



Sourcing new talent.

CHARLOTTE POTTER
TALENT SPECIALIST, PENDRAGON PLC
THE EMPLOYER PERSPECTIVE

Pendragon Plc. one of the largest operators of franchised car dealerships in the UK offers a range of apprenticeships covering Business Admin, Customer Services, Sales and Vehicle Repair. In April this year Pendragon began to offer the new Chartered Manager Degree Apprenticeship (CMDA) taking on six students.

Charlotte Potter who looks after the talent programme and led the charge on implementing CMDA across Pendragon said: We chose the CMDA as it gave us an opportunity to recruit a pipeline of new talent to support and develop into future leaders. The CMDA gives a great opportunity for Higher Apprentices to get a degree level qualification whilst gaining invaluable work experience and securing chartered status.

We are continually looking for opportunities to recruit new talent pipelines and develop existing talent to a high level, it is part of our business strategy so the CMDA felt like a perfect fit. We are also accrediting our internal development programmes through the Chartered Management Institute (CMI) and so the CMDA fits with our current leadership development model.

Ahead of the Apprenticeship Levy coming into force in April 2017, Pendragon is reviewing workforce plans and identifying how to ensure apprenticeships are put to best use within the business. Charlotte is looking at opportunities to create new standards and considering how apprenticeships can also help develop existing team members and leaders.

We have invested in our apprentices and know this will pay off in the long run. The programme is shaping the future leaders of our company who will possess a strong base in true professional management. We are planning to recruit another group of Higher Apprentices on the CMDA later on in the year and are looking at how they will best fit within our existing leadership population.

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