

TRANSFORMING EMPLOYER RELATIONSHIPS

WITH THE TRAFFORD COLLEGE GROUP

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THE TRAFFORD COLLEGE GROUP

The Trafford College Group (TCG) was formed by the mergers of Stockport College (2018) and The Cheadle and Marple Sixth Form College (2021) with Trafford College. TCG serves nearly 13,500 learners, including 7,000 adults, across five campuses in the Greater Manchester area.

The economic transformation being seen in the Greater Manchester region needs to be supported by a transformation in the ability of employers and training providers to meet skills needs and gaps.

We have set out four strategic priorities where we hope to **collaborate and co-create** solutions with our employer partners, which in turn will help to **inspire and inform** people's work and life opportunities, with the ultimate aim of improving the **recruitment and retention** of the region's workforce.







PARTNERSHIPS WITH A PURPOSE

The Trafford College Group's purpose is to unlock potential and foster the success of our students. At the heart of this is our vision to become a leading provider of education and skills, supporting community cohesion, and driving local and regional productivity.

- ▶ We aim to achieve this vision by providing the highest quality of education and training to all our students and employer partners through an inclusive and careers-focused curriculum.
- ▶ Our Employer Responsive Strategy is key to this goal and aims to transform the relationship between you, our employer partners, and the college.
- ▶ We want to engage more effectively with you in order to meet your individual skills needs, and the wider skills needs of our local communities and the city region economy.

REGIONAL TRANSFORMATION

Greater Manchester is set to undergo a radical economic transformation over the next two decades. Independent analysis shows that, because of its scale and economic assets, GM has the potential to play a leading role in delivering the Northern Powerhouse ambition.

- ▶ Delivering on this ambition will mean that over the next two decades GM needs to plan for at least 300,000 additional residents (the equivalent of a whole new borough), create an additional 220,000 jobs (and replace 170,000 workers each year who retire or otherwise leave the labour market), substantially increase the resident employment rate, and raise the productivity of those in work.
- ▶ The Northern Powerhouse is perhaps a once in a generation opportunity for Greater Manchester to realise its economic potential.
- ▶ Ensuring that our residents have the skills to play their part in contributing to, and benefiting from, this growth opportunity will be critical.
- ▶ This is because there is a clear link between qualification levels and economic participation and success. The employment rate rises from 37% for those with no qualifications to 66% for those with level 2; for those with level 4 or above skills, the rate is 83%.

Create
an additional
220,000
jobs

Plan for at
least 300,000
additional
residents

Substantially
increase
the resident
employment
rate





TRANSFORMATION

- ▶ Equipping the people who live in Greater Manchester with appropriate skills, both 'hard' and 'soft', to participate, to advance, and to adapt in a rapidly evolving world of work is core to guiding the city region's thinking around skill development.
- ▶ This thinking is also influenced by Government policy which is set to transform how colleges engage with employers in the future. The recent White Paper – Skills for Jobs – articulates the latest thinking in government on how to put “employers in the driving seat”.
- ▶ Plans are already in place to scale up apprenticeships and traineeships, as well as ensuring the success of the new T Levels and Higher Technical Qualifications.
- ▶ In addition, the establishment of the new Local Skills Improvement Plans (LSIPs) and the development of College Business Centres, aimed at providing innovative local solutions for employers, will further increase alignment of the further education and skills system to the needs of employers and ultimately the economy.





AGRICULTURE,
ENVIRONMENTAL
AND ANIMAL CARE



BUSINESS AND
ADMINISTRATION



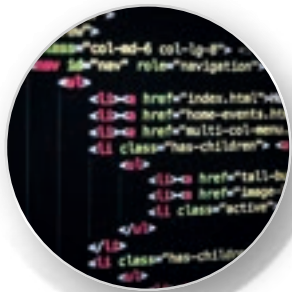
CARE SERVICES



CATERING AND
HOSPITALITY



CREATIVE
AND DESIGN



DIGITAL



EDUCATION
AND CHILDCARE



ENGINEERING AND
MANUFACTURING



HEALTH
AND SCIENCE



LEGAL FINANCE AND
ACCOUNTING



PROTECTIVE
SERVICES



SALES MARKETING AND
PROCUREMENT



CONSTRUCTION



HAIR AND
BEAUTY



TRANSPORT
AND LOGISTICS

INDUSTRY SECTOR TRANSFORMATION

- ▶ At The Trafford College Group, we take a sector-specific approach, exploring the issues affecting your organisation and wider marketplace. Utilising our employer team with over 20 years of experience we provide industry sector solutions for different business types and sizes throughout Greater Manchester and the North-West.
- ▶ We also align our approach to the 'occupational maps' developed by government and industry for Apprenticeships and T Levels. These maps are based on occupations recognised by employers and show where technical education can lead to and ultimately, the benefits they can bring to your organisation.

**OUR
EMPLOYER
VISION:**

TO TRANSFORM
EMPLOYER
RELATIONSHIPS

OUR STRATEGIC PRIORITIES

1

Develop a clear
Employer Responsive
offer

3

Deliver high quality
Education and
Training

2

Develop
Transformational
Relationships

4

Deliver exceptional
customer service

1

APPRENTICESHIPS

High quality apprenticeships that are designed and delivered in partnership with employers to support progression into and within the workplace.

ADULT SKILLS

Aligning adult skills with the Greater Manchester Industrial Strategy and devolution priorities. Our focus is to enable more individuals access to the labour market as well as those who need upskilling or reskilling.

HIGHER EDUCATION

Working more effectively with employers to meet higher skills needs with a particular focus on the perceived Level 4/5 skills gap.

DEVELOP A CLEAR EMPLOYER RESPONSIVE OFFER THROUGH

BESPOKE PROGRAMMES

Offering tailored commercial programmes as well as continuing to develop existing successful commercial operations within STEM areas.

16-19 PROGRAMMES

Working with employer partners to help young people access work experience, placements and extended placements through T Levels.

UTILISING OUR ASSETS

Employer partner use of industry standard facilities including work environments such as catering kitchens and hair and beauty salons.

2

ADVISORY GROUPS

Working with a selected number of influential and proactive employer partners to co-design and co-deliver training solutions.

CO-DESIGN OF PROGRAMMES

The development of programmes to include selection of particular units, additional skills and knowledge required to provide added value opportunities and enhance the experience of the programme.

DEVELOP TRANSFORMATIONAL RELATIONSHIPS THROUGH

COLLABORATING WITH OTHER FE PROVIDERS

Utilising the Greater Manchester Colleges Group and the new Strategic Development Funds to enable local colleges to work collaboratively across local authority areas.

'VALUE ADD'

From knowledge share to co-delivery and other value-added activity we are always looking at ways to develop relationships that move from being simply transactional to transformational.

3

TRAINING NEEDS ANALYSIS

Understanding your organisation's training needs and individual starting points before establishing clear and well-planned training programmes.

FLEXIBILITY & INNOVATION

Our approach will include an agreement with you on any bespoke delivery models: from how the training is delivered to flexible modes of attendance and innovative use of learning technology.

DELIVER HIGH QUALITY EDUCATION AND TRAINING THROUGH

IMPACT & EVALUATION

As part of this process we will look to evaluate some of the softer considerations such as behaviours and attributes to help answer the ultimate question: Has the training and education improved organisational performance and productivity?

360 FEEDBACK

A vital component to delivering quality is feedback: you and your staff need to know exactly what progress is being made against the expected skills, knowledge, attributes and behaviours being developed.

4

DEDICATED ACCOUNT MANAGEMENT

You will benefit from a single point of contact at the college who takes accountability for the relationship, is able to showcase opportunities across different provision types and who will draw on the expertise of other colleagues within the organisation as required.

EFFECTIVE USE OF CRM SYSTEMS

CRM will be used consistently and effectively by the college to ensure a cohesive approach to employer engagement, as well as identifying opportunities to add further value to our relationship with you.

DELIVER EXCEPTIONAL CUSTOMER SERVICE THROUGH

RESPONSIVENESS

We use clear protocols for responding to employer requests in a timely and effective manner. Being in the "business of education" is a culture forged daily as we realise our vision of transforming employer relationships.

SERVICE LEVEL AGREEMENTS

The use of effective service level agreements (SLAs) articulate our exact responsibilities including regular reviews to help ensure a joined up approach with our partners.

EMPLOYER OPPORTUNITIES

AVAILABLE SCHEMES	EMPLOYER INCENTIVE	EMPLOYER COMMITMENT
Apprenticeship	<ul style="list-style-type: none"> ● £3,000 for new apprentices of any age who have an employment start date of 01/10/21 - 31/01/22. These apprentices must also have an apprenticeship start date of 01/10/21 - 31-03/22. Applications close 15 May 2022. ● The incentive payment is in addition to the £1,000 employers already receive for hiring an apprentice aged 16 to 18 years old or aged 19 to 24 with an education, health and care plan or who has been in the care of their local authority. 	<ul style="list-style-type: none"> ● Apprenticeship wages - they must be paid at least minimum wage ● Mentoring the apprentice ● Help provide 20% off the job training ● Depending on if you pay the apprenticeship levy, employers also pay a 5% co-investment towards the cost of training (19+) ● Contract of employment
Industry Placements: T- Levels	<p>FREE SERVICE</p> <ul style="list-style-type: none"> ● Identifying future talent ● Business support in peak times ● Attract motivated young people to your business, bringing in imaginative and new ideas ● Develop existing staff's mentoring and management skills ● Save recruitment costs by providing the opportunity to see what the young person can offer, on a no obligation employment basis 	<ul style="list-style-type: none"> ● No cost (unless you wish to pay the young person a wage or payment for expenses such as travel and subsistence) ● Provide work placement
Sector-based Work Academy Programme	<p>FREE SERVICE</p> <ul style="list-style-type: none"> ● Recruitment ● Pre-employment training for applicants ● Tailored support to meet your recruitment needs ● Quick/Easy access to local talent 	<ul style="list-style-type: none"> ● No cost ● Provide work placement ● Guarantee a job interview
Work Placements and Careers Engagement	<p>FREE SERVICE</p> <ul style="list-style-type: none"> ● Access to College Talent pool ● Inspire future workforce ● Collaborate on joint projects 	<ul style="list-style-type: none"> ● No cost (unless you wish to pay the young person a wage or payment for expenses such as travel and subsistence) ● Provide work placement
Traineeships	<ul style="list-style-type: none"> ● £1000 per person (up to 10 incentive payments per employer, per region) for employers offering traineeship work placements between 1 September 2021 and 31 July 2022. 	<ul style="list-style-type: none"> ● No cost (unless you wish to pay the young person a wage or payment for expenses such as travel and subsistence) ● Provide work placement

OVERVIEW

- Apprenticeships are jobs which combine practical on-the-job experience and training with sustained off-the-job learning
- Apprenticeships help bring valuable skills into your business with the government's support.
- Suitable for any level, they can be to up-skill existing staff or bring in new talent
- Apprentices spend 80% of their time in the workplace and at least 20% off-the-job (in a setting that suits the needs of your business) to gain the relevant knowledge, skills and behaviours that are needed to complete/achieve the apprenticeship

- Designed to give a person aged 16 - 19 (who is on a T-Level qualification) the skills and knowledge to get on in the workplace
- T-Levels combine classroom learning with industry placements to prepare young people for skilled work or higher-level study.
- Industry placements are based in the workplace for the entire duration, with further flexibility for some sectors and students with special educational needs and disabilities.

- Designed to help meet your immediate and future recruitment needs and to recruit a workforce with the right skills to sustain and grow your business
 - Is available to anyone receiving out of work benefits over the age of 18
 - SWAP's provide a real opportunity to decide whether an individual a good fit for an apprenticeship in your business after their placement.
- www.gov.uk/government/publications/sector-based-work-academies-employer-guide/sector-based-work-academies-employer-guide

- Designed to give learners real work experience
- Community engagement project activities
- Help inspire future workforce by providing insights into your organisation and career pathways
- Careers talks, Mock interviews and workshops

- Work - based pathway programme to apprenticeships and employment for people aged 16 - 24 (or up to age 25 if they have an EHCP Plan) with no higher than a level 3 qualification.
- Training provider delivers: maths, English and digital skills
- Traineeships are not jobs, but trainees who are eligible can maintain their entitlement to benefits whilst on a traineeship.

SCHEME DURATION

A minimum of 12 months, up to 60 months for the longest higher and/or degree apprenticeships.

Minimum 45 days spent on an industry placement

2 - 6 Weeks

● Flexible

Employers deliver the work placement lasting 70 - 240 hours
Can last up to 12 months.

OUTCOME & PROGRESSION

An apprenticeship can lead to:

- Longer term employment within a recognised occupation
- Further/Higher education and higher apprenticeships
- Many apprentices stay with their employer building on the skills that their apprenticeship provided.

A young person could progress onto:

- Apprenticeship
- Longer term employment
- Further/Higher earning/training opportunity - although this is not a requirement of a placement.

The individual could progress onto:

- Apprenticeship
- Longer term employment
- College, University or similar learning/training opportunities

A young person could progress onto:

- Apprenticeship
- Longer term employment
- Further/Higher earning/training opportunity - although this is not a requirement of a placement.

The trainee could progress onto:

- An apprenticeship,
- Employment
- Further education or work.

EMPLOYER FEEDBACK

Three Sixty, part of the Stockport Homes Group, have had a long relationship with Stockport College over the years. However more recently, since the involvement with Trafford College Group, a much closer tie has been built in order to benefit the Stockport community and Three Sixty by providing superb opportunities for students and a succession of trades & professionals for the company.

Following several presentations to students on multiple sites by Three Sixty's Assistant Director, the first candidates from the T Level course were welcomed and have successfully started their work experience with engineers from the Mechanical & Electrical division, their future, and others, will hopefully be an apprenticeship and a rewarding career.

Jason Tighe

Assistant Director Commercial Services – Stockport Homes

Ruslin has been a real asset to us and had exceeded our expectations in every way, Stockport Credit Union are proud to work with TCG to support the next generation of employees.

Clare Davis

Business Development Manager, Stockport Credit Union

Trafford College has been nothing less than outstanding in providing whole apprenticeship project. Communication on time, smooth process, great support and skills of candidates are second to none.

Krzysztof Szlezynghier

Sabre Dies / Laser Line Dies

Our apprentices over the years have proven to be an asset introducing them in to areas of the business where there may be a skills shortage, the apprentices have bridged this gap.

The apprenticeship program has proved that successful for us as we have gained a young person who is enthusiastic, from experience that is half the battle the rest is teachable.

Clive Francis

Group Product and R&D Manager – Oxylitre

Trafford College has supported our nursery apprentices since our nursery opened in 2013, in this time the college has supported several of our team to work towards gaining their qualifications in early years. We have forged an exceptional relationship with Margaret our assessor who has always been professional and supportive.

The college has enabled our team to strengthen and develop to become qualified practitioners. We have recently been assigned a new assessor, her communication and support offered to our current apprentices is just as supportive and our apprentices feel they can talk to Rebecca about their needs. We appreciate the support offered by the college and will be signing up our future apprentices with them.

Karen Harwood

Nursery Manager, Kingfisher Day Nursery Didsbury

We've developed a great relationship with The Trafford College Group and appreciate their dedication to providing opportunities for students. We've enjoyed working closely with their students whilst delivering our bootcamps and offering work experience placements. Their students are a credit to them, one shone so bright that, following his work experience placement, he was offered a permanent position with SES Engineering Services alongside his studies. We're looking forward to continuing our work with TCG, inspiring their students into careers within the sector and providing them with further career opportunities.

Judi Greenwood

Director of Operations - Regeneration Brainery, Capital and Centric

It's been a refreshing experience engaging with Trafford College, there's no 'one solution fits all' when it comes to T Levels and work placements, it's important that all parties flex as much as possible to find the best solution for the student's benefit, and it has certainly worked that way with Trafford College. Great communication at all stages, fresh thinking and understanding each other's needs - couldn't ask for more!

Sam Johnson

Community Engagement Manager - SES Engineering

The staff within The Trafford College Group are dedicated to finding the best possible placements for their students. They are highly motivated and committed to understand the needs of both the student and the employer. They ensure that the students are work ready and encourage them to aspire to be the best they possibly can be. Their thorough placement organisation provides the students with the best start to great opportunities. It has been a pleasure to work with the college.

Catherine Ashcroft

Eric Wright Learning Foundation

My experience of working with Trafford College has been great. My queries are dealt with efficiently and when I am told that I will receive a call the promise is kept. Alan is amazing, knowledgeable, friendly and most of all helpful. The apprentices that are placed with Trafford have reported good experiences and their employers readily allocated new hires with Trafford College because of this.

Cosria Ali

Collab Group

We have been working with Trafford College for several years delivering quality training programmes for our chefs, and we are looking to expand this into additional training for our front of house teams in Summer 2022. Working with Trafford College is fantastic, the team are very engaging and insightful and always go the extra mile to support us.

Helena Raymonde

Learning & Development Coordinator, JW Lees

COMING SOON

Employer Partnerships Team

In response to feedback from employers, we are delighted to announce we are establishing an employer partnerships team to provide a single access point for businesses to access the range of employer services by The Trafford College Group.

How can we help your business?

Employers wanting to recruit, develop workforce skills and expertise will be able to access support through Employer Partnerships Team, exclusively available at The Trafford College Group.

Our team will be able to help businesses to grow by offering impartial advice, guidance support, training and funding. We are in the process of recruiting a team of expert advisors who will work with you to identify the skills needs within your business and recommend appropriate solutions from our comprehensive training and funding offer.

You could also benefit from the exceptional talent of our students through mutually rewarding work experience schemes.

The future, at a glance

- ▶ Receive a comprehensive assessment and skills plan, outlining the skills and training needs of your business;
- ▶ Gain access to high-quality, tailored training, qualifications and apprenticeships delivered through Trafford College Group;
- ▶ Receive support and advice around funding opportunities to help you to meet the costs of your training (subject to eligibility);
- ▶ Benefit from the exceptional talent of our students, through mutually-rewarding work experience schemes and work related learning.

Skills and Workforce Development

By investing in training your workforce, you can raise productivity, boost business growth and increase profitability.

Apprenticeships

Apprenticeships are a way for individuals to gain valuable skills and knowledge within a job role whilst earning a salary.

Industry Placements

Industry placements provide work-based learning opportunities for both the student and employer.





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