

SKILLS SUPPORT FOR THE WORKFORCE

SSW



IN STOKE-ON-TRENT & STAFFORDSHIRE

Funded training to help your business progress

Co-financed by



Education & Skills
Funding Agency



European Union
European
Social Fund



SSW

WHAT'S ON OFFER?

- A training needs analysis for your business, identifying the skills you need to support your business ambitions
- Flexible training – pick full qualifications or mix and match individual units to suit your business
- On-the-job vocational training to meet individual and business needs including taught learning, workplace assessment, distance learning and online learning
- Learning pathways for your employees enabling them to progress within your organisation onto higher level qualifications or apprenticeships
- Recognised accredited qualifications and training courses to enhance your employees' skills

HOW COULD YOU BENEFIT?

- A more efficient business with improved profitability
- A highly skilled workforce delivering quality outputs for your customers and improving business performance
- Improved staff satisfaction and motivation, reducing staff turnover
- A wider appeal to new recruits
- Competitive advantage in your marketplace and improved chance of winning new business

SSW is co-financed by the Education and Skills Funding Agency and the European Social Fund. This means you can access a wide range of training at no cost* to your business.

*subject to eligibility

Skills Support for the Workforce
is all about progress.

We can help you progress your
career, education and business.

"Everything was well organised from the start and we had a mixture of on and off site training, so we could upskill our key staff with minimal disruption to production. Two staff members have been promoted since the training to more senior positions. Attending this bespoke management course gave them confidence to move forward in their careers."

Manufacturing business SSW beneficiary

WHO'S IT FOR?

SSW focuses on small and medium sized businesses (less than 250 employees) based within the Stoke-on-Trent & Staffordshire LEP area.

Individuals taking up funded training** through SSW must be:

- Legally resident in the UK
- Able to take paid employment in the UK
- Employed or self-employed
- Aged 16 or above

**other eligibility criteria may apply

SSW also offers training for individuals at risk of redundancy or recently made redundant. Contact us for more information or visit our website

Serco has already supported 7,000+ businesses and 20,000+ learners through the SSW service

**Contact our skills team today to talk
about training for your business:**

www.serco-ssw.com

skillssupport@serco.com

Twitter [@serco_ssw](https://twitter.com/serco_ssw)

Stoke-on-Trent & Staffordshire Enterprise Partnership

SSW in Stoke-on-Trent and Staffordshire is managed by Serco in partnership with Stoke-on-Trent & Staffordshire Local Enterprise Partnership (SSLEP). Serco delivers the training through a network of expert training providers. SSLEP has identified the following priority growth sectors for training in the area:

- Advanced manufacturing: applied materials, agri-tech, aero-auto, medical technology and energy generation
- Business and professional services
- Tourism and leisure

Training will also target local employers with recruitment needs in the following SSLEP occupational areas:

- STEM skills development within healthcare/medical technologies
- Utilities and engineering/manufacturing sectors
- IT, digital and media
- Logistics and distribution
- Construction and civil engineering
- Creative and cultural industries
- Tourism and leisure
- Hospitality and catering

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