

# Skills Support for the Workforce in Stoke-on-Trent & Staffordshire

## Fully funded training courses to help your business grow



Skills Support for the Workforce (SSW) is a programme developed to upskill employees within small and medium-sized businesses in Stoke-on-Trent & Staffordshire. We provide recognised accredited qualifications and bespoke training courses to enhance your employees' skills, increase the competitiveness of your business and boost the local economy.

We can work with you to develop a bespoke training programme relevant to your needs, and because this programme is co-funded by the European Social Fund (ESF) and the Skills Funding Agency (SFA), you can support your workforce at no extra cost to your business.

### Benefits for your employees and business

- Training is tailored to the specific needs of your business
- Can be more cost-effective than hiring skilled employees
- Increases employee confidence, motivation and productivity
- Improves employee loyalty and retention by making them feel valued
- Fully-flexible training; pick full qualifications or mix and match individual units to suit your business
- On-the-job vocational training to meet individual needs; including taught learning, workplace assessment, distance learning and online learning.
- Fully funded training – no cost to your business or employees

There are two types of available training for eligible businesses:

### Basic skills

Basic skills training can be offered to SMEs in any sector. Employees with low level or no qualifications can benefit from the training, which can include literacy and numeracy, ESOL, employment skills such as communication and team working, and vocationally specific qualifications to help them progress to higher levels, allow career progression, and drive business growth. Basic skills training can enhance employee effectiveness and support the competitiveness of your business.

### Intermediate & Higher level skills

As part of the Intermediate and Higher level skills training employees will benefit from a wide variety of training courses like leadership and management, technical skills training and higher level skills relevant to your business. Completing the training can help your employees continue to higher level qualifications, take on more responsibility, progress in their careers and help your business grow.

Intermediate and Higher level skills training is available for the following priority sectors:

- Advanced Engineering & Manufacturing (includes Applied Materials, Auto/Aero-Engineering, Med-Tech, Agri-Tech, Energy)
- Other Manufacturing
- Tourism and Leisure
- Professional and Business
- Digital and Creative Industries
- Health & Social Care
- Construction
- Retail
- Education
- Logistics and Distribution

*Other sectors may be eligible, please contact us to find out.*

### About Serco

Serco is a leading provider of public services. Its Employment, Skills and Enterprise business was selected by the Skills Funding Agency to manage the SSW programme in your region, in partnership with Stoke-on-Trent & Staffordshire Local Enterprise Partnership. Serco delivers the training through a network of high quality local training providers.

So far we have supported over 1,500 businesses with training for their workforce and over 6,000 employees have benefited from our service. You can trust us to help your business grow too.

Contact us today for more details and to find out if you are eligible for funded training through SSW: [skillssupport@serco.com](mailto:skillssupport@serco.com)

Serco works in partnership with



### Training providers:

	For Basic skills:	For Intermediate & Higher level skills:
3aaa - Aspire Achieve Advance		✓
APM	✓	✓
Groundwork West Midlands	✓	✓
HIT Training Ltd	✓	✓
PTP Training Ltd	✓	✓
Qommunicate Ltd	✓	✓
Stoke-On-Trent City Council	✓	



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