

Marches Local Skills Improvement Plan (LSIP)



STAGE 2 EMPLOYER'S VOICE JULY 2025 REPORT

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Are you confused by...






EDUCATION? APPRENTICESHIPS? TRAINING? QUALIFICATIONS?

Employer Voice Research

Interviews January - June 2025 - Introduction

Please note these are the reported opinions of the businesses interviewed and not those of the Marches LSIP team, Shropshire Chamber or others.



The purpose of this report is to share the findings of the 138 1:1 telephone interviews carried out between January – June 2025. Interviews conducted by Shropshire Chamber’s Marches LSIP team. The interviews are across all sectors (not restricted to only 4 sectors) and across the entire Marches area.

As with all the Marches LSIP Reports, this report has been written in plain English, to ensure that the report is accessible to and has meaning for all.

These interview questions were a much lighter touch, following on from the in-depth interviews of 2023-2024. These interviews were used to evaluate employers understanding of elements relating to training and support, as well as continuing to look at skills issues in general and to what level employers are willing to engage in the skills system.

A smaller number of interviews were required for this study as the exact same issues were found through all the 3 sub areas and regardless of sector, therefore not requiring statistical division in the main.

It is clear from the results that employers understanding of the education and support landscape still requires work, to ensure that available resources are used, understood and valued.

The Marches LSIP is first and foremost to put **employers at the heart of the skills agenda**, meeting the objectives set out by the White Paper of 2021 [Skills for jobs: lifelong learning for opportunity and growth.](#)

Skills for Jobs White Paper Link:

[Skills for jobs lifelong learning for opportunity and growth web version .pdf](#)



Geographic Makeup

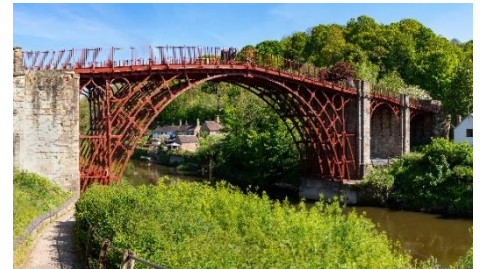


The Marches Area 3 Unitary Authorities – Total area 5,957,sq.km

Herefordshire: Pop. 189,900 Pop density 87 per sq.km. Key Employment Sectors: Land-Based, Manufacturing, Cultural & Tourism and Defence

Shropshire: Pop. 329,260 Pop density 102 per sq.km. Key Employment Sectors: Land-Based, Health, Education, Retail and Manufacturing

Telford & Wrekin: Pop. 190,419 Pop density 651 per sq.km. Key Employment Sectors Wholesale, Retail, Motor Trade, Health and Manufacturing



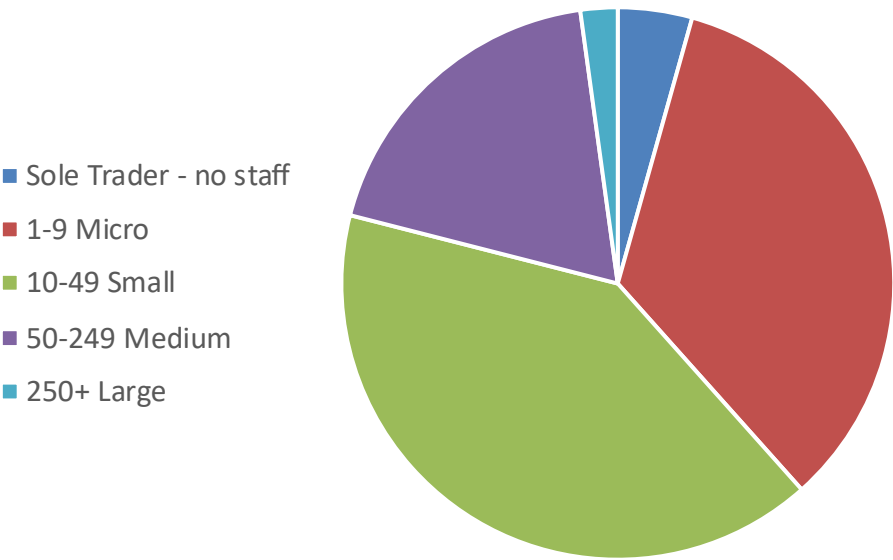
Terminology Key

2021 Census	National Population Census for England & Wales	LA	Local Authority
BID	Business Improvement District	LSIF	Local Skills Improvement Fund
C&Eco	Careers & Enterprise Company	LSIP	Local Skills Improvement Plan
DfE	Department for Education (UK Government)	Marches	Herefordshire, Shropshire, Telford & Wrekin
DWP	Department for Works & Pensions	MEP	Marches Education Partnership
ERB	Employer Representative Body (Shropshire Chamber)	MLSIP	Marches Local Skills Improvement Plan
FE	Further Education	MSPN	Marches Skills Provider Network
HCA	Hereford College of Arts	NMITE	New Model Institute for Technology and Engineering
HE	Higher Education	NOMIS	Part of the Office for National Statistics
HLNSC	Hereford, Ludlow and North Shropshire College	SAP	Skills Advisory Panel
HTQ	Higher Technical Qualifications	SCG	Shrewsbury Colleges Group
HWGTA	Hereford & Worcester Group Training Association	SLT	Senior Leadership Team
ITP	Independent Training Provider	T level	Technical Levels
ICS	Integrated Care System	UKSPF	UK Shared Prosperity Fund

Make Up of the Interviewees

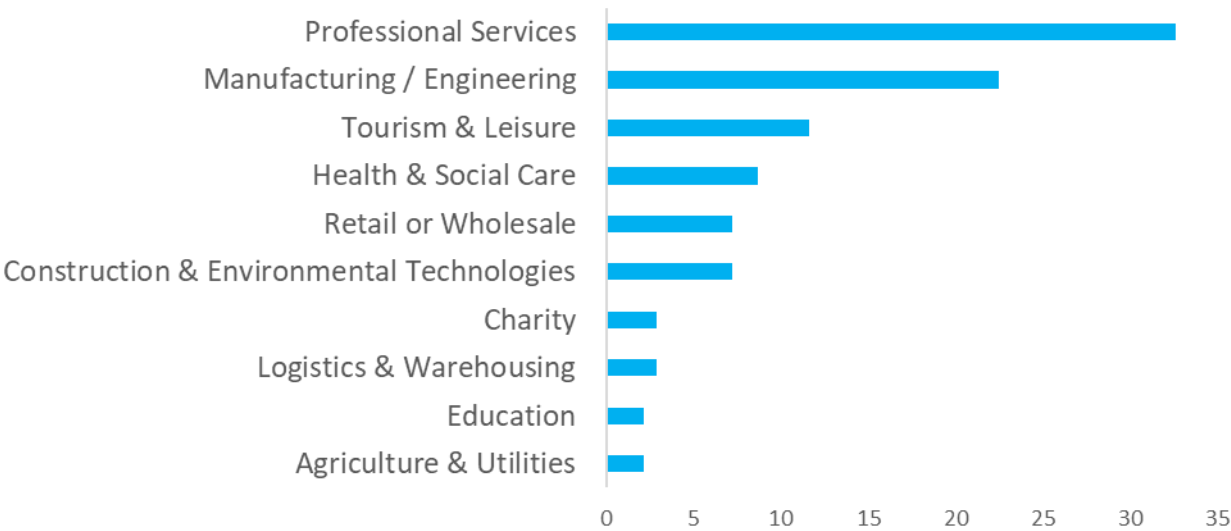
Qst: How many do you employ within the Marches? This can include temporary as well as permanent staff. (Herefordshire, Shropshire, Telford & Wrekin)?

Business Size



Qst: Which sector does your business fall into?

Sectors



Skills Shortages

Hardest to fill roles over the past 12 months? A qualitative question. These may cover vacancies (single or multiple) that were filled or not. Listed by sector. Employers do use different terminology for similar roles, but as we are not experts in sector fine detail, we record as said, rather than presume what was meant.

Agriculture, Mining, Energy, Utilities	
Administration Staff	Farm Managers
Agricultural Workers	Herd Managers
Butchers	Hospitality Supervisors
Dairy Operatives	

Education - Private, 3rd Sector or Public Provision	
Administration Staff	Property Maintenance Staff
Care Staff (all levels)	Sports Coaches
HR Staff	Teaching Staff

Manufacturing / Engineering including Food & Drink Manufacture / Production		
Administration Staff	Electrical Engineers	Mechanical Engineers
Assembly Workers	Electricians	Milling Machine Operatives
Brewers	Estimators	Multi Skilled Operatives
Business Administration Staff	Fabrication Metal Workers	Printing Coordinators
Business Development Managers	Hand Tool Operatives	Production Operatives
CNC Controllers	Installation Engineers	Sales Administration Staff
Controls Engineers	Laboratory Assistants	Sales Managers
Customer Service Staff	Lead Engineers	Sewing Machinists
Design Engineers	Machine Engineers	Technical Sales
Draughtspersons	Marketing Staff	Tele Sales Staff
	Mechanical Designers	Warehouse Staff

Construction & Environmental Technologies	
Accounts Staff	Gas Engineers
Architectural Assistants	HVAC Technicians
Contract Managers	Plasterers
Erectors	Quantity Surveyors
Estimators	Renderers
Factory Operatives	Roofers
Finance Managers	Utility Searchers
	Welder Fabricators

Health & Social Care
Drivers
Mental Health Support Staff
Senior Care Staff
Skilled Care Assistants
Training Coordinators
Unskilled Care Assistants
Volunteer Support Staff



Professional Services - includes Legal, Financial, IT, Media, Advertising, Recruitment, Consultancy etc.

Account Managers	Help Desk Engineers	PR Specialists
Accountants & Tax Staff	IT / Software Designers	Project Managers
Business Development Managers	IT Engineers	Sales Managers
Coding Developers	IT System Integrators	Sales Staff
Customer Service Staff	Junior Managers	SEO Specialists
Digital Content Creators	Legal Support Staff	SIA Security Staff
Digital Designers	Lighting Production Operatives	Solicitors
Digital Marketeers	Marketing Assistants	Technical Sales
Event Managers	Marketing Managers	Videographers
Facilities Officers	Negotiators	Web Developers
Graphic Designers		

Transport, Logistics & Warehousing

Body Repair Staff
Engineers
MOT & Diagnostic Mechanics
Motor Mechanics
Motor Workshop Assistants
Panel Beaters
Specialist Drivers
Warehouse Operatives
Workshop Technicians

Retail or Wholesale

Administration Staff	Production Warehouse Operatives
Customer Service Staff	Sales Assistants
Digital Marketing Staff	Service Engineers
Drivers	Software Specialists
Fabrication Staff	Technical Customer Service Staff
	Warehouse Staff

Other (Charity)

Fund Raiser
Logistics Manager
Skilled Operations Manager
Treasurer

Tourism & Hospitality & Leisure

Bakery Assistants	Housekeepers
Bar Managers	Industrial Cleaning Supervisors
Catering Managers	Kitchen Porters
Chefs (all levels & type)	Kitchen Staff
Cleaners	Leadership Coaches
Digital Marketing Staff	Maintenance Staff
Entertainers	Outdoor Activity Instructors
Front of House Staff	Sales Managers
General Managers	Spa Therapists



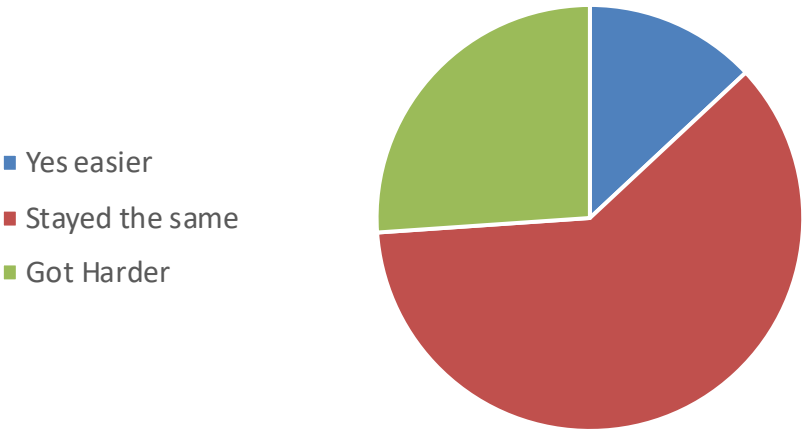
Recruitment Difficulties

Though recruitment has slowed, brought on by national and international economic changes, the numbers finding it difficult to get the right skills still remains at a high. However, companies are starting to see a slight rise in applications, partly driven by employees being laid off or the self-employed moving back into employment, though needing better economic stability. We asked a simple question to understand how many are affected by difficulties. Difficulties can range from no-shows to wrong or low calibre skill sets amongst applicants.

To give the graph below context we follow with a range of comments, picking commonly mentioned difficulties, to explain where issues or easements lie.

Has recruiting the right staff got easier in the past few months?

Recruitment Difficulties



Comments Relating to Recruitment

50-249 Medium	Agriculture & Energy	Been actively recruiting since September - Seems to be an employers market, maybe because of the national insurance laws approaching.
50-249 Medium	Construction & Environmental Technologies	We have increased activity to promote jobs on offer, little reaction / feedback as one measure. 5 of 5 welders have committed to join, contracts prepared and dropped out at the last minute!
10-49 Small	Construction & Environmental Technologies	Skilled labour is still in short supply

50-249 Medium	Health & Social Care	Due to a move we cannot train on site which is a draw back when taking on new recruits. We had a good intake last September from August adverts. Of late not noticed any sudden influx.
10-49 Small	Health & Social Care	People do not want to work the hours, or only want school hours, which we cannot accommodate as a care provider. Not many people have driving licenses, and the bus times do not accommodate for our start of end times of shifts.
10-49 Small	Health & Social Care	Social Care, it is hard to get staff to see Social Care over NHS as a career route. Lower wages are a deterrent.
10-49 Small	Health & Social Care	We have had a better standard of applicant in our most recent recruitment. We are unsure why.

250+ Large	Manufacture & Engineering	The CVs are coming through slightly better in last 2 months.
50-249 Medium	Manufacture & Engineering	Apprenticeships still have stigma of less than University. Careers advice needs to change. Slowly changing but long way to go.
50-249 Medium	Manufacture & Engineering	Response to recent vacancy adverts has, overall, provided higher calibre candidates
50-249 Medium	Manufacture & Engineering	Was not easy last year and no easier this year
10-49 Small	Manufacture & Engineering	All staff recruited through agencies as only way that works, however they do not check CV's effectively and therefore provide candidates with poor employment history etc. We are a growing company who needs good additional staff, but the calibre and this lack of screening fully is costing us time, productivity and money.
10-49 Small	Manufacture & Engineering	The hardest thing was to get people to get into the work place - office staff and also when we were recruiting, travelling they didn't want to come back in at all. Exceptionally trying over last few years.
1-9 Micro	Manufacture & Engineering	It is always difficult. We used to use Recruitment Agencies but they seemed to place people then once they had done their amount of time to get paid commission, they would move the engineer or offer them another role elsewhere!
1-9 Micro	Manufacture & Engineering	Recruitment has got a lot more expensive, agencies are so expensive now just for a minimum wage factory worker.
1-9 Micro	Manufacture & Engineering	The impact of NIC/NMW April 2025 has meant we are not willing to take anyone else on, except we have a friend of the company that we are taking on as they have the right attitude and that is for the customer services role.
1-9 Micro	Manufacture & Engineering	We are actually having to lay people off.
250+ Large	Manufacture & Engineering	The CVs are coming through slightly better in last 2 months.
50-249 Medium	Manufacture & Engineering	Apprenticeships still have stigma of less than University. Careers advice needs to change. Slowly changing but long way to go.
50-249 Medium	Manufacture & Engineering	Response to recent vacancy adverts has, overall, provided higher calibre candidates
50-249 Medium	Manufacture & Engineering	Was not easy last year and no easier this year

50-249 Medium	Retail & Wholesale	There seems to be more applicants who are unsuitable for the roles advertised than previously.
1-9 Micro	Retail & Wholesale	Recruitment has got easier as I think a lot of companies are making redundancies, so we have had people apply that are from companies that are in trouble.

10-49 Small	Tourism & Hospitality & Leisure	People just don't seem to want to work & benefits do not encourage them to work
10-49 Small	Tourism & Hospitality & Leisure	Too many candidates with no experience or apply and don't show for interviews

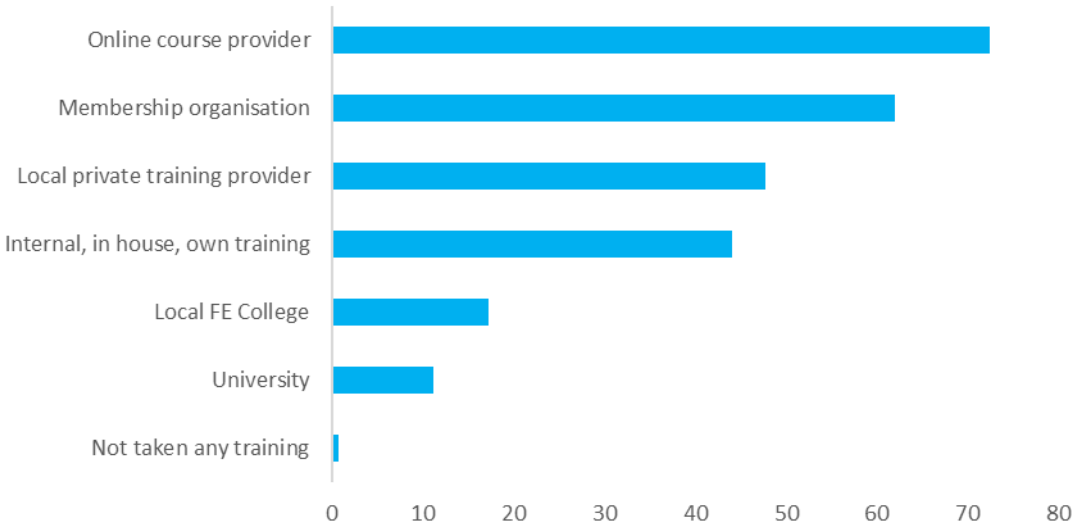
250+ Large	Professional Services	We can safely say its a drought.
50-249 Medium	Professional Services	Lack of suitably qualified candidates.
50-249 Medium	Professional Services	Only a certain number of candidates, competing with larger firms in bigger cities who offer work from home 3 days per week, so city salaries, but living in Shropshire. Also higher salary expectations.
50-249 Medium	Professional Services	We had a few vacancies in January and they have been filled quicker than the previous year. I think it could be the uncertainty of the government and now things have picked up.
10-49 Small	Professional Services	Been advertising for 4 - 6 weeks unable to attract staff with the required qualifications.
10-49 Small	Professional Services	Recruitment is just hard full stop. I get so many CVs where no one has clearly read the job description, it is just such a waste of time.
10-49 Small	Professional Services	There is a pull towards London, especially in terms of the number of opportunities and earning potential. This gives people unrealistic expectations of what to earn in the rest of the UK.
1-9 Micro	Professional Services	I went to market to get a sales executive and there has been some better traction for this. We have not filled it yet, but we have nearly offered. There seems to be a more positive movement. Lots of applicants but finding the right skill set to fit an SME is a different thing.
1-9 Micro	Professional Services	More people staying with their current employers due low confidence in the economy.
1-9 Micro	Professional Services	Recruiting issues are a common trend and is not improving. Readiness for work is lacking.
Sole Trader - no staff	Professional Services	Plan to recruit on hold because of the National Insurance contributions and the rise in wages at same time.



Types of Training Provider(s) Used in Last Year

Training can take many forms, employer led, mandatory training or an employee’s own wish backed by an employer. This table gives us a brief overview of the type of training most commonly used. Of course, short course training will always have higher numbers than longer term courses. Online has grown substantially, especially since Covid, with the wide use of tools such as Zoom or Microsoft Teams becoming much more the norm than before the pandemic. This is reflected in the growth of online courses from all types of training providers including the college sector. Economics and staff shortages can also play a-part as employers struggle to release staff to go on courses or have the funds to finance training.

Types of Training Used in the Last Year



Employer Comments Relating to Training Types Used

50-249 Medium	Agriculture & Energy	Horticultural Trade Association (HTA) courses
50-249 Medium	Agriculture & Energy	We utilise a company called Peninsula - in person training and on-line.
10-49 Small	Construction & Environmental Technologies	Proqual we use for on-line industry specific, CPD commitment, on the Utilities side.
10-49 Small	Construction & Environmental Technologies	St Johns Ambulance for compliance and High Speed. Field View - Specific Software training

10-49 Small	Education	New Skills Academy for Teaching Assistants, mental health and sports qualifications.
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50-249 Medium	Health & Social Care	Autism Training (Oliver McGowan) been hard to source. Closest is Birmingham for a Tier 2 - 60 in total that would need the training!
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10-49 Small	Manufacturing / Engineering	We use two large local private training providers.
10-49 Small	Manufacturing / Engineering	Assembly Operative we have struggled to find a framework that would fit the category.
10-49 Small	Manufacturing / Engineering	We have a rigorous in-house training system, teaching staff to assemble products etc, all over seen and signed off by the Engineering lead. We do use providers for apprentice warehouse base training, but we feel that the training is poor as they seem to just repeat the contents of a book and don't really have good knowledge of working actually in a warehouse. We use a local private training provider for statutory training. We did use the most local college once and we also use another college slightly further away. We do take apprentices 3-4. We are Chamber members, and we use the membership cost to cover courses we need that they provide.
1-9 Micro	Manufacturing / Engineering	We are governed by the CSC construction scheme so have to use providers able to deliver these qualifications. We can access that locally with a private provider.
1-9 Micro	Manufacturing / Engineering	We use a variety including local private training through a membership organisation. On-line courses Cambrian Training. Have worked in past with colleges & universities. University co-working provided a brilliant crop of IT Engineers. Very few Universities could see the value of working directly with an employer.
1-9 Micro	Manufacturing / Engineering	We use suppliers to train our staff, this is national, as is compliance training and local private provider for vehicle training

10-49 Small	Other (Charity)	Training through Prostate Cancer UK. Institute for Leadership and Marketing, Open University (accountancy).
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50-249 Medium	Transport, Logistics & Warehousing	CPI - Crisis prevention and Intervention - (Trainer Trains), we have to go to Manchester to get this. Safeguarding is done on-line national provider.
1-9 Micro	Transport, Logistics & Warehousing	Gas Training would be the NCC National Caravan Council. First Aid - Red Cross. The Apprenticeship is our own we don't use a qualified course as we don't know of anything out there, if there was something suitable we would go to local providers/colleges.

250+ Large	Professional Services	Global HR Department. I am hoping to change this and bring it more localised.
10-49 Small	Professional Services	Apprentices with Wolverhampton University - Digital Marketing.
10-49 Small	Professional Services	Vendor Training (so Microsoft for examples), Training provider Baltic Training, Darlington.
10-49 Small	Professional Services	We could do with having our own in-house training academy really, that we could train others in the industry, as the individual have to update their licenses. This would be easier and more stream-lined if we could offer train the trainer services.
10-49 Small	Professional Services	We have to use specific IT training
10-49 Small	Professional Services	Web developer we tend to go on-line as the skill set is more advanced.
1-9 Micro	Professional Services	St James Place Training Academy and Chartered Insurance Institute
1-9 Micro	Professional Services	Staff will do their own training courses outside of the company. I have spoken to our local college around a Financial Apprentices but we didn't get too far.

50-249 Medium	Tourism & Hospitality & Leisure	As we are part of Serco we just use the internal training. First Aid is a local private training provider.
50-249 Medium	Tourism & Hospitality & Leisure	We use a national private training provider.
10-49 Small	Tourism & Hospitality & Leisure	Archery GB, PTSA & SEN for specific skill training
10-49 Small	Tourism & hospitality & leisure	We do mainly in house - reading manuals and user guides and transferring on to staff. Occasional Marketing course with a private provider, on-line for Quick Books, Teams meeting training and admin courses mainly. Also accessed an Open University course.
1-9 Micro	Tourism & Hospitality & Leisure	Governing body for our industry provide the online course that we need for Food standards. We also use the Gov.uk allergens questionnaire for all staff as it's free and gives a good grounding for new and developing staff. The Bid is also very good and we do use them for a lot and the Growth Hub. We would like to find out more about apprenticeships but we find the local information is scare or is not relevant to our sector.

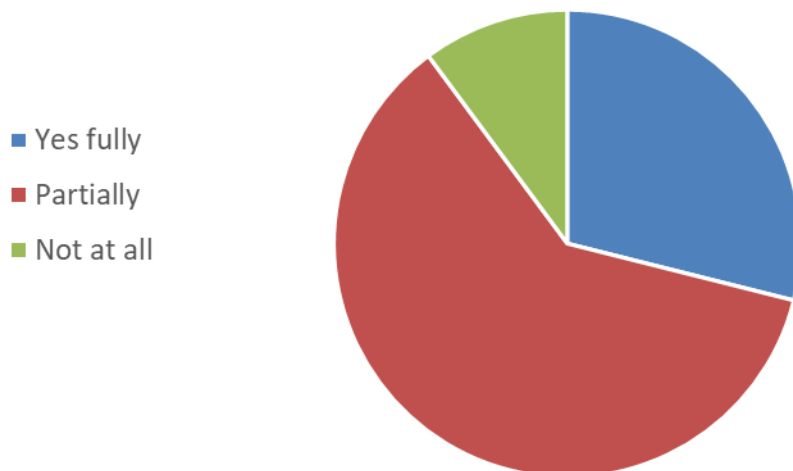


Do you feel that you can get suitable training locally for your business needs, now or over the next 2 years?

The Marches LSIP clearly highlighted that many employers are simply unaware of the array of training providers in the area and the training they offer. Also, some employers had preconceived ideas about funding and how courses are delivered, which may not actually be correct. Time shortages and the understanding or lack of funding were also seen as barriers. Many of those with niche or very specific needs generally appreciated that training would not be available locally.



Can You Obtain Suitable Training Locally Now or Over the Next 2 years



Comments Relating to Suitable Local Training

250+ Large	Professional Services	We are heavily centralised for training but through a local membership organisation we can access training. No Universities locally for higher levels of IT. Local private training provider is excellent for apprenticeships.
10-49 Small	Professional Services	Right training offered at the wrong time. It never seems to fit with our timings for funded training when we are looking for training.
10-49 Small	Professional Services	Local Training - With funding, it isn't always clear what courses will be run and for how long.
10-49 Small	Professional Services	I personally am doing a HR course with UKSPF. Locally I feel my training needs are served. Networking Confidence at The Chamber was useful.
10-49 Small	Professional Services	We would consider a local company just have not come across this as yet. Not worked with apprenticeships but would be open to this over the next 2 years. The thought of developing someone into the role sounds exciting just not at the moment.
1-9 Micro	Professional Services	We only take on graduates from the profession so don't need local training.
1-9 Micro	Professional Services	Everything is in the area for what we need.
1-9 Micro	Professional Services	I can't say we have looked fully, only understand a local membership organisation and the local Colleges offer.
1-9 Micro	Professional Services	I will reach out to Colleges and Universities more as have done this when working down south and it worked well. When I need to I think I have the resources to find the training.
1-9 Micro	Professional Services	Skilled and experienced staff are either in Birmingham and London, they are not working in IT companies in and around Telford.
1-9 Micro	Professional Services	Some courses either not available or oversubscribed locally
1-9 Micro	Professional Services	I am comfortable that we can find something suitable for our needs.
1-9 Micro	Professional Services	We could do with knowing more.
1-9 Micro	Professional Services	We tend to do it all online training so its not really a local offering that we need or would look for.
1-9 Micro	Professional Services	We need more information for local training.

250+ Large	Manufacturing / Engineering	We use local training providers
50-249 Medium	Manufacturing / Engineering	Engineering (not manufacturing) continues to be challenge
50-249 Medium	Manufacturing / Engineering	We use a large private local training provider, a membership organisation and also do a lot of in-house training to meet all our needs.
50-249 Medium	Manufacturing / Engineering	There is a shortage of local training providers that offer the mandatory training our Electrical Engineer site operatives require
50-249 Medium	Manufacturing / Engineering	We can't get all the training locally, we do what we can locally but that is limited. Asbestos awareness has to come through a specific provider, UKATA - our governing body so we get the course through them directly. That would be an online course.
50-249 Medium	Manufacturing / Engineering	We do use a local training provider and have developed a good network of training. We do this because we developed people so that we hold on to people.
10-49 Small	Manufacturing / Engineering	We use a local respected private training provider. Thankfully we can see a change in the last few years and there is a lot more interest in this sector from providers.
10-49 Small	Manufacturing / Engineering	I would love to take on an apprentice but I am worried about the calibre out there. We took on 5 on Kickstart just 1 is still with us now. None of them had a clue what was expected of them, but I loved that program. I would do that again, if there was any incentive to do this, but financially we can't afford to so any finance behind that we would appreciate that.
10-49 Small	Manufacturing / Engineering	Nothing local in brewing but understand this is niche.
10-49 Small	Manufacturing / Engineering	Only NMITE otherwise courses will all be on-line. We have never been offered any leadership apprenticeships or any other leadership training.
1-9 Micro	Manufacturing / Engineering	Basic Introduction to Metal Workshop is something I have struggled to find. We need to give people basic skills at any age to join the workshops, it works in farming and manufacturing in one. It is a skill that is so essential but have just has been ignored for training.
1-9 Micro	Manufacturing / Engineering	Our training is very industry specific training, however there is one local provider we can and do use.
1-9 Micro	Manufacturing / Engineering	Even though we don't do much training we are well aware of the Marches [Growth Hub] and the Foundry and the Chamber so we use when we need.
1-9 Micro	Manufacturing / Engineering	Have local training booked, generally okay locally for courses.
1-9 Micro	Manufacturing / Engineering	I am confident we would know where we go to get training.
1-9 Micro	Manufacturing / Engineering	I would be pretty confident that there is a lot more out there now.
1-9 Micro	Manufacturing / Engineering	Particularly because I don't think we know exactly what is on offer. Definite lack of upskilling training for those in 20's & 30's. The way things are funded is overly complicated making training harder or not accessible.
1-9 Micro	Manufacturing / Engineering	There is more training and updating available but it is more than the businesses has an appetite for.
1-9 Micro	Manufacturing / Engineering	All training takes place in house
1-9 Micro	Manufacturing / Engineering	Yes for what we need locally, we are happy. My staff need to be fully trained already, so we don't develop them further as they should be at the top of their game already when they come to us.

50-249 Medium	Agriculture & Energy	No we don't use local training at all. Farming training and legislation is all with Peninsula.
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50-249 Medium	Construction & Environmental Technologies	Limited locally for construction style skills, apart from the conventional Brickies / Chippies / Plumbers & Electrical contractors
10-49 Small	Construction & Environmental Technologies	MS Office and Google Analytics advanced is needed but not available locally.
10-49 Small	Construction & Environmental Technologies	QA Apprenticeships - national company. Not really aware of the local offer.

10-49 Small	Education	We can get access to Business Admin and leadership courses, but we haven't needed or used them in the past. Potentially in the next 2/3 years.
10-49 Small	Education	Yes there is a good provision if you go and look for it.

50-249 Medium	Health & Social Care	Some of the training we need is only available in Birmingham.
10-49 Small	Health & Social Care	Some more specialist training i.e. vicarious trauma training is limited to a few providers nationally.
1-9 Micro	Health & Social Care	Some of the training is industry specific and is organised on a national level. Other training such as marketing and sales is easily accessible locally.
Sole Trader - no staff	Health & Social Care	Training for business development such as management/admin/marketing can be accessed locally. Business specific training for nutritional therapy, yoga, reiki and coaching either has to be done online or travel out of the local area as there is nothing locally.

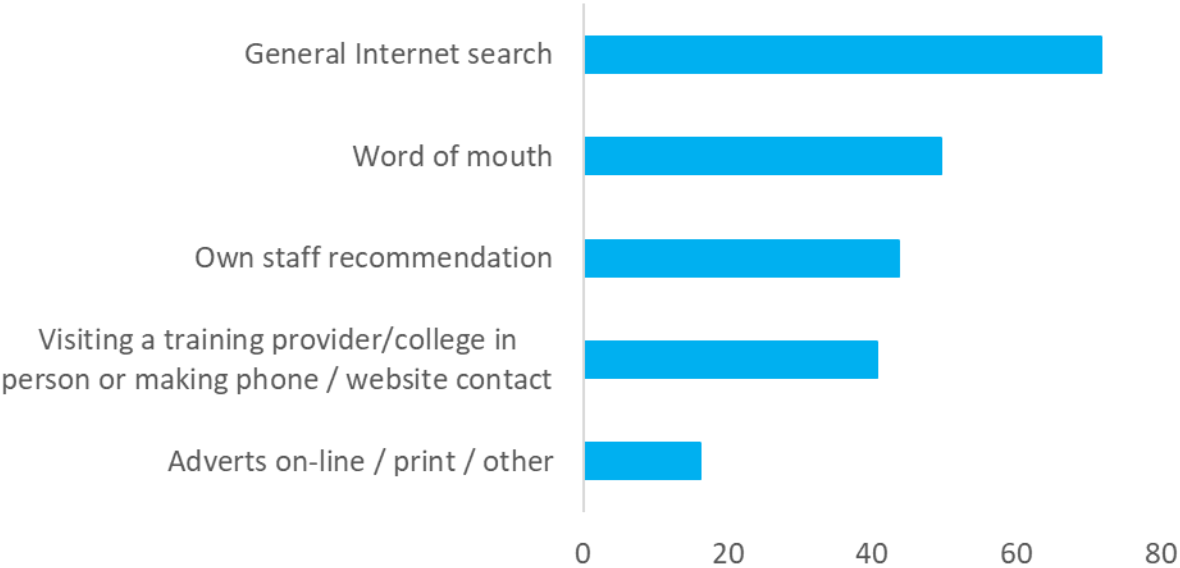
50-249 Medium	Other (Charity)	We are able to source training from wide range of providers
10-49 Small	Other (Charity)	Not everything possible locally such as an MBA. Local for Health & Safety. Specialist national.
1-9 Micro	Other (Charity)	Lots of training recently specifically says it is not open to charities.



How do you find suitable training?

We wished to know which preferred methods employers use to find suitable training for themselves or their staff. The Marches LSIP showed that some were not keen to approach providers in case of a hard sell, some small and micro companies felt intimidated by approaching an educational institution and others, especially larger companies, found themselves inundated by approaches from all types of providers, local or not, which they did not appreciate.

How do you find suitable training?



Comments Relating to Finding Suitable Training

50-249 Medium	Agriculture & Energy	Ladder Training etc we would Google Search.
1-9 Micro	Agriculture & Energy	Environmental health officer will suggest things, the parlour, farm stuff that tends to be through the local colleges (Harper Adams, Reesehealth or Walford).

10-49 Small	Education	We like to meet people in a one to one meetings, website we can look at testimonials and examples it goes a long way.
10-49 Small	Education	We use the same companies all the time.

50-249 Medium	Construction & Environmental Technologies	I am a member of the Herefordshire & Worcestershire WWT group, this network of similar focused people have a wide spectrum of contacts that can help us to ID suitable courses as needed.
10-49 Small	Construction & Environmental Technologies	A lot is word of mouth. College & Private Training provider apprenticeship events as very useful. Working with the providers the new Multi Trade Apprenticeship is creating a pathway for someone that can essentially build their own house. Close relationships with providers.
10-49 Small	Construction & Environmental Technologies	Preferred Suppliers

50-249 Medium	Other (Charity)	We find training through the Royal Society of Wildlife Trusts
10-49 Small	Other (Charity)	Local Chamber emails plus ACEVO and the NCVO - Sector Membership organisations, bringing together leaders in the voluntary sector and we can gain information through this network.

50-249 Medium	Health & Social Care	Shropshire specialist Partners in Care, preferred suppliers and then we have a company that puts staff through their NVQ's and this a training provider. The training provider is national with tutors working from home.
10-49 Small	Health & Social Care	Recommendations through a Chamber of Commerce
10-49 Small	Health & Social Care	Shropshire Council & Partners in Care website
10-49 Small	Health & Social Care	There is an approved list published by NHS England for learning disability training.
1-9 Micro	Health & Social Care	Through our governing body and association.

50-249 Medium	Manufacturing / Engineering	Asking existing providers to suggest.
50-249 Medium	Manufacturing / Engineering	We have built a range of contacts up.
50-249 Medium	Manufacturing / Engineering	We always do a survey on the training we use and make sure we get good feedback. The quality of the training with our local large private training provider and the location could not be any better.
10-49 Small	Manufacturing / Engineering	We check a local membership organisations online course listings.
10-49 Small	Manufacturing / Engineering	Staff doing upskilling such as management training find this online and study mainly in own time, or our allowing them to work from home. We recently took someone on who is putting herself through a degree online, we are supporting her with this. We often contribute to the cost, on a case-by-case basis.
10-49 Small	Manufacturing / Engineering	This is the first year we have taken on a girl apprentice in Engineering which is brilliant.
10-49 Small	Manufacturing / Engineering	Website searches and emails.
1-9 Micro	Manufacturing / Engineering	Thorough our local Chamber of Commerce
1-9 Micro	Manufacturing / Engineering	Talk to business locally, we have discussed about the training and have made some plans to deliver it ourselves.

50-249 Medium	Tourism & Hospitality & Leisure	Serco would find a local company for the hospitality training.
10-49 Small	Tourism & Hospitality & Leisure	Most of the training is done through our retained services.
10-49 Small	Tourism & Hospitality & Leisure	Recommendation from pub tenants

10-49 Small	Transport, logistics & warehousing	Sales training as recommended by staff and google search.
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250+ Large	Professional Services	Internal training platforms at moment, but hoping to change this for the future.
50-249 Medium	Professional Services	We do get a lot of approaches particularly for legal compliance to keep us up the date.
10-49 Small	Professional Services	All online for searches.
10-49 Small	Professional Services	Have to go through the local council - approved training provider approved providers. LinkedIn are good for ideas for training but we are limited with the council's register.
10-49 Small	Professional Services	Advice from partners.
10-49 Small	Professional Services	Researching through the Chamber of Commerce website is very useful
10-49 Small	Professional Services	Training providers are a useful source of information to know about other courses too.
10-49 Small	Professional Services	We have bought a National Training Provider package so that employees can have access to training such as money laundering or phishing.
10-49 Small	Professional Services	Would go to the Chamber initially, but for accredited courses we would go online and search. Local Colleges group contacted us to share what is available around placements for T Levels in Media studies and business studies and graphics, they had a few to place. Not sure that would work for us. It was interesting to know more about the T Levels and work experience. We already work with a local school on placements.
1-9 Micro	Professional Services	I saw a targeted advert on Facebook for a course Leadership and Management in Construction and have booked on to this as it was perfect for me. Don't like adverts usually or respond well to them. I prefer reels rather than videos.
1-9 Micro	Professional Services	I would initially go to another business owner then go local. I do like personal referrals.
1-9 Micro	Professional Services	Via our CII membership
1-9 Micro	Professional Services	Growth hub and our local BID org. Then try local networks, contacts - word of mouth. For apprentices we always go local for that.
1-9 Micro	Professional Services	Marches Growth Hub
1-9 Micro	Professional Services	Met the College at the Business Expo
1-9 Micro	Professional Services	Return to our trusted local private provider for courses or to get advice on where we might get good training
Sole Trader - no staff	Professional Services	Emails from Chamber or Growth Hub. They send us emails about courses and webinars.

50-249 Medium	Retail & Wholesale	Staff find own courses if they wish to up-skill. We are happy to allow this.
10-49 Small	Retail & Wholesale	Through training providers contacting me.
1-9 Micro	Retail & Wholesale	Chamber of Commerce or ask the Council.
1-9 Micro	Retail & Wholesale	Facebook can be useful for this. I do need some pointers to the right direction.
1-9 Micro	Retail & Wholesale	In House Training

Are you confused by...



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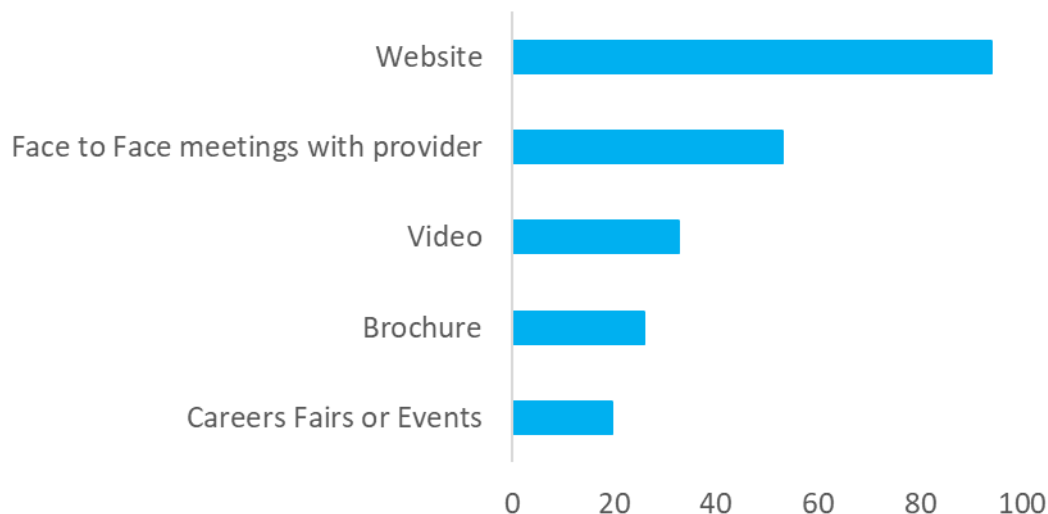
QUALIFICATIONS?



What information types do you find most helpful when looking for training?

It is clear from the previous question and this question that there is almost a contradiction in terms of method vs results, when looking for training. Meeting with a provider is second to top in the ranking below, yet the second to last choice for finding training. Clear this mismatch may be born of misconceptions, previous experience or through nervousness or lack of time. The internet is the general go-to in all cases, with websites proving to be the most informative. Good websites that are quick and easy to navigate are key for employers. Websites must cater for the employer, not just parents or students. Phrased in employer 'speak' to obtain the greatest take up.

Most helpful information?



Comments Relating to the Most Helpful Information Types

50-249 Medium	Agriculture & Energy	Telephone call or email works.
10-49 Small	Education	Depends on what is available, we try to keep pace by attending the careers fairs.
10-49 Small	Education	To see if we fit face to face is the best. Videos are a good way to get a feel and are engaging.
50-249 Medium	Health & Social Care	Skills For Care Website, on line brochures are useful and get sent the link from businesses.
10-49 Small	Health & Social Care	Have done a few careers events.
10-49 Small	Health & Social Care	Social media, particularly LinkedIn.
1-9 Micro	Transport, Logistics & Warehousing	You Tube is really useful

50-249 Medium	Manufacturing / Engineering	I do like a paper copy of a brochure. Not been to a careers fair for a long time as not seen one advertised.
50-249 Medium	Manufacturing / Engineering	Not been to any physical events to look for training. I am aware of careers fairs but have not had the opportunity to go yet.
10-49 Small	Manufacturing / Engineering	An online communication that highlights what I need from it is sufficient.
10-49 Small	Manufacturing / Engineering	Google
10-49 Small	Manufacturing / Engineering	Careers events - Herefordshire
10-49 Small	Other please give details	I do like a hard copy
1-9 Micro	Manufacturing / Engineering	Emails from membership organisations.
1-9 Micro	Manufacturing / Engineering	Mainly recommendations, unless specific, which are not going to be found locally.
1-9 Micro	Manufacturing / Engineering	Time is the most precious commodity so it would be a website as its so efficient time wise and then could compare.

50-249 Medium	Professional Services	Sample webinar would be suitable. Teams meeting with a company or a sample of what they offer.
10-49 Small	Professional Services	E shots are really useful - would watch a video not seen one yet. I would attend a career events if I know about it but not heard about them.
10-49 Small	Professional Services	Online only, not got a need to change that.
10-49 Small	Professional Services	Testimonials, reviews, website. Would look at Careers Fairs but not been in the past as makes more sense to do online.
10-49 Small	Professional Services	Video reaches all types of learning styles so is really useful.
10-49 Small	Professional Services	Would not want to attend Careers Fairs, an brochure online is ample.
1-9 Micro	Professional Services	Careers Fair is over-kill but a website is perfect.
1-9 Micro	Professional Services	Digital is the only way for me as I don't have time to get out always. I like anything I can watch and react to.
1-9 Micro	Professional Services	I am a people person - so I would prefer phone calls or face to face.
1-9 Micro	Professional Services	I have attended Careers Fairs in the past and they can be useful source the first place would be the website/google - Careers Fair if appropriately timed.
1-9 Micro	Professional Services	I prefer face to face
1-9 Micro	Professional Services	I will get everything I need to know on the Web Page
1-9 Micro	Professional Services	Personally I would like to know about the person that is delivering to ensure they are right for us.

10-49 Small	Retail & Wholesale	Email direct to build relationship and connection.
1-9 Micro	Retail & Wholesale	Equipment Manufacturer's information.
Sole Trader - no staff	Retail & Wholesale	Face to face through Networking

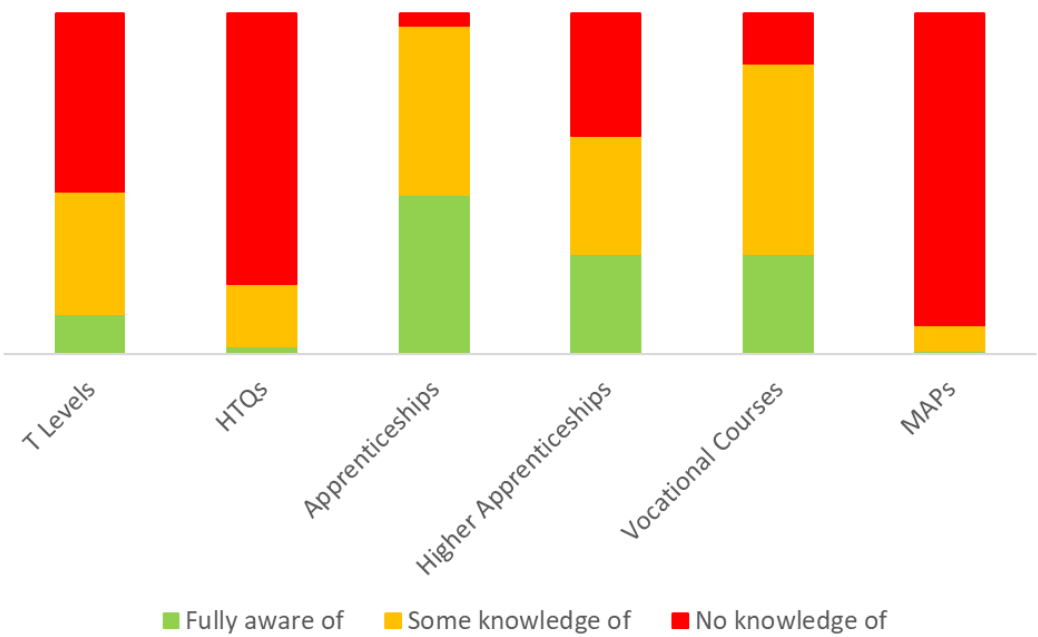
50-249 Medium	Tourism & Hospitality & Leisure	Serco is our go to for information.
10-49 Small	Tourism & Hospitality & Leisure	Brochure if online only no need for paper. Not been approached or seen any careers events since covid.
10-49 Small	Tourism & Hospitality & Leisure	Face to face or by phone with a trusted trainer.
1-9 Micro	Tourism & Hospitality & Leisure	Careers fairs are a great place to talk to young people about the industry so we like these!



Educational Terms – What are you familiar with and to what degree?

This was an exercise to understand how well the national and local messaging on these topics is getting to those who need to know – the employers.

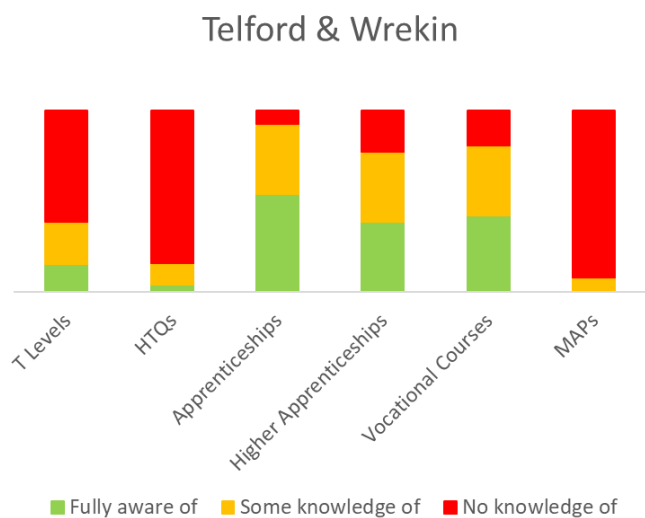
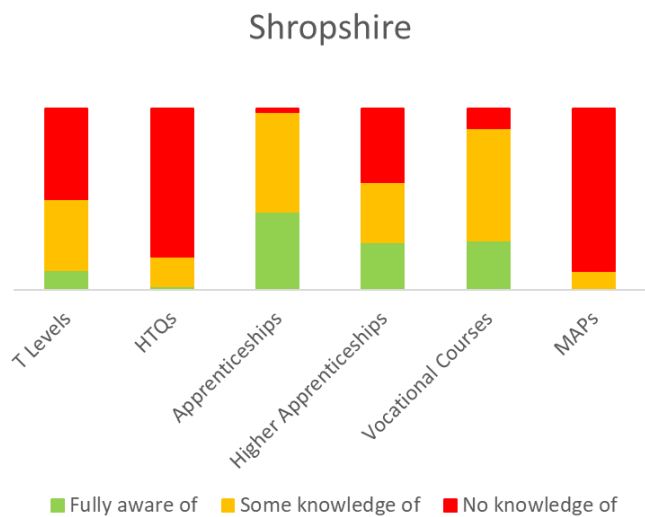
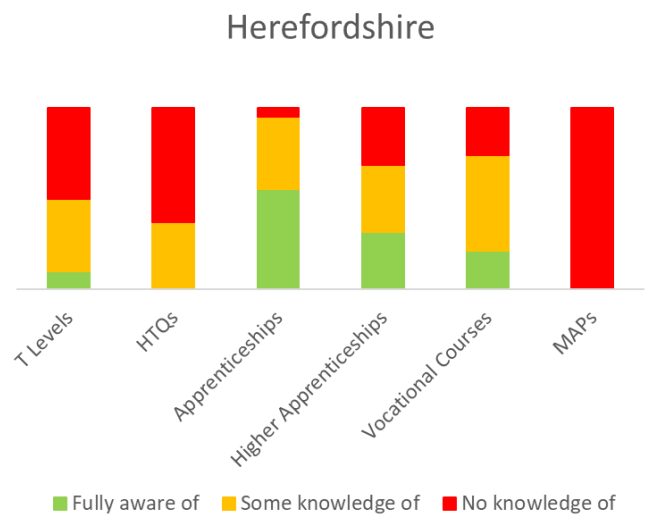
Educational Terms..What Are You Aware Of?



The following graphs have had the sub-regional split applied, however there must be a strong caveat as the numbers for the entire study do not give large enough sub-area numbers for this to be safe data, it must be classified as indeterminate data. We would therefore suggest you use the following three graphs as simply a rough indication of areas that training providers might wish to investigate further.

The interviewers were provided with a crib sheet so that if questioned they could explain the meaning of the terms they mentioned. It was clear in the Marches LSIP that terminology is so often a barrier to understanding. An example is vocational courses, perhaps if described in other terms or even better examples given, far more would gain understanding of the term.

Educational Terms – What are you aware of? Sub Regions

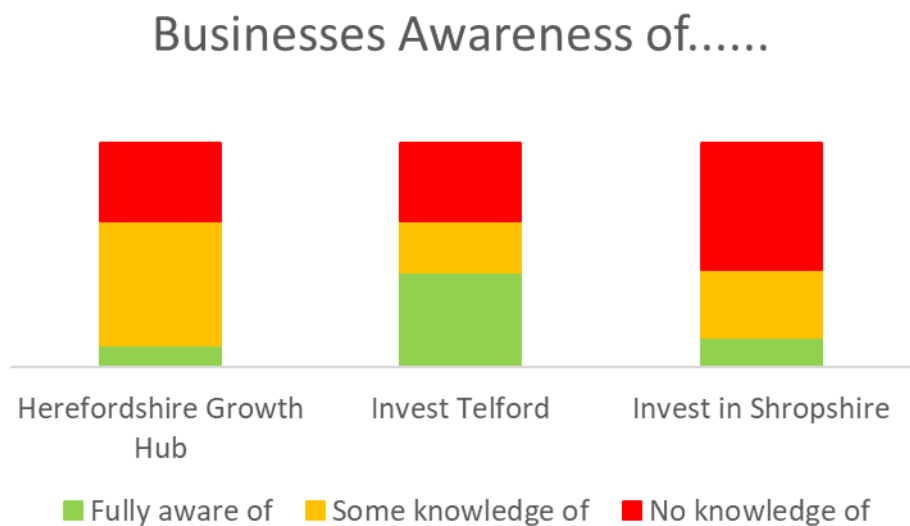


Naming of Business Support Centres.

With the Marches LEP (Marches Local Enterprise Partnership) ceasing to exist, the Marches Growth Hub banner has started to confuse businesses. Naturally, businesses pay little heed to changes in public body funding or who is administering services or indeed the naming services carry. Many were aware of the Marches Growth Hubs, through obtaining funding and support, as well as through the promotion by both the Local Authorities and the LEP. The study looked at the levels of understanding of the names below. Only those based in each sub-area had their choices evaluated against that sub-area.

The following graph has had the sub-regional split applied, however there must be a strong caveat as the numbers for the entire study do not give large enough sub-area numbers for this to be safe data, it must be classified as indeterminate data. We would therefore suggest you use the following slide as simply a rough indication of levels of understanding.

Again, the interviewers were given a short description should the interviewee question the meaning.



Comments Relating to Terminology

50-249 Medium	Agriculture & Energy	Shropshire	Working with Codsall School - Insights into industry they were looking for local business as case studies.
10-49 Small	Construction & Environmental Technologies	Telford & Wrekin	I think our sister company is already working with Invest Telford on community projects.
10-49 Small	Construction & Environmental Technologies	Shropshire	We have a full apprenticeship programme.

50-249 Medium	Health & Social Care	Shropshire	T levels - only because my step daughter did one!
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50-249 Medium	Manufacturing / Engineering	Herefordshire	We employ T-Level students and apprentices.
50-249 Medium	Manufacturing / Engineering	Telford & Wrekin	We have used Invest Telford as we have 2 factories now. We went to the Marches Growth Hub and have dealt with Invest Telford as we accessed business funding.
10-49 Small	Manufacturing / Engineering	Herefordshire	Would like more information on these terms, so we know what is available.
10-49 Small	Manufacturing / Engineering	Telford & Wrekin	Invest in Shropshire & Invest Telford as previously we got grants though the Marches LEP
1-9 Micro	Manufacturing / Engineering	Shropshire	Went to college and got some information on T Levels as thought it was just for Digital courses
1-9 Micro	Manufacturing / Engineering	Shropshire	I just very recently read about the MAP's and about Invest in Shropshire.
1-9 Micro	Manufacturing / Engineering	Shropshire	Shropshire Council officer - has put me in contact with someone at Invest Shropshire

10-49 Small	Professional Services	Shropshire	T levels - prior to the meeting this week no knowledge of but have now
10-49 Small	Professional Services	Herefordshire	The Herefordshire Growth Hub has been around for some time, so I as with many other businesses have heard of it or used it. Was called Marches for some year, but I thought of it as Herefordshire Growth Hub all along - its the Growth Hub bit that caught my eye initially. Thank goodness no real name change as it just gets more confusing and businesses miss out through confusion.
10-49 Small	Professional Services	Shropshire	Not heard much about Invest Shropshire.
10-49 Small	Professional Services	Herefordshire	I was at the opening of the Herefordshire Growth Hub - about 8 yrs ago! So very aware of their function and name.
10-49 Small	Professional Services	Telford & Wrekin	Aware of Invest Telford.
1-9 Micro	Professional Services	Telford & Wrekin	Aware of T Levels
1-9 Micro	Professional Services	Shropshire	Could do with a central hub of information to provide employers with details and links of the various provision and support available, as seems so many names that change and so many terms.
1-9 Micro	Professional Services	Telford & Wrekin	I came across Invest Telford as was assisting a customer with funding.
1-9 Micro	Professional Services	Herefordshire	I have been approached by our local college for the T levels, which I didn't do, but I now know what a T Level is. I know the Herefordshire Growth Hub through networking.
1-9 Micro	Professional Services	Shropshire	I now know the purpose of Invest Shropshire and Invest Telford - To grow we do need to look at any possible funding for those areas.
1-9 Micro	Professional Services	Telford & Wrekin	Invest Telford and Invest Shropshire have a vague awareness of existence but don't know what they do.
1-9 Micro	Professional Services	Shropshire	Wondered if the Marches Growth Hub had stopped and hear now its Invest in Shropshire. Confusing.
Sole Trader - no staff	Professional Services	Shropshire	I get emails from Invest Telford and Invest in Shropshire so realise the hubs are part of that. But no idea about T Levels or higher apprenticeships.
Sole Trader - no staff	Professional Services	Shropshire	Seen the logos but know nothing about Invest in Shropshire or what they do?

10-49 Small	Education	Shropshire	I get emails from Invest Telford and aware of Invest in Shropshire. We are a training provider so that is why we have a good knowledge of most.
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10-49 Small	Retail & Wholesale	Telford & Wrekin	It is very hard to understand all the jargon used and name changes.
1-9 Micro	Retail & Wholesale	Shropshire	Aware of T Levels as my daughter is going through this at the moment with Telford College.
1-9 Micro	Retail & Wholesale	Herefordshire	One of our Directors went to the Herefordshire Growth Hub and is in contact with them so we are aware of them and what they do.

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50-249 Medium	Tourism & Hospitality & Leisure	Telford & Wrekin	Apprenticeship levy is very complicated/difficult to understand. A workshop explaining the basics and how to make effective use of it would be great without it being a provider sales pitch.
10-49 Small	Tourism & Hospitality & Leisure	Shropshire	Not heard of T Levels at all
10-49 Small	Tourism & Hospitality & Leisure	Shropshire	We used to work with Harper Adams to create Hospitality NVQs for apprenticeships years ago. I would actually like an apprentice in Hospitality and other areas.
10-49 Small	Tourism & Hospitality & Leisure	Shropshire	Would be interested in Invest in Shropshire contacts. [Provided after interview]
1-9 Micro	Tourism & Hospitality & Leisure	Shropshire	I only know about apprenticeships as my son is doing a mechanics one at the moment.
1-9 Micro	Tourism & Hospitality & Leisure	Shropshire	We use the Marches Growth Hub [Shropshire] for training and we have met Invest Telford at a networking event through the Chamber. I have heard of Invest in Shropshire but no idea what they cover. We would like to be much more involved in all these types of organisations and would like some contacts for our area about developing and new premises etc as we are at a point of new direction, investment plans and bigger developments. [Contacts provided after interview].

Have you ever considered, or would you consider giving something back?

This clearly indicates that there is a strong willingness to give something back, to make this happen there needs to be clear access channels, honest expectations and good understanding of each parties pressures, availability, and willingness to undertake specific actions. Our high percentage of micro businesses does add to the difficulty of taking placements, but smaller may support in other ways such as CPD.

The question explanation: College lecturers need to revisit the sectors they teach in order to keep their knowledge fresh, young people need to know about the possibilities different sectors offer and understand the workplace better..... what might you, an employer, be able to do? This is just for understanding - not commitment.

Giving Something Back - What Might You Consider



Comments Relating to the Giving Something Back

50-249 Medium	Transport, Logistics & Warehousing	No work experience would not be suitable because of the age restrictions.
10-49 Small	Transport, Logistics & Warehousing	Happy to get involved if time constraints work. We have done work experience with a local school in the past.
10-49 Small	Transport, Logistics & Warehousing	They could work in sales or the office whatever they wanted, or front desk, after sales support, lots of areas.
1-9 Micro	Transport, Logistics & Warehousing	Work Placements - too much bureaucracy, insurance, form filling just to have someone in, so very little incentive for business. We used to as goodwill but it made it difficult for us. We felt there was no support, if we had some financial support, that would help, but we can't do much unless it directly improves us financially as we are a small business. I apologise for being so negative but that is just how it is.

50-249 Medium	Tourism & Hospitality & Leisure	We already work with schools and colleges we have about 3 placement per year.
50-249 Medium	Tourism & Hospitality & Leisure	Yes we do but its limited what we can offer. We work with local schools every summer - taking just 2 or 3. They tend to spend a day going into different departments.
10-49 Small	Tourism & Hospitality & Leisure	Have and do regularly have 4-8 different groups - some have stayed on and worked with us after this if they are good enough.
10-49 Small	Tourism & Hospitality & Leisure	I am happy to give back, my journey personally in business, means I have landed at the place where I can now give to others coming up through the ranks. Happy to work with colleges and schools etc as have a little more time now, as I am established.
10-49 Small	Tourism & Hospitality & Leisure	No have been burned before by using some school students. However, my work experience from the college placement I took on full time and is with me in the office working on Accounts. He was very good.
10-49 Small	Tourism & Hospitality & Leisure	We could not offer any of the options listed.
1-9 Micro	Tourism & Hospitality & Leisure	My colleagues would be really interested in helping colleges shape courses that they run and we already do offer work placements to schools and colleges.

50-249 Medium	Retail & Wholesale	We are already doing work experience with our local college - they can go everywhere in any department we usually take 2 per year.
50-249 Medium	Retail & Wholesale	We do work with DUCTU we have worked with 15/16 year olds and have done talks about experiences in the workplace, we even have robots they can use.
10-49 Small	Retail & Wholesale	Already working with our local college to promote the sector working with the training department.
1-9 Micro	Retail & Wholesale	I have started to do this at our local college in Catering department. I worked for 2 days with the students. Chocolate falls under pastry but you can do chocolate without doing pastry, and this is not common knowledge. I have invested a lot of money to get to where I have needed, as there are not the right people in the UK. Cadbury and Nestle are all factory based training. Contacts have been found through people in the industry recommending, once on a training course you find out about others, making connections, friendships and referrals.
1-9 Micro	Retail & Wholesale	None of the choices at the moment perhaps in the future.
Sole Trader - no staff	Retail & Wholesale	If I had the time I would happy to contribute. I would like to open up working with schools and colleges but not having a premises is very hard.

250+ Large	Professional Services	We are planning a 2 week work experience in June - we are taking 30 children in the office over 5 days, working on real problems.
50-249 Medium	Professional Services	We visit careers fairs. We are unable to offer work placements due to the nature of our jobs and the confidentiality involved.
50-249 Medium	Professional Services	Would depend on capacity - our MD has spoken to Universities. Work placements are not suitable for under 18 years but beyond that could be a possibility.
10-49 Small	Professional Services	Have had work experience placements with our local colleges group, and it was a positive experience, they were enthused about the work they do.

10-49 Small	Professional Services	We do already offer work placements to schools and colleges.
10-49 Small	Professional Services	We have gone into college and school, We did a talk at our local colleges about graphics and a lot of pupils were on vocational courses, so they were really interested in the sector. Would give career guidance, have and would do again. Possibly would be a business mentor.
10-49 Small	Professional Services	We have offered work experience previously in the Help Desk role and it was unsuccessful there was no way we could get anyone up to speed as there was no format that could give them experience to benefit from whilst doing the role. To work it needed significantly longer time to benefit. It would mean only shadowing to diagnose and trouble shoot and this would not be relevant to work experience criteria.
10-49 Small	Professional Services	Work placements would not be ideal or relevant, unless it was in the office, the other roles such as driving of course are unsuitable.
1-9 Micro	Professional Services	All of them If I had the time, more interested in FE Colleges, to help shape / increase the talent pool. Already do work placements for schools and colleges. Would not be a business mentor as not the time.
1-9 Micro	Professional Services	Already a business mentor. Unfortunately don't have the capacity to offer work experience but I encourage my clients to offer it where possible.
1-9 Micro	Professional Services	Already doing it - presentations talking about careers and personal development Already offer work placements - schools not colleges. Already a business mentor and volunteer and an official coach for the growth hub.
1-9 Micro	Professional Services	Don't have enough understanding of what is involved, and therefore if even possible in my business. Would not wish to mentor.
1-9 Micro	Professional Services	We do speaking spots at the local college and schools. Apprenticeships or work placements are not suitable as so much confidentiality in our business.
1-9 Micro	Professional Services	I did try and do this [placements] but in the end we didn't have time. We did have 3 month work placements from Germany and Norway and they got paid for working in the UK offices. We have had 4 or 5 on this set up and it really works well. Variations of skill sets, culture and experience. Maybe in later life I would become a business mentor.
1-9 Micro	Professional Services	I was asked to work with Birmingham College in the past so would really like to do any of this again, I like working with young people. I have thought about doing a career guidance workshop for young people to share my knowledge and empower them with all the skills for their financial future in business and personal life.
1-9 Micro	Professional Services	I would be happy to give career advice. Not in a position to take any placements as work from home office. Potentially I would be a mentor as I do give advice to new consultants. I give them support and give them positive feedback.
1-9 Micro	Professional Services	In the future for a business mentor. Currently offer work placements with the local schools for year 10's and the last one was sixth form. This is for their work experience week. There is more I could do but only when time allows.
1-9 Micro	Professional Services	More than happy to support people in the future - happy to do this again...always willing to give back.
1-9 Micro	Professional Services	On the technical side would have time to provide CPD but not on the commercial side. Would be interested in giving career guidance to promote the sector, from an SME perspective.
1-9 Micro	Professional Services	Time is a constraint but yes in the future. Maybe in the future would give career advice but not comfortable enough at present on this. If I had the time I would be a mentor.
1-9 Micro	Professional Services	We do give career guidance and we have visited schools. We did offer work placements pre covid but the environment is not very rewarding for a young person. We don't have the manpower to mentor the student for any given time. We are just not at a size to offer them much at the moment. I would be happy to be a mentor.
1-9 Micro	Professional Services	We do offer work placements within our organisation.
1-9 Micro	Professional Services	We have an online training content so we already do a lot. We have done work experience in the past but too disruptive. We already mentor for Virgin Start up.

1-9 Micro	Professional Services	We have done careers advice in the past, we have done this with Careers Cards. They made a video about our business and the young people can then click on the QR code and find out more about the company. They are kept at the school library. Not sure why we as a company have to pay and invest to keep our own CPD up to date and then we are expected to provide CPD for training providers? Already give career advice. We have also worked with colleges to provide advice on courses. We have offered placements. We would look at becoming a business mentor to a student.
1-9 Micro	Professional Services	We haven't done work experience as yet but think we are on the schools list through the council. We do already work with the colleges and we work with NEETs and the employability courses. Depends on how much of a commitment being a mentor is, before we could decide if suitable.
1-9 Micro	Professional Services	I would need to explore this in far greater depth to understand what exactly is involved, as not sure and some of the choices may or may not work for us. We do not want to
Sole Trader - no staff	Professional Services	CIPD I already do give Career Guidance - Already do give advice to FE colleges. I work with a local school and help with CV writing etc
Sole Trader - no staff	Professional Services	I have visited schools and done careers days where you talk about your job etc. I have just signed up for the STEM Ambassador Mentorship and Training. I signed up as a Sustainability STEM Ambassador. I am just doing the DBS checks. Happy to volunteer, have in the past would do again.

50-249 Medium	Other (Charity)	I believe all of the above would be mutually beneficial, however, due to limited resources, I cannot commit to offering support at the moment
10-49 Small	Other (Charity)	We do get asked to go to Careers Fairs - we like to be an active part of the community. We would offer work placements but it would have to be at the right time of the year - so that we can provide for both parties.
1-9 Micro	Other (Charity)	People come and volunteer with us either when they are just starting out and looking for work experience. People also come too us between jobs for confidence and workplace experience.

50-249 Medium	Health & Social Care	We do CPD for trainers already. We are currently working with the our local college to get the college out to the wider public to access the courses they offer. We already do offer work placements via the local college. Level 2 and Level 3 doing their health and social care. Not mentoring currently but yes why not!
10-49 Small	Health & Social Care	Our local college provided some amazing students, really engaged, communicating well and wanting to achieve. They just don't want to come back here after, as they all want just want nursing or social worker roles, which is how it is in social care.
10-49 Small	Health & Social Care	We are only able to take placements with those over 18 due to the nature of our work
Sole Trader - no staff	Health & Social Care	Unable to commit to work placements or volunteer business mentoring just yet. Not in a position to offer micro CPD yet either and FE colleges don't run courses for my sector that I'm aware of - if they do I'd be happy to help shape or offer insight into health and wellbeing courses or speak to students.

10-49 Small	Education	Resources are so tight until we get things moving but will be willing to look at some of the options later on.
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10-49 Small	Construction & Environmental Technologies	Health and Safety is an issue so no to work placements. Apprentices are our offer.
10-49 Small	Construction & Environmental Technologies	We already work with schools and college around our sector needs.
10-49 Small	Construction & Environmental Technologies	We do and always will do all of the options. I am about to do a presentation at a local school about the construction industries and opportunities it brings. We also work with a local primary school and supply plasterboards that we would have been used for rubbish, they take them for the children to work with. Our local college have been amazing at adapting and shaping new apprentice schemes to work for us. Credit to them for listening and reacting to the market so well. We do and will continue, to offer Meet the Buyers to companies.
1-9 Micro	Construction & Environmental Technologies	Have done talks at our local College, as better to speak with 16+

50-249 Medium	Agriculture & Energy	We have offered college students work experience to work on the farm, learn maintenance, office duties to give a wide range of experiences related to Estate work.
1-9 Micro	Agriculture & Energy	Have provided work placements to a local school and specialist college.

250+ Large	Manufacturing / Engineering	Not had any links or approaches from college but we are very open to working more with schools and colleges as a large provider of work in the area, we want to talk to schools more about the value of apprenticeships. We currently don't do anything but wish to engage better in this area.
50-249 Medium	Manufacturing / Engineering	A lot of the activities are already in place in our business.
50-249 Medium	Manufacturing / Engineering	If we had the time and resources for these options then we would embrace.
50-249 Medium	Manufacturing / Engineering	Placement only really for office based roles, as factory is dangerous.
50-249 Medium	Manufacturing / Engineering	We do get involved in forums at a large local private training provider to structure their training, we work also with local schools. We offer work experience as it helps to improve local skills. I would 100% be up for this. It would need to be something that will work with everybody, we are happy to help within the constraints of the business day, as long as it benefited the team and new employees, not just the school or the college.
50-249 Medium	Manufacturing / Engineering	We have offered work placements in the past but, unless office based, we cannot offer placements in our factory or out on-site due to age requirements.
50-249 Medium	Manufacturing / Engineering	We provide funding/support to our local engineering institute and work with the local secondary school
10-49 Small	Manufacturing / Engineering	There is a blinkered view of what is available to our sector so yes I would like to create awareness. Yes we do offer work placements, we have offered work experience, we have only done it word of mouth but would be open to the idea to offer more consistently.
10-49 Small	Manufacturing / Engineering	I feel passionately about helping young people and giving them a chance but due to time constraints on the business it is not possible.
10-49 Small	Manufacturing / Engineering	Possibly if we only had the time as we are a relatively small company.
10-49 Small	Manufacturing / Engineering	Tried some of these choices in the past which was not successful or ideal. Happy if relevant to our business to be part of employer focus groups. Must be relevant.
10-49 Small	Manufacturing / Engineering	We do work with local schools in work experience week to give insight into the industry - this was pulled last year, but we have had 2 work experience people from school that are now with us on an apprenticeship!
1-9 Micro	Manufacturing / Engineering	Happy to get involved in these. Have given career advice and happy to do again. We currently do offer work placements - twice per year. For school students we do enrichment week. We look at taking on students and we have a full time one at the moment from the college, as it's 3 days per week. Its really useful for us, and we would do more of this. I am a governor at the Tech college I would do more but I am busy. I don't want to take on something I can't give 100 % to.
1-9 Micro	Manufacturing / Engineering	I haven't taken on anyone from schools or colleges but I could do possibly.
1-9 Micro	Manufacturing / Engineering	I would be happy to develop the links between education and business but I am very much looking in at the moment, as so many challenges we face just to keep increasing in business, with national insurance contributions and national minimum wage etc. I would love to develop a Centre of Excellence if we could get some funding and links to training academies that would help us to develop 2 year course to get more trained.
1-9 Micro	Manufacturing / Engineering	Did some Guess Who type of school activities in Telford area but the funding stopped, so the initiative stopped. Short sighted of government, as good real life careers advice is valuable.
1-9 Micro	Manufacturing / Engineering	Maybe to the work placement.. and Maybe to a mentor
1-9 Micro	Manufacturing / Engineering	Work from home so not appropriate to offer any sort of placement.
1-9 Micro	Manufacturing / Engineering	Would definitely do this if it was on our terms and we approached the schools, then we would offer something in return for working with us, I say this as it works. I have worked with this before and know this is the only way it really works. You have to keep the aims for the business at the heart of it to make this useful for the schools, not too many students or organisations involved or it becomes a tick box exercise.
1-9 Micro	Manufacturing / Engineering	Would not give career guidance as do not enjoy that side of things. In an ideal world I would like to contribute but we have to focus on what we are doing. Maybe in a years time if business things have got easier. Alex my son would actually be better at this as he can take people under his wing. One of my senior staff has excellent 1:1 mentoring skills, but would be reluctant to agree to something unless pushed to do so!
1-9 Micro	Manufacturing / Engineering	Yes I would be happy to do any of this, once we understand in detail what is involved.

Additional Information

Marches LSIP Interviews 2025 Jan – Sept CRIB SHEET

T LEVELS: T Levels are an alternative to A levels, apprenticeships and other 16 to 19 courses. Equivalent in size to 3 A levels, a T Level focuses on vocational skills with 45-day placement

HTQs: Higher Technical Qualifications – alternative to apprenticeships or degrees. Level 4 & 5 (equivalent to 1st & 2nd yr University) – Qualification similar to HND and HNC

APPRENTICESHIPS: Paid job with an employer plus training in a specific skill set. Ranges from accountancy to bricklaying. Used for school leavers but can be employed staff upskilling any age. (Equivalent to: Intermediate = Level 2 GCSE / Advanced = Level 3 A'level)

HIGHER APPRENTICESHIP: Level 4 & 5 so equivalent to 1st & 2nd yr Uni. Train while you work. There is also Degree Apprenticeships – Level 6 & 7 equivalent to degree or masters.

VOCATIONAL COURSES: Vocational courses are career-focused educational programmes that give you the practical skills and knowledge to excel in a particular industry or trade. Such as motor technician, hairdresser, bookkeeper etc.

MAPs: Modular Accelerator Programme. Gov trialling till Dec 2025 – for now free to students / employers. They can take just parts of a Level 4 or 5 Qualification to focus on parts they need only – contact the colleges (Hereford College, Shrewsbury College or Telford College to learn more)

HEREFORD GROWTH HUB: Herefordshire Council's business support hub

INVEST TELFORD: Telford & Wrekin Council's inward investment and business support hub

INVEST SHROPSHIRE: Shropshire Council's inward investment and business support hub



Marches Local Skills Improvement Plan (LSIP)



STAGE 2 EMPLOYER'S VOICE JULY 2025 REPORT

Primary Report Author: Rosie Beswick on behalf of Shropshire Chamber of Commerce



Funded by
UK Government

Marches LSIP
Local Skills Improvement Plan



Shropshire
Chamber of
Commerce



Herefordshire
& Worcestershire
Chamber of Commerce