

Perspectives on enterprise

The College's Centre of Vocational Excellence Enterprise Management Centre at Thornes Park Campus will be officially opened on Wednesday 10th December 2003. On show, as you might expect, will be our newly refurbished accommodation. However, following our success on a steam train with the Enterprise Forum Website Launch, we promise this dynamic event to be equally as creative! The perspectives will focus on leadership, enterprise, letting go of the past, innovation and innovators.

The programme, that runs from 12.30pm until 4.30pm, will include inputs from national and regional 'movers and shakers' from the world of business and management, including Gary Ince (Chief Executive ILM), NTP Meridian – management consultants with a different approach, Margaret Wood (female inventor of the year), John Walley (e-learning tutor of the year) and many more.

The afternoon will be an extravaganza of events with content to whet the appetite of those who enjoy a little more than the mundane.



Meet David Taylor...

Life Coach, management trainer and public speaker. A graduate of the Coach University Training programme, NLP Master Practitioner, Fellow of the Institute of Leadership and Management and member of the International Coach Federation.

David is one of our key trainers at Services to Business, developing and delivering training in coaching, mentoring, change management and creativity. He is currently managing our Creative Edge ESF project, delivering innovative creativity training for SMEs.



This is a 'must attend' regional event for our partners old and new in the business, management and education arena. To attend this free event, please go to <http://enterprise.wakoll.ac.uk/perspectives> or telephone 01924 789115. Be prepared to be surprised!



Customer First

Services to Business achieves prestigious 'Customer First' award

Achieving the Customer First award is an important milestone for us, not because it's another accolade but because it means that we can be sure that we really are succeeding in developing effective relationships with our clients and partners. The award looks at how effective our customer relationships are, how aware we are of our marketplace and how good our people are.

Our external assessor particularly commended the... "Strong links into the business support network, which mean that S2B offer an integrated approach to meeting clients' needs." This is one of the underpinning themes of our service.

However this award won't mean that we're going to rest on our laurels. There is always room for improvement and we will continue to work to provide the best service we possibly can.



Wakefield College, Head Office
Margaret Street, Wakefield WF1 2DH

Tel: 01924 789115 • Fax: 01924 789362
www.servtobusiness.co.uk • email: servtobusiness@wakoll.ac.uk

Start2be...

Services to Business
Wakefield College

Issue 01



Welcome to 'Start2be...', the very first edition of the Services to Business newsletter. As a valued business partner of Wakefield College, you are very important to us and we want to use this newsletter to keep you in touch with what's new and exciting in our services and make sure you are able to take advantage of the opportunities that could bring real benefits to your organisation. We hope you will find it interesting and we would really value your feedback and ideas for future issues.

If, like me, you can't believe that it's almost December already and you are wondering where the year has gone, it can be an energising experience to look back on what's happened in your organisation since January.

In Services to Business we've seen some real milestones:

- Achieving Centre of Vocational Excellence Status for our Management and Creativity work
- Refurbishing our excellent Enterprise Management Centre at Thornes Park
- Receiving funding to enable us to place 20 graduates in Wakefield companies
- Achieving the prestigious 'Customer First' award
- Delivering innovative creativity training to over 100 Wakefield SMEs.

We have ambitious plans for 2004 that we hope you will be part of. These include:

- launching our new business network
- introducing a range of new courses
- and continuing to strive for excellence in all that we do.

I wish you the very best for 2004.

Sue Griffiths

Sue Griffiths
Director of Development

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Start2be...

'Can I do this training course please?'

Is this how you identify training needs within your company - when you get asked for it? Most small businesses without staff development or training officers often have no alternative - up to now that is. LEAD is an exciting new initiative from Wakefield College which will help you make sure the training you do is directly linked to the skills your staff need and to improving your business.

LEAD will provide your company with an experienced professional who will assist you in identifying a LEarning ADvocate amongst your existing staff team, and then train that person to be able to carry out a training needs analysis of your company, looking at the skills your staff need in order to help you achieve your business objectives. This way we can help identify individual staff training needs and the most effective way to meet them, increasing your employees' skills, competence and commitment, and focussing training where it is needed.

This is a FREE service but places are limited to just 15 companies so don't delay - contact Margaret or Nikki on 01924 789503 (or email m.hughes@wakcoll.ac.uk or n.eastwood@wakcoll.ac.uk).

This project is part funded by the European Union through the European Social Fund.



From left to right: Gill Bishop, Terry Biscomb, Christopher Nattress, Ann Finn, Rod Tickner, David Taylor, Heather MacDonald and Peter Hobson.



From left to right: Rachel Stroud, Anne Green, Elaine Jones and Margaret Clayton.

Celebrating success!!

Successful students from a range of Institute of Leadership & Management (ILM) courses recently celebrated at the annual ILM awards evening, held in Wakefield College's new Enterprise and Management Centre.

Over 30 local, regional and national companies sponsored their employees to undertake ILM qualifications at the College with some students completing their second management award!

"Encouragement from the tutors and friendship from colleagues on the course gave me my inspiration to successfully complete. Thank you!"

*Heather Featherstone,
Impact Officer for Berneslai Homes*

"Undertaking any form of management training whilst working full time can be very demanding. The students should be congratulated for managing to combine their studies, work and personal lives so successfully".

*Ann Finn,
Management & Business Development Manager*

"Could a graduate and £4,000 make a difference to your business?"

Are you one of the 9,985 small businesses in the Wakefield District? If you are and you'd like to find out more about how to get:

- £4,000 wage subsidy
- £2,000 worth of free management training
- £500 towards recruitment costs
- FREE mentoring from an experienced business professional

contact John or Nikki on 01924 789503 (or email j.turner@wakcoll.ac.uk or n.eastwood@wakcoll.ac.uk)

No catches – just one drawback – ONLY 6 PLACES REMAINING – so you need to act now!!!!

You must be a small to medium sized business operating in the Wakefield District and either be in the process of recruiting or ready to recruit a new person to help drive your business forward.



David Hulme Machinery Ltd of Wakefield has recently recruited Julie Martin (pictured above) from Selby to their export department. Julie is a recent graduate from Leeds University with an honours degree in Russian and Management Studies. Using the wage subsidy, DHM were able to offer a salary attractive enough to enable Julie to bring her graduate skills into the Wakefield District.

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Same old management training?

Whilst there is still a place and demand for the more conventional route of College-based, 'day release' management training, today's business environment requires alternatives. Providers need to become more flexible and creative in what they deliver, where and how they deliver it.

At Services to Business we provide a range of management development solutions. Individuals and employers can access a variety of options ranging from half day introductory or refresher sessions on a variety of management issues to fully bespoke management development programmes.

In conjunction with the comprehensive range of choices, we have also extended the range of delivery options to include, amongst others, supported distance learning; experiential learning and, coming shortly, on-line learning.

Regular meetings between the management training team and local employers allow us to constantly evaluate our provision to ensure that we continue to offer something beyond the 'same old management training'.



Meet Sarah Partridge...

Sarah has been employed by Wakefield College for over 13 years and has been a member of the Services to Business team for the last two. She will be one of the people who answer the phone when you call in.

She likes eating out with friends, and is secretly in love with Robbie Williams (not so secret now!!)

Competition time

Answer the question below and you could win a meal for two at the ever-popular Gaskells Restaurant, Wakefield College – a delicious prize!

QUESTION: What is the correct number of SMEs in the Wakefield District?

Return your answer to us by email at servtobusiness.co.uk or by faxing your answer to 01924 789362.

Closing date 01/01/04. We will contact the winner to arrange a suitable date and time to enjoy the prize.