

Awarding Apprenticeship Excellence

Heart of England Training have had a lot of success this year in the National Apprenticeship Awards. Three businesses reached the regional finals with one of those three winning their category and going through to the national finals!

Brethertons Solicitors were the outright winners for the category of Medium Apprenticeship Employer of the Year for the West Midlands. They have been working in partnership with Heart of England Training for 13 years and have employed and trained over 40 apprentices in that time.

Brethertons are now going onto the national category where they will be competing alongside the likes of Jaguar Land Rover and British Telecom (BT).

Over 1,400 businesses entered this category and the winner was not announced until the awards night so it was a huge surprise for everyone involved.

Elaine Hamblett, Human Resources Associate for Brethertons said:

"We are delighted and very proud to have won this award. All our apprentices have been a valuable asset to us and this shows how valuable apprenticeship are"

Other employers who did fantastically well were; Shapes Hairdressing from Leicester, who came second in the Small Apprenticeship Employer for East Midlands and Lodge Tyres who have 22 branches across the midlands came a close second to Brethertons in the Medium Apprenticeship employer category.

Brethertons' Hannah Wright, Jason Bostock, Elaine Hamblett and Henry Spiby with HOET's Lynette Crane



Overall over 25 businesses and 50 learners were entered into the Apprenticeships Awards under Heart of England Training. This is the highest number of participants that we have had.

Heart of England Training would like to thank every employer and learner who entered the awards. It is really important that progression and excellence is rewarded and celebrated.



Luke & Clare Halford from Shapes with HOET's Cheryl Rolleston

Neil Kelly & Sally Christmas from Lodge Tyres with HOET's Lin Dixon



Achievers and thanks to employers

Hairdressing Advanced Apprenticeship

Jenna Naish
Ami Holden
Molly Perrott
Ashleigh Clarke
Chelsea Duffy
Kerry-Leanne Goldie
Isabel Twombly
Jessica Bryan
Elise Ricketts
Lucy Coape-Arnold
Tia Perry
Natasha Meredith
Claire Isted
Ameerah Khawaja
Robert Laszewski
Eleanor Somerville
Eleana Cook

Hairdressing Intermediate Apprenticeship

Elisha Jefferson
Laura Thomson
Megan Shaw
Natalie Butler
Abby Harper
Laurie Lowder
Lauren Baker
Jayne Harborne
Zoe Warrilow
Alice Allett
Elaine Bott
Aoife Berry
Sophie Peters
Jodie Oulton-Doris
Amy Tedds
Enya Garside
Chole Rider
Georgina Levin
Frances Gale

Nicola Taylor
Samantha Toal
Mickayla Jackson
James McKinnon
Shannen Robinson
Georgia Gregory
Stacey Woodroofe
Gemma Simmons
Jahmai Howe

Business Administration Advanced Apprenticeship

Sarah Mobbs
Morgan Devenney
Harry Lilley
Stenson Farrell
Holly Atkinson
Judith Smith
Paul Ingram

Business Administration Intermediate Apprenticeship

Bethany Rostock
Sophie Swords
Lauren Sawbridge
Lauren Farey
Gareth Puckey
Kya Wakelin
James Spencer
Lauren Brittain
Daniel Adcock
Tanya Mirza
Autumn Rhodes

Beauty Therapy Advanced Apprenticeship

Hannah Wright
Jade Flear
Kadie Lynn-Graham
Tanya Carr

Beauty Therapy Intermediate Apprenticeship

Lakbinder Nat
Teasantana Garcia
Bianca Elia

Warehousing & Storage Intermediate Apprenticeship

Tom O'Callaghan

Marketing Intermediate Apprenticeship

Daniel Commons
Stephen Bennett

Customer Service Advanced Apprenticeship

Laura Coleman

Customer Service Intermediate Apprenticeship

Rachel Packer
Jack Savory
Yianni Karras
Jareth York

Team Leading Intermediate Apprenticeship

Sophie Bosanko

Management Advanced Apprenticeship

Tammy King

Full Time Courses

Chloe Field
Phobe Finney
Georgia Smith
Kirstie Pearson
Bethanie Warren
Cheno Garcia
Tye Twomey
Aiden Print
Joseph Haughney
Bradley Edwards
Jamie Childs
Humraj Padan
Jamie Jones
William Fletcher
Gerad McGahey

Thanks to all the employers of this edition's achievers

@Salon57
8990 Hair Boutique
Achille
Aesthetics
Alberico
Allsorts Publications
Aphrodite
Aqua Hairdressing
Barkers
Billies
Bond Adam LLP
Boutique
Browns
Coventry City Council
Cov Direct
Dantere Medical
East Coast Fittings
Elizabeth Beauty
Essentials
Example
Factory Direct Beds

Fairford Communications
George & Company
H2O
Impact Apprenticeships
Lord Mayors Parlour
M&M Hair
Marsella's Hair Design
Martanne
Medusa
Merluza
Michael Drayton School
Mops Hair Design
Mrs Smith's
My Home Move
New Image
Niko Ltd
Pelo Hair
Perfexion
Rachel's Salon
Re'Al Hair & Beauty
Rent Mobility
Richard Wallace
Shear Success
Sophisticuts
Strachan Football Foundation
Syston Hair Studio
Taylors Ltd
Taylors Estate Agents
TG Hair Specialists
UCR Consultants
Whites

You Said, We Did

"Market Way training centre could look better and more modern."

We have opened the salon out so it is bigger, we have also redecorated the centre so it is more welcoming.

"The plastic bags you use aren't very environmentally friendly."

Our promotional bags are now made from recycled paper and 100% biodegradable.

"Can you get the level 3 BTEC in Sports so we can progress?"

We can now deliver this qualification as a progression route from level 2.

"Computers and IT resources could be improved in the training centres"

Each learner will be given their own log in to access files online and new IT resources are being integrated into our training centres.

"We would like more nail service products"

We have had talks with NSI and will be using their products in centre and in Nail Services kits.

Something you want us to improve? You can email us via info@hoet.co.uk, message us on Facebook (search Heart of England Training) or speak to your centre manager directly.

Sporting Chances

Sports, Sports Coaching and PE in School Sports qualifications and apprenticeships have been growing year on year.

The increase in demand has led to a positive increase in qualifications offered. Heart of England Training now offer NVQ at levels 1-3 and BTEC at levels 2 & 3. With 40 learners coming on a daily basis to the training centre in Rugby. They mix practical, work experience and theory work to boost their knowledge and experience in sport.

Heart of England Training are increasing apprentices in schools also, taking either the activity leadership or PE in school sports apprenticeship routes. With over 40 current apprentices in learning.



On the training ground at Rugby centre

This is a fantastic opportunity for schools, often engaging ex pupils who have a keen interest in coaching and teaching others.

Since introducing sports apprenticeships and courses more than 100 learners have completed a qualification.

NEW BUSINESS BTEC STARTING IN JANUARY 2015

At our Broadgate training centre in Coventry. Gain skills and knowledge in the world of business on this 12 month course. To find out more contact lin.dixon@hoet.co.uk or call 07500 083141.

Being More Social

Social networking is part of every day life for most of us now, whether it be Facebook, Youtube or Twitter. Heart of England Training has committed to engaging with learners and employer through these sites.

This year we have uploaded 7 new videos to Youtube, tweeted over 250 times and gone over our target of 1,500 likes on Facebook. Our new website is even more social networking friendly. Now we want to continue by doing more and more every day.

In November this year we held our first Facebook competition in which we gave out £65 in shopping vouchers to five learners past and present! We asked learners to comment on a picture saying 'I love Heart of England Training because...' the responses we got were creative and positive.

Now Heart of England Training want you to help make us more social! Tweet, comment or message us with anything you want to share. Have you just completed a course? Done a fantastic bit of work? Been promoted? It doesn't matter what it is, just share it!



NEW website



Heart of
England Training



@HOET_



HOETVid

Like, follow or subscribe by using the above usernames

Apprenticeship Reforms

Following a Government review of the current apprenticeship programme by Doug Richards (Richard review of Apprenticeships published November 2012) there are several significant changes that have been announced to be tested and implemented by Summer 2017.

Believe it or not, only 10% of UK employers make use of the apprenticeship programme in comparison with other European countries such as Germany where 25% of employers employ apprentices.

Our Government believe that making the proposed changes will put employers firmly in the driving seat and ultimately grow the number of apprentices in the UK.

The plans are mostly 'high level' so far with little actual details of how they will work in practice.

Employer led funding

2/3 of the funding will be paid by the Government via the employer to be passed on to 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 will keep you updates as these changes are introduced... Watch this space!

Your Business Development Advisor Contacts...

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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