

# Celebrating 30 Years Of Business

Ronnie, Becky, Lina, Shannon & Elise from Alberico



Heart of England Training have been providing Alberico Hair with apprenticeship training for over 20 years. Over the two decades nearly thirty apprentices have qualified and gained valuable work experience from the Leicester based salon. It's not just hairdressing training that Alberico benefit from they have recently enrolled Senior Design Educator, Becky Dawson, on a management NVQ under the apprenticeship programme.

The staff at Alberico Hair say they love working with Heart of England Training because of the strong emphasis on quality training and attention to detail that really relates to the salon standards they set.

Salon Owner, Ronnie Radbourne said:

*"We have an amazing relationship with Heart of England Training staff. They are very knowledgeable and are always on hand for any questions I need answering"*

Alberico Hair are a partner salon. They deliver some practical training themselves in salon and Heart of England Training deliver the rest through an assessor who visits the salon on a regular basis.

Alberico Hair have recently celebrated an impressive thirty years in business. Salon owners Ronnie and Lina Radbourne put this down to the staff they have, good salon training and the dedicated client base they have built up. They plan to continue the fantastic work they do, including recruiting and training more apprentices through Heart of England Training.

Alberico have always kept the same premises in St Martin's Square and still have clients who were there when they opened thirty years ago.

Some fantastic stories from the thirty years include Ronnie styling hair for Hollywood films and this year Elise Ricketts has become a member of the Clynot Protégé Team. The team from Alberico spent a whole day in London for this event which they really enjoyed and gained a lot of inspiration.

Heart of England Training work with over 150 salons throughout the midlands developing the stylists of the future. Other members of salon staff have benefitted from apprenticeship training including Customer Service for receptionists and Team Leading or Management for Salon Managers.

Do you have a story or piece of news that you would like to share in Heart of England Training's newsletter? Contact Oliver Roche via [oliver.roche@hoet.co.uk](mailto:oliver.roche@hoet.co.uk)

# Achievers and thanks to employers

## Hairdressing Advanced Apprenticeship

Nicole McDermott  
Rebecca Ryan  
Keeley Brown  
Paige Suddens  
Amanda Siggers  
Charlotte Berry  
Paige Dunkley

## Hairdressing Intermediate Apprenticeship

Shannon Hallinan  
Katie Frain  
Jade Hadley  
Shannon Pritchard  
Shannon Fitzpatrick  
Ryan Watkins  
Daniel Keirle  
Chloe Wood  
Hannah Kibbler  
Katrina Peace  
Hanna Dodd

## Business Administration Advanced Apprenticeship

Lucy Hickenbotham  
Kaine Nandha  
Emily Wares  
Lucy Merrick  
Jessica Steele

## Business Administration Intermediate Apprenticeship

Michael Walker  
Matthew Bates  
Jake Brogden  
Mia Lewis

Zoe Socratous  
Attia Tahir  
Pavandeep Mann  
Herschel Chauhan  
Jade Weston  
Sadie Haydon  
Eleanor Wheelton  
Katherine Hayes  
Warren Bates  
Georgina Edwards  
Katherine Edwards

## Beauty Therapy Advanced Apprenticeship

Charlene Wakefield  
Rebecca Hufton

## Beauty Therapy Intermediate Apprenticeship

Emma Dixon  
Kerry Gorman  
Rebecca Nailon  
Charmaine Dawkins  
Emily Pollard  
Katie Balder  
Saira Rashid

## Marketing Advanced Apprenticeship

Aaron Senior  
Kishan Raval  
Jason Flanagan

## Customer Service Advanced Apprenticeship

Beverley Larkins  
Morgan Emslie

## Customer Service Intermediate Apprenticeship

Emma-Jane Laffar  
Barbara Basi  
Cade Richardson  
Noah Duffin  
Roseanne Wilson  
Alixandra Galliard  
Anisah Ikleriya

## IT Advanced Apprenticeship

Steven Mathieson

## IT Intermediate Apprenticeship

Thomas Haddon  
Adam Rogers  
Jogn Callaghan  
Darren Drage  
Mckinley Mooney  
Christopher Barwick

## Full Time Courses

Crystal Johnson  
Claire Johnson  
Ciara Long  
Megan Mills  
Danielle Heagren  
Dominie De La Poer Monsell  
Gurjinder Attwal

## Thanks to all the employers of this edition's achievers

Adorable Hairdressing  
Alchemy Carta  
Anji Draycott Hair  
Assessment & Case Management  
Banbury Museum  
Brethertons  
Coventry City Council  
Celesio UK  
De Montford Surgery  
Diamond Holidays  
Direct Battery Solutions  
Dunchurch Junior School

East Coast Fittings  
Erud IT  
Esque Limited  
Essessuals  
Flex Press  
Grace's Hair & Beauty  
Hafele UK  
HR & Workforce Services  
Impact Apprenticeships  
Logan Centre  
Marsella's Hair Design  
Martanne  
My Fair Lady  
Oadby Plastics  
Pell-Ex  
Pure  
Resources Directorate  
Samworth Brothers  
Spinney Hills Medical Centre  
Sunset Beach Coco Bay  
Swan System  
Taylors Ltd  
The Job Shop  
Two Ten Hair & beauty  
Yans Hair

## Safeguarding Update

If you have any concerns in relation to the safety of our learners please contact: Matthew Barry, Jill Gibson or Rachel Timms on **0800 0281 576** or [safeguarding@hoet.co.uk](mailto:safeguarding@hoet.co.uk)

### Child Sexual Exploitation Talks

Emma Jackson who was a victim of child sexual exploitation (CSE) when she was a teenager in Rotherham has visited centres in February to deliver very moving talks about her experiences and warning our learners and staff of the signs and dangers of CSE.

### The Prevent Strategy

Recent events in connection with terrorism and extremism have brought about new responsibilities and requirements for education providers. We take a proactive approach to empowering our learners and staff by providing information and guidance in these areas through our curriculum. You can view our Anti-Radicalisation Policy at [hoet.co.uk](http://hoet.co.uk).

## You Said, We Did

Let's Talk... 

### "Broadgate training centre needs decorating"

We have updated the centre and refurbished the downstairs entrance area including creating a waiting area and interview room.

### "We would like HOET to offer 'the massage route' in Beauty Therapy at Level 3."

We have introduced this option as an alternative to the general route. This option includes stone therapy and aroma therapy.

### "We would like more enrichment activities in Beauty Therapy"

We have introduced a new reflexology enrichment workshop which will be rotating around our Beauty Therapy training centres.

### "Birmingham learners asked for products for different curly hair types"

We have organised for learners to trial a range of L'Oreal Mizoni products.

### "We would like more mens hairdressing and barbering courses"

We ran two extra courses in Coventry and have extra days planned in Leicester to include beard shaping and styling.

### "We would like more level 3 technical courses"

All centres have level 3 cut and colour courses organised with delivery from two industry experts.

Something you want us to improve? You can email us via [info@hoet.co.uk](mailto:info@hoet.co.uk), message us on Facebook (search Heart of England Training) or ask a member of staff for a Your Voice form.

# Council Embrace Apprenticeships

Warwickshire County Council and Heart of England Training have been working in partnership training and developing apprentices for several years.

During this period 16 members of the council have started an apprenticeship. These have been in a number of departments such as adult learning, social service and gypsy and traveller services.

Warwickshire County Council are demonstrating a strong commitment to apprenticeships. All learners are offered a full time position within the Council once they have completed their apprenticeship. This shows a real pathway for young people entering the world of work.

The relationship with the council is ever growing and Daniel Nash, Apprenticeship Hub Officer said:

*"Heart of England Training are very supportive of all our learners here at the council. We have an excellent relationship and are sure that it will continue for a long time"*

There are several apprenticeship positions planned over the coming months between Heart of England Training and Warwickshire County Council.

HOET's Riv Monsell with WCC's Shinderpaul Bhangal Ruth Lewitt Robert Statham and Daniel Nash



# Apprenticeship Week 2015

For National Apprenticeship Week our training centres enhanced scheduled training and held a range of activities to get learners inspired and thinking outside the box.

Hairdressing and Beauty Therapy learners combined to create looks based on the seasons, a carnival and nature. Business Administration learners researched and created show pieces from successful businesses and people in business.

Heart of England Training would like to thank everyone who got involved in taking part and organising the activities making it a successful week.

Photos from all the training centres can be found on Heart of England Training's Facebook page, search 'Heart of England Training'.

**National Apprenticeship Week:  
13th -17th March 2015**



# Apprenticeship Reforms

Little has changed since our Winter 2014 Newsletter as things have slowed due to the forthcoming General Election. We are led to believe that which ever party or parties come to power, there will still be a commitment to making significant changes to the apprenticeship system, with the following having agreement in principle:

## Employer Led Funding

2/3 of the funding will be paid by the Government via the employer to be passed onto the training provider. The expectation is that the employer will contribute the other 1/3 of the funding.

## Qualifications

There are plans to simplify the range of qualifications involved in an apprenticeship programme but to make some of the apprenticeships longer to achieve. The more significant change however is for an 'end test' to be introduced.

We expect to have more detail to share with you in our Summer edition.

## Induction Weeks 2015

*Week 1: 30th June - 2nd July 2015    Week 2: 14th July - 16th July 2015*

Our annual Induction Weeks are approaching. We invite 100s of potential learners to our training centre to have a taste of what learning with Heart of England Training is like. On the Thursday of each week we love to see employers and parents attend to meet potential apprentices and engage with our staff.

## Your Business Development Advisor Contacts...

Manager	Jane Meadows Suite One, Eleven Arches House, Leicester Road, Rugby CV21 1FD 07841 604085			
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Heart of England Training are an equal opportunities provider. Programmes of study courses and apprenticeships are funded by the EFA and SFA