

# Employer-Responsive Strategy

(September 2010 to August 2013)

## Where we are

### Introduction

The College has an Employer Responsive Strategy which is monitored and updated regularly. Below explains how the College is meeting or working towards meeting its aims and objectives.

### Aims and Objectives

We achieve high employer satisfaction (98%) and high success rates;

Apprenticeship Success Rate	72%
Advanced Apprenticeship Success Rate	60%
Full level 2 Train to Gain Success Rate	80%
Full level 3 Train to Gain Success Rate	70%
Basic Skills (Numeracy/Literacy) Train to Gain Success Rate	99%
Short and Very Short Course Success Rate	91%
Long Course Success Rate	69%

94% of Employer Responsive Service Standards are met.

We work towards becoming the preferred supplier of training to North West employers by meeting your needs through high quality and responsive delivery, 32% of employers return for repeat business.

We deliver a portfolio of courses and services which meet the needs of employers, extending and developing these services each year adding seven new programmes throughout 2009/10.

We ensure only high quality staff are used to plan and deliver training to employers, resulting in 69% of our classes being graded good or outstanding.

We increased the number of apprenticeship frameworks offered from 7 to 10 in 2009/10 to respond to employers' needs.

98% of employers receiving training achieve the required business benefits

We have been awarded the Training Quality Standard for delivery to employers with excellence in catering and hospitality.

We have delivered passenger transport training to over 1200 taxi drivers

We have delivered training to over 2100 people through our Response to Redundancy contract.

We are continuing to respond to the demand for training by developing apprenticeships in:

- Customer Service
- IT
- Child Care Learning & Development
- Health & Social Care
- Logistics
- Environmental Technologies
- Passenger Transport

**Sue Lowe**  
Director of Corporate Services