

GREATER MANCHESTER LEARNING PROVIDER NETWORK

Anne Gornall, Executive Director, Greater Manchester Learning Provider Network. Two employees undertaking Level 3, 5, 6 apprenticeships



At this learning and development non-profit, they believe in apprenticeships. As such, two of the five employees, Emma and Charlotte, were recruited as Level 3 Management Apprentices. Since then, Charlotte has in addition gone on to also complete level 5 and is working towards a Level 6.

“ It's been a very positive experience for us. ”

INCREASING MEMBERSHIP BY 10% THROUGH A FULL REBRAND

As part of her apprenticeship, Charlotte led a full rebrand of the organisation including changing social media engagement which has helped to increase membership by 10%. This involved:

- Identifying the problem and the need for the organisation to change
- Persuading the board to invest in a rebrand
- Managing the process with external agencies
- Revised website, logo, annual report
- Improved social media strategy and engagement

Each subscription brings an additional revenue into the organisation and this 10% increase in members translates to c.£5,000 in addition annually for the organisation.

“ It's much better now. It's helped us to up our game and brought us into this century. ”

UNLOCKING CAPABILITY IN BOTH APPRENTICES

Both apprentices have seen personal growth and increased confidence as a result of their apprenticeship. The business reports that both are now more capable in terms of their technical knowledge and confidence to tackle challenges; whether stepping in for a colleague on leave, taking on larger projects, or presenting at board meetings.

Although both apprentices have seen personal impacts, Charlotte in particular has seen significant gains since completing her Level 3 and then Level 5 apprenticeship, and embarking on the level 6. These include:

- Becoming more reflective
- Improved presentation skills
- Successful line management of two individuals
- Improved business acumen
- More politically astute and a more strategic thinker
- Improved financial management

“ We recognised her potential to get to a degree even though she didn't go to university... She is very well thought of in the organisation and very capable with significant strengths. ”

Emma has also seen gains in her skills, confidence and what she is able to take on within the business.

“ She has raised her game. It's increased her capability and what she can tackle. She can do things now that she couldn't have done before. ”

REVISING HR AND FEEDBACK PROCESSES

The continual and long-term nature of the apprenticeships helps to create a culture of continual learning within the business, with real changes implemented in the organisation following modules being completed. One example of this is reviewing the HR structure for appraisals which included becoming more regular, rather than ad-hoc, and aligned to financial decision-making points during the year. Charlotte introduced new forms and processes including 360 feedback, improving feedback for everyone in the business.

“ The projects always align with what the business needs. It gives a framework and support. ”