing your commitment to the community pays dividends in brand awareness and perception. We'll promote your involvement in the College and the difference you're making to local lives.

...That's in good company

Join the 1000 employers already engaging with us, training talent and unlocking opportunities for individuals and their business. We work with household names like Francesco Group, Taylor Wimpey and the NHS.

Create economic uplift

We prosper and thrive together. By upskilling the region's workforce and succeeding in your business goals, you create an economic uplift that supports recovery and benefits us all.

HOW IT WORKS

To help train the talent you need to succeed, we would love you to commit to a minimum of 10-12 hours a year to support:

Input into our curriculum

Annual advisory meetings give you the opportunity to input into apprenticeship and curriculum planning. Your labour market intelligence and industry expertise will help map learning objectives to the skills you need, and ensure we're delivering the latest industry insights to our learners.

Career talks

Deliver career talks to inspire our students and raise awareness of your employment opportunities.

Industry walks

Join our students in their classrooms - see what they are learning, advise us on new industry practices and share the latest industry knowledge with our staff.

Set briefs for students

Access extra support and fresh thinking to tackle challenges in your business. Set practical briefs for our students to solve, or engage in a Knowledge Transfer Partnership for research and design expertise.

Gold standard support

Gold partners have the opportunity to go further. Provide industry-standard equipment so students can get to grips with what you use in your business. Or talk to us about creating your own learning academy to feed candidates directly into employment.

Work experience placements

Week-long work experience placements provide learners with the opportunity to embed their learning in real-life applications. Whilst you introduce your business to potential candidates and benefit from their energy and ideas.

In return, we can provide:

Brand exposure and awareness

We'll help amplify your involvement through joint promotional activity like press releases, case studies, news stories on our website and signage around the College. Gold partners will have their logo on our marketing materials.

Support for tenders and bids

Enhance your chance of winning your next tendering opportunity with strong evidence of your CSR activity and social impact. We can provide statements on your support for the college and local community.

Free and discounted training

Professional training is an investment, not just for your business, but also for the community and country as a whole. As such, there are various local and national initiatives you could benefit from. We will work with you to help identify potential sources of funding.

As a partner to the college we will be able to offer you training discounts* for groups of 10 or more staff.

Volunteer opportunities

Volunteering programmes can increase staff satisfaction. Use our partnership to provide your staff with engaging and empowering opportunities to support young people and local learners (DBS required).

Annual Awards

Join us at our student awards. We promise you will be inspired by the stories of success and achievement. You may even find a future employee.

Save on recruitment costs

Knowing students have been trained with your input, at the end of their course you can interview them for vacancies in your company.

More

Other benefits include free room hire twice a year, places at our prestigious awards dinner (great for networking) and our monthly insight newsletter.

*where funding rules allow.

INVEST YOUR TIME

The more time you invest the more benefit you get in return. The packages outlined below are just a start. It's your college, help us shape and develop the talent of the future.

	Gold	Silver	Bronze
Step up: Your commitment to the College			
Annual advisory meetings	2	1	1
Work experience weeks	6	4	1
Industry walks	2	2	1
Career talks	2	2	2
Provide annual student prize	✓	-	-
Offer coaching to our management team	✓	-	-
Provide / sponsor industry-standard equipment	✓	-	-
Stand out: Our commitment to your business			
Joint promotional activity	✓	✓	✓
Brand exposure to candidates and the community	✓	✓	✓
Free and discounted training*	✓	✓	✓
Access to expertise for briefs and KTPs	✓	✓	✓
Volunteer opportunities	✓	✓	✓
Monthly newsletter	✓	✓	✓
Annual award places	4	2	2
Academy potential	✓	-	-
Logo on website and prospectus	✓	-	-
Tender support	✓	-	-

*where funding rules allow

87%

of consumers said they would be willing to buy a product or service based on a company's advocacy concerning a social matter.

Source: <https://www.forbes.com/sites/forbesbusiness-developmentcouncil/2018/05/30/why-your-company-should-be-more-socially-responsible/#77b672f72c32>



INVESTING IN YOUR LOCAL COMMUNITY

or city creates a positive image for your brand and looks good to your customers as well as helping you build the workforce of your future.

IT'S WORTH IT



GAIN A COMPETITIVE ADVANTAGE

Embracing CSR will help you stand out from competitors in your industry. Make it apparent that your company is committed to going the extra mile for the environment, social impact and/or economy.



55%

of consumers to pay extra for products or services from companies that have dedicated social impact plans.


<https://impactreporting.co.uk/csr-stats/#:~:text=Studies%20show%20that%20CSR%20functions,its%20stand%20on%20societal%20issues>

IT'S YOUR COLLEGE, STEP UP AND STAND OUT

Get in touch today



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