



YORKSHIRE FORWARD

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**REAL HELP NOW – PROFESSIONAL  
SUPPORT FOR INDIVIDUALS  
AND BUSINESSES FROM THE  
UNIVERSITIES OF YORKSHIRE**



The Region's  
Development Agency

HIGHER EDUCATION

*hefce*  
FUNDING COUNCIL FOR ENGLAND



Yorkshire Universities  
The regional voice for higher education

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# REAL HELP NOW FOR INDIVIDUALS AND BUSINESSES FROM THE UNIVERSITIES OF YORKSHIRE

**In response to the economic challenges of the new decade, universities and colleges across Yorkshire and Humber are delivering a range of support aimed at providing immediate help to individuals and businesses based in the region.**

Services offered include training and development, access to expertise and facilities to help businesses innovate, and consultancy to support individuals and businesses through the recession.

The Higher Education Funding Council for England and the regional development agency, Yorkshire Forward are providing up to £6million to increase the capacity of universities and colleges to deliver recession support services.

**Universities and colleges are able to help individuals by:**

- enhancing their skills through continuous professional development and training for people in work,
- providing training and development for those made redundant or facing redundancy to improve their chances of re-employment,
- supporting new graduates to access advice, training and work experience.

**For businesses, they can provide:**

- knowledge and expertise to improve business performance,
- support and training aimed at building confidence and resilience to address business challenges,
- support and training to manage change and to help identify alternatives to downsizing or redundancy.

This document summarises some of the services that are available now through universities in the region, together with details of how you can find out more about individual programmes and projects.

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# GRADUATES YORKSHIRE INTERNSHIP PROGRAMME

**Graduates Yorkshire – the leading graduate recruitment service in Yorkshire – has developed a work readiness and graduate internship programme which operates across the region, providing an integrated scheme of graduate screening and job matching, business induction and training, coaching and careers support.**

The paid internships consist of three to twelve-month fixed term contracts with Yorkshire employers. They are an excellent way for graduates to gain valuable hands-on experience and for employers to benefit from the talent on offer in the region.

**Partners in the programme include:**

- Yorkshire's universities and Further Education colleges
- Lifelong Learning Networks and Chambers of Commerce
- Business Link Yorkshire
- The Confederation of British Industry
- The Institute of Directors
- Sector Skills Council for Creative Media (Skillset)
- The National Metals Technology Centre (NAMTEC)
- South Yorkshire Bioscience Enterprise Network (SYBEN).

Any graduates interested in internship opportunities in Yorkshire and Humber and businesses based in the region are eligible to take part in the programme.

Graduates Yorkshire is a social enterprise that works in partnership with all ten of the region's University Careers Services to help ensure that more graduates leave university in Yorkshire fully prepared for the world of work.

**For further information contact:**

Graduates Yorkshire Internship Team

T: 01142 220954

E: [internships@graduatesyorkshire.co.uk](mailto:internships@graduatesyorkshire.co.uk)



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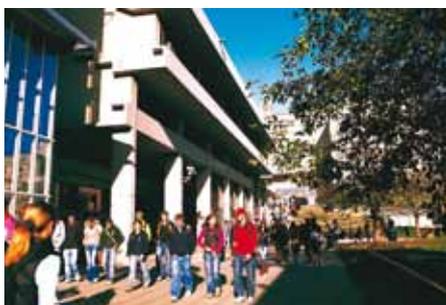
# YORKSHIRE AND HUMBER UNIVERSITIES INTERNSHIP PROGRAMME

**This programme is led by the University of Leeds, in partnership with all of Yorkshire's universities and Graduates Yorkshire, a graduate recruitment and retention organisation supported by the regions Universities. The programme aims to support employers through deploying the skills and enthusiasm of newly qualified graduates**

The scheme is open to any business but is particularly targeted at those in a growth sector, the emerging green economy and manufacturing. Employers participating in the scheme may be eligible for a subsidy enabling them to access skills to help drive their business forward in the current economic climate.

The programme will work with employers to provide realistic and relevant placements and will support graduates by offering them paid 12-week employment opportunities in a competitive and difficult economic climate, providing them with skills development and valuable work experience.

**For further information please go to:**  
[www.yorkshireinternships.co.uk](http://www.yorkshireinternships.co.uk)



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# SUPPORTING MANUFACTURING IN THE HUMBER

**Cities Outlook 2009 – the annual report of the Centre for Cities research and policy institute – identified Hull as the city in England most at risk from the effects of the recession.**

Since that report around 4,000 more local people have lost their jobs in the manufacturing sector. In the past, interventions have generally been targeted at the lower skills level but the potential loss of Advanced Professionals is also a key concern if the sub-region is to be equipped to compete in the post-recession economy.

Managed by the University of Hull, this programme has nominated three 'champions' to focus on Advanced Professionals, Manufacturing & Engineering and Ports & Logistics and will provide a range of training and other support identified by the target businesses.

## **This will include:**

- Individualised Support – dedicated mentoring supporting skills development, work-based learning and access to funding
- Business Development Awards – tailored support for continued professional development, training, foundation degrees, internships, two-way secondments and business assistance
- Rapid Response Training – business survival, bespoke workshops, 'bite-sized' provision and accelerated access to entrepreneurship support in the University's enterprise centre
- Manufacturing Skills – access to high-level skills through the Professional Engineering Centre (PEC) and Institute for Chemistry in Industry (ICI).

Any businesses or individuals based in the manufacturing sector in the Humber region are eligible for support.

## **For further information contact:**

Bill Walker  
Director of Knowledge Exchange  
T: 01482 464902  
E: [w.walker@hull.ac.uk](mailto:w.walker@hull.ac.uk)

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# MAKING KNOWLEDGE WORK

**This partnership delivers a comprehensive network, support and development programme that allows businesses to access networking, workshops, training, consultancy and placement support.**

The level of engagement depends upon business requirements and might vary from attending a single training session to following a complete series of integrated activities.

**Based at the universities of Bradford and Leeds, services include:**

- Masterclasses and networking events
- Director support network (small groups of directors coming together to solve business problems)
- Micro business network (a suite of workshops geared solely at the micro business market)
- Coaching and mentoring from academics or from network peers
- Consultancy and advice from academics or from network peers
- Student projects, research and placements
- Workshops, training courses and seminars.

Any business can either dip in and access an individual element or build up a range of interventions to make up a learning and development pathway through the programme resources.

Individuals can also access accredited provision by taking selected modules or working towards the completion of a qualification. A flexible approach will be provided to enable convenient access to a wide range of courses.

Businesses are eligible if they have an identifiable growth opportunity or a need driven or highlighted by the current economic climate. For small business services, SMEs will be required to demonstrate their status in accordance with European definitions of SMEs.

**For further information contact:**

Small and medium size business services  
T: 01274 235676  
E: [smenetwork@bradford.ac.uk](mailto:smenetwork@bradford.ac.uk)

Micro business services  
T: 01274 235676  
E: [mbnetwork@bradford.ac.uk](mailto:mbnetwork@bradford.ac.uk)

Executive education services  
T: 01274 236679  
E: [Execed@bradford.ac.uk](mailto:Execed@bradford.ac.uk)



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# ECONOMIC CHALLENGE RESPONSE

**Leeds Metropolitan University, in partnership with Hull College and Calderdale College, is delivering a training programme for individuals and organisations in the following sectors:**

- Creative and Digital industries
- Hospitality and Retailing
- Financial and Professional services
- Construction
- Manufacturing and Automotive industries.

This programme will either retrain an individual, prepare an individual to start their own business or improve skills levels within a company.

The offer to both individuals and companies includes mentoring, a training needs analysis and a business start-up module (delivered as an intensive four-day package), as well as a series of masterclasses across a variety of subjects. These include business, project management, strategic selling, creative enterprise, hospitality, leadership and management, innovation, creativity and change, and marketing.

Also on offer is the NTI Works programme, aimed at recent graduates whose degree subject covers the digital industry and who may be considering freelancing or starting a business as their next route.

Each supported person will be given a learning account worth up to £1500 and will be able to select a personal training programme from the options available.

To be eligible, individuals must be unemployed or under threat of notice. Individuals still in employment will be able to take part in the programme but will need to secure a 40% contribution towards the cost from their employer. Recent graduates seeking employment will be eligible for NTI Works and the masterclass programme only.

**For further information contact:**

T: 01138 125189

E: [skills@leedsmet.ac.uk](mailto:skills@leedsmet.ac.uk)



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# UNIVERSITIES OF SHEFFIELD PROGRAMME

**Sheffield Hallam University, University of Sheffield and Higher Futures – the Lifelong Learning Network covering South Yorkshire, North Derbyshire and North Nottinghamshire – have joined forces to deliver the programme across the sub-region.**

This programme aims to utilise the resources and expertise of the two universities in Sheffield, in partnership with colleges through Higher Futures, in direct actions to help individuals, employers and communities in and around Sheffield who have been affected by the economic downturn.

The programme has four main strands:

**1) Information, advice and guidance**

Higher Futures will provide a comprehensive advisory service for individuals, using the Lifelong Learning Network's information, advice and guidance (IAG) service in the 12 FE and HE institutions in the sub-region.

**2) Induction into HE – skills, short courses and learner guidance**

The programme delivers an introduction to HE in the two universities and the colleges followed by induction, access to learner support and mentoring, tasters, short courses, modules, a bursary and special initiatives.

**3) Consultancy for companies at risk**

Interventions with companies will be aligned to the Business Link processes and adopt the Innovation Vouchers model, with a value of £3000 per intervention, to improve business competitiveness and survival rates.

**4) Entrepreneurialism and social enterprise**

This strand of activity will create new employment opportunities through the development of entrepreneurialism. Enterprise and graduate development programmes will enhance employability and entrepreneurial thinking through workplace-focused skills development.

**For further information contact:**

Sheffield Hallam University  
Business Gateway  
T: 01142 25 5000

Higher Futures  
T: 01142 253626 or  
E: [info@higherfutures.org](mailto:info@higherfutures.org)

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# WEST YORKSHIRE LIFELONG LEARNING NETWORK

**The West Yorkshire Lifelong Learning Network (WYLLN), working with other regional responses to redundancy, will support individuals suffering from the impact of the economic downturn in West Yorkshire through a range of activities.**

## **1) Information and Advice**

- Employment advisory session (in addition to the advice sessions currently available through Jobcentre Plus and nextstep)
- Access to specialist information resources
- Access to current general and specialist labour market databases
- Access to partner support and development information available from all providers.

## **2) Guidance and Career Development**

- Further one-to-one guidance interviews
- Supported access to web-based career package
- Psychometric testing
- Job search strategies.

## **3) Retraining and Personal Development**

- Accredited bite-sized learning (Levels 4-7)
- Accredited full-programme learning (Levels 4-7)
- Non-accredited learning (equivalent to Levels 4-7)
- Recognising and accrediting prior experience and learning (APEL)
- Entrepreneurship development and support.

The programme is aimed at experienced workers (i.e. those with three or more years of experience), middle managers, senior managers and unemployed recent graduates, particularly those from a non-traditional education background.

Individuals supported must be working or living in West Yorkshire and be able to benefit from higher level skills education and training. They must also be either unemployed, under notice of redundancy or employed in a high risk sector.

### **For further information contact:**

Tirene-lee Doepel  
WYLLN Project Manager  
T: 01484 471496  
E: t.doepel@hud.ac.uk

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# STAY AHEAD OF THE COMPETITION: JUMP START YOUR CAREER

**Higher York Lifelong Learning Network (HYLLN) comprises City of York Council, University of York, York College, York St John University, Askham Bryan College and Craven College.**

The expertise of the Higher York partners has been combined to support both businesses and individuals during the recession.

For businesses there is training and consultancy to help them respond positively to current economic challenges, such as finding new markets, dealing with human resources issues or restructuring. For individuals, including recent graduates, there is support in further training, self development options (e.g. CV writing, job search, coaching) and setting up a business.

HYLLN is currently offering businesses a 60% subsidy for training and consultancy and a free initial planning session. The training programme includes; leadership and management; HR; restructuring and employment law; change management; maximizing resources and minimizing waste; IT; innovation and creativity; financial planning; creative arts; bioscience technology; health and social care practice; working with young people and children.

Individuals can access the same training programme that is on offer to businesses as well as £500 of to support further training, self development or enterprise packages. Self development includes CV writing, coaching, interview skills, self-employment and setting up a business.

All businesses based in Yorkshire and Humber are eligible for the programme, including sole traders, social enterprises and the Third Sector, as long as they have not reached the State Aid Limit and are willing to pay 40% of the cost of any support.

For individuals to be eligible they must be recent graduates, unemployed or at risk of redundancy and be able to take up higher level learning.

**For further information contact:**

T: 01904 876350

E: [contactus@higheryork.org](mailto:contactus@higheryork.org)

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# USEFUL LINKS AND CONTACTS

## **Business Link**

[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

Business Link is a free business advice and support service, available online and through local advisers.

## **Graduates Yorkshire**

[www.graduatesyorkshire.co.uk](http://www.graduatesyorkshire.co.uk)

Graduates Yorkshire is the graduate job vacancy advertising site for Yorkshire UK.

## **Jobcentre Plus**

[www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)

Jobcentre Plus provides help and advice on jobs and training for people who can work and financial help for those who cannot.

## **Nextstep Careers Service**

[www.direct.gov.uk/nextstep](http://www.direct.gov.uk/nextstep)

Nextstep is a national service which provides face-to-face learning and careers advice for adults.

## **Yorkshire Forward**

[www.yorkshire-forward.com](http://www.yorkshire-forward.com)

Yorkshire Forward is the regional development agency for Yorkshire & Humber.

## **Yorkshire Universities**

[www.yorkshireuniversities.ac.uk](http://www.yorkshireuniversities.ac.uk)

Yorkshire Universities is a membership organisation and represents all the universities and higher education colleges in the region.

## CONTACT US

If you want any more information on how to develop your skills in the workplace, please contact the skills team on 0113 394 9678 or e-mail [Fran.Limbert@yorkshire-forward.com](mailto:Fran.Limbert@yorkshire-forward.com) or go online to [www.yorkshire-forward.com/supporting-people/raising-skills](http://www.yorkshire-forward.com/supporting-people/raising-skills)



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