

Truro & Penwith College Business  
The College that works

# Professional Business Skills 2016

Specialist provider of Leadership and Management training  
including Marketing, HR, Finance, Business Improvement,  
Accountancy, IT, Digital and Health and Safety.





# Professional Business Skills

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<b>Conference &amp; Training Centre</b> Haven House conference and training venue right in the heart of Truro.	<b>27</b>

## How to Book

Secure a place on any of our courses for you or your team:



**Phone:**  
01872 242711

**Email:**  
[business@truro-penwith.ac.uk](mailto:business@truro-penwith.ac.uk)

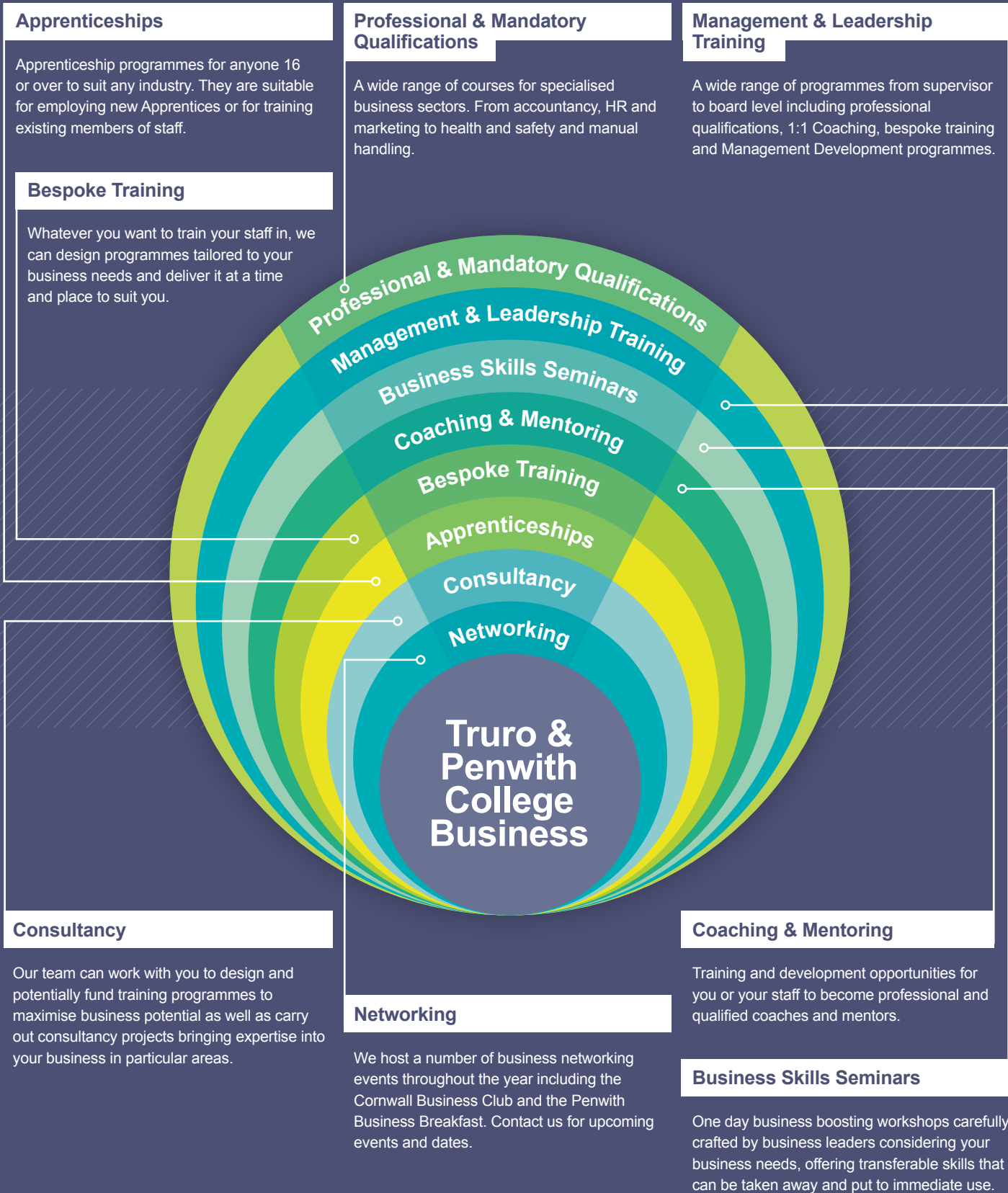
**Online:**  
[www.truro-penwith.ac.uk](http://www.truro-penwith.ac.uk)

Our customer service team is always on hand to help:

- Find the course you're looking for
- Give you any further dates
- Check your funding eligibility: Find out more about 24+ Advanced Learning Loans available for certain Level 3 and 4 courses
- Arrange bespoke training
- Send you detailed course information
- Provide free, impartial advice and guidance

# What we do

Awarded the Training Quality Standard, the quality mark of excellence in the provision of training and development of solutions to employers, Truro and Penwith College Business delivers high quality solutions that make a real difference to business.



# Designing an effective training & development plan to support your business

Seven steps to an effective training and development plan. Complete your own customised plan overleaf.

# 3

## Identify what impact or outcome you want to achieve

- This could be as simple as achieving a qualification or it could be to increase productivity, to help succession planning or to develop specific skills
- For more complex needs you should consider exactly what you want to be different the day, week or month afterwards
- The more you consider this and pin down exactly what you want to change the more chance you have of designing an effective training or development intervention

# 4

## Prioritise your needs

- For each identified need consider what will happen if you do not address them e.g. financial or quality implications
- Consider the timeliness of each need e.g. is it something you need to address next month or next year?

# 1

## Identify any skill, knowledge and qualification gaps within your business

### Current Challenges

- Are you aware of any problems or issues within your business e.g. customer service complaints or quality issues?
- Are these a result of employee skills, knowledge or behaviour?

### Business Strategy

- What are the medium and long term goals for your company?
- What skills and knowledge will your employees need to achieve these?

### Employee Appraisals

- What skill and knowledge gaps have your employees or their managers identified?

### Legal / Compliance Obligations

- What legal training obligations do you have as a business e.g. health and safety?
- Are any of your employees due refreshers or do you have new members of staff that require training?
- Are you working towards any accreditations e.g. Investors in People or ISO 9000 that require specific qualifications or training?
- Do any of your client contracts (including those you aspire to win) require your employees to have specific qualifications or training?

# 2

## Identify which employees require the training or development

- For each skill, knowledge or qualification gap identify individuals, roles or teams that would require training and development
- Identify the different information or levels of detail that each individual, role or team may require

# 5

## Identify your budget

- Identify your training and development budget and apportion against each need - you may need to consider step 6 before you do this as different delivery methods have different cost implications
- If you do not have the budget to cover all the needs you have identified you may need to consider different delivery methods



# 6

## Decide on the most appropriate training and development methods for your business

- Review existing and past training and consider lessons learnt e.g. what methods have been most effective with different roles, teams etc.?
- Consider the different training and development options open to you. The training methods you choose will depend on what is most suitable for the content, budget, timeframe and audience.

### On the Job

#### Pros

#### Cons

#### Coaching (using external or internal coaches)

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Individualised</li> <li>• Focuses on specific development needs</li> <li>• An effective way to support employees to make long lasting changes to their approach</li> </ul> | <ul style="list-style-type: none"> <li>• Can be expensive if using external coaches</li> <li>• Coaching can be difficult to master, it is easy to slip back into a mentoring role, telling the individual what to do rather than enabling them to find their own solution</li> </ul> |
|---|--|

#### Mentoring

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Makes people feel valued</li> <li>• Builds confidence and capability</li> <li>• Ensures valuable skills and knowledge are passed on within the business</li> </ul> | <ul style="list-style-type: none"> <li>• Need to avoid reliance</li> <li>• Need to ensure that mentors are passing on best practice</li> <li>• Mentors need to be able to commit time to their mentee</li> </ul> |
|---|--|

#### Job Shadowing

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• A good way to fully understand what is involved in a role and build confidence</li> </ul> | <ul style="list-style-type: none"> <li>• Need to make sure that employees are observing best practice</li> </ul> |
|--|--|

#### Critical Incident reviews (internally or externally)

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Can be a very powerful training tool as able to look in detail at a specific set of circumstances, unpick what happened and inform future practice</li> </ul> | <ul style="list-style-type: none"> <li>• Has to be done sensitively so as not to make people feel singled out</li> </ul> |
|--|--|

### Combining on and off the Job

#### Pros

#### Cons

#### Apprenticeships (for new and existing employees)

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Ensures a mix of off the job and on the job training, ensuring new skills are being embedded within practice</li> </ul> | <ul style="list-style-type: none"> <li>• Need to be able to demonstrate competence so employee must be in a job role that enables them to put into practice the learning</li> </ul> |
|--|---|

### Off the Job

#### Pros

#### Cons

#### Seminars and workshops

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Quick injection of knowledge focusing on key points</li> <li>• Less expensive and time intensive</li> </ul> | <ul style="list-style-type: none"> <li>• Not in-depth</li> </ul> |
|--|--|

#### Longer accredited courses/qualifications

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Able to choose a level that matches job role and prior knowledge</li> <li>• Enables a topic to be explored in detail</li> <li>• Can increase loyalty and motivation as employees feel they are being supported in their development</li> <li>• A chance to share ideas with different businesses</li> </ul> | <ul style="list-style-type: none"> <li>• More expensive</li> <li>• Longer time commitment required for both taught days and assignments</li> </ul> |
|--|--|

#### Bespoke courses for your business

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Tailored to business need and delivered where and when required for maximum impact</li> </ul> | <ul style="list-style-type: none"> <li>• More expensive</li> <li>• Don't get to mix with attendees from other organisations</li> </ul> |
|--|--|

#### On-line training

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Cheaper</li> <li>• Good for simple content that needs no discussion or to introduce a topic for discussion in more depth later</li> <li>• Employees can undertake at a time that suits them</li> </ul> | <ul style="list-style-type: none"> <li>• Can be completed without giving a subject real thought</li> <li>• No chance to discuss and learn from others</li> </ul> |
|---|--|

#### Action Learning Sets

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Introduces a structured way of problem solving/team coaching that can become an on-going practice</li> <li>• Can help management teams gel together</li> </ul> | <ul style="list-style-type: none"> <li>• Members have to trust each other and feel comfortable discussing their problems</li> </ul> |
|---|---|

#### Industry Conferences

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• A good way to ensure knowledge and skills stay current</li> </ul> | <ul style="list-style-type: none"> <li>• Can be expensive as often need to pay for a place, travel and accommodation</li> </ul> |
|--|---|

#### In house training (delivered by employees)

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Less expensive</li> <li>• Can be tailored to suit business needs</li> </ul> | <ul style="list-style-type: none"> <li>• Need to have training skills and subject knowledge</li> <li>• No exposure to external ideas and practices</li> </ul> |
|--|---|

# 7

## Consider how you will maximise and measure success

- Decide how you will gain feedback on the training and development experience
- Explore ways to help employees embed what they have learnt for maximum benefit
- Identify specific measures of success, including the timescale you would expect to see these by

# Your training & development plan

Make your own training and development plan based on your identified skills and knowledge gaps. Please refer to previous pages for details.

Legal / Compliance Obligations	Employee Appraisals	Business Strategy	Current Challenges	
				1 Skill & Knowledge Gaps
				2 Which employees, roles or teams
				3 Specific impact / outcome required
				4 Priority
				5 Budget
				6 Potential delivery methods
				7 Measures of success

# Who we are

The trainers and consultants working with Truro and Penwith College Business are industry leaders with a broad range of experience and expertise working for local and international businesses as well as designing and delivering training for local businesses of all sizes and all sectors.



**Paul Keene**

With over nine years as a learning and development professional in the area of Leadership and Management, Paul Keene is devoted to delivering stimulating and effective training, described by his students as focused on practical solutions to deliver real world results.

Having worked with clients within the private, public and voluntary sectors such as The Seafood Restaurant, Cornwall Leadership Academy, The University of Exeter and Tate St Ives, Paul's wisdom emanates from his first-hand experience developing management teams in a range of organisations. Paul is passionate about continuous learning and is constantly looking for innovative ways to help the people and organisations he works with realise their full potential.

Described as a 'fountain of knowledge' by his students, Paul designs and delivers a wide range of bespoke programmes and nationally recognised qualifications including Institute of Leadership & Management (I.L.M.) Team Leading and First Line Management courses through to postgraduate Level 7 Strategic Leadership.



**Sam Amps**

Sam joined the Truro and Penwith College Business team in 2011 as Head of Marketing and Management Training. Sam has worked for companies including blue chip, public and private as well as international positions.

Sam has gained a breadth of experience in a number of roles around the country and overseas. Sam's experiences includes Product Manager for Chart Music in Virgin Retail's Marketing team, which involved running the advertising, merchandising, PR, event planning and buying for a chain of over 200 stores in the UK and Ireland. Sam promoted albums for George Michael, Kylie Minogue, Tom Jones and the Stereophonics, amongst many others as well as roles as Head of Marketing with Falmouth University and Marketing and Communications Manager for the Combined Universities in Cornwall.

Sam's career has been an enthralling one, laced with experiences and success that are reflected throughout her training style and delivery.



**Stephen Jones**

With over 25 years experience in the Retail sector, Stephen Jones has a wealth of knowledge to share with learners and businesses.

Stephen started his career journey as a trainee supermarket manager in Helston before being offered his first store manager position in Somerset at the age of 20. As a manager, Stephen learned all of the department manager skills, including greengrocery, butchery, provisions, fashion, wines and spirits, and coffee shops, as well as the essential operational skills such as accountancy, logistics and managing wastage to achieve stock-loss targets and maximise profits.

By the age of 27, Stephen was managing superstores and has worked across the country for companies including Fine Fare, Gateway Foodmarkets and Sainsbury's. Having always had a passion for people development led to Stephen training to become an NVQ Assessor and Internal Verifier.

Stephen made the move from Retail to Education and joined Truro College in 2005, working with a variety of clients including Ann's Cottage, Isles of Scilly Council and Cornwall Air Ambulance.

# People Management

Do you have any new or inexperienced managers that lack skills and confidence?  
Do you want to train future managers and broaden existing managers' skills?  
Does your business lack direction?  
Do your managers coach their teams to improve performance?

## Seminars & Workshops

Courses	Duration	Cost	Start Date
<b>People Management for New Supervisors</b> This course will provide new supervisors/managers with a set of proven people management techniques that are directly applicable to the workplace. Ideal for employees moving from "buddy to boss" or those "stepping up and needing to let go". Delegates will learn how to channel the energy and motivation of individuals within their teams.	1 day	£95	18 January 20 June 10 October
<b>Making Appraisals Work</b> Explore the process of appraising performance, how this fits within the aims and objectives of the organisation and impact on organisational, team and individual performance. Course includes difficult conversations where there is imposed change or under-performance to manage.	1 day	£95	04 February 16 June 20 October
<b>Introduction to Coaching and Mentoring</b> Coaching and mentoring are tools increasingly used by organisations to improve individual and team productivity, effectiveness and wellbeing. This seminar will explore what coaching and mentoring entails and the key skills needed to become an effective mentor and/or coach.	1 day	£95	25 February 08 November

## Professional Qualifications

### Management & Leadership

Courses	Duration	Cost	Start Date
<b>ILM Leadership &amp; Team Skills Award Level 2</b> Designed for newly appointed and aspiring team leaders, as well as managers of small teams. This award develops core skills to lead a successful team including motivational techniques, tackling underperformance, keeping the team involved in safety and the tools to develop yourself as a team leader.	3 days	£450	02 February 14 April 14 June 04 October
<b>ILM Leadership &amp; Management Award Level 3</b> This programme is specifically designed to develop the skills, knowledge and understanding to become a more successful manager. The course helps to develop practical techniques for tackling managerial problems and decisions, developing yourself and others and leading and motivating your team. Presentation skills are also included. Units covered; Developing Yourself and Others, Problem Solving and Decision Making, Leading & Motivating a Team Effectively.	5 days	£650	10 February 13 April 15 September 08 November
<b>ILM Principles of Leadership &amp; Management Certificate Level 3</b> A comprehensive grounding in the theories, skills and techniques across a wide range of management tasks, behaviours and responsibilities including solving problems, making decisions, planning change, time management, efficiency, leadership and running effective meetings. Units covered are the same units that are covered in the Level 3 Award, plus Understanding Leadership, Understanding Innovation & Change in an Organisation, Planning Change in the Workplace, Understanding Health and Safety in the Workplace and Understanding Coaching and Training.	10 days	£1200	21 April 15 September

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Courses	Duration	Cost	Start Date
<b>ILM Leadership &amp; Management Award Level 5</b> The Level 5 Award provides a supportive, focused environment for you to review, assess and grow your ability as a senior manager in a way that will have a real impact on business performance. Units covered: Assess Own Leadership Capability and Managing for Effectiveness and Efficiency.	6 days	£850	01 March 05 October
<b>ILM Leadership &amp; Management Award Level 7</b> Designed for senior managers, operating at a strategic level, this programme improves performance including; leadership theories, leadership performance, analysing critical incidents, developing reflective leadership skills, ethics, values and culture, emotional intelligence and 360 degree feedback for personal development. This course includes highly effective action learning sets with other leaders (course participants) focused on enabling you to resolve key business or personal challenges. Units covered: Developing the Reflective Leader and Leadership In Practice.	6 days	£1200	04 February 11 November

## Coaching & Mentoring

Courses	Duration	Cost	Start Date
<b>NCFE Mentoring Award Level 2</b> An introduction to the characteristics of mentoring and the mentoring role. The course includes: effective mentoring, listening and questioning techniques, communication strategies, good practice in mentoring, record keeping for mentors and organising mentoring.	5 days	£650	04 February
<b>ILM Coaching Award Level 3</b> This course develops the coaching skills of current and aspiring managers, enabling them to boost performance, increase employee retention and improve morale. Includes areas such as improving performance, coaching skills, learning styles, resource planning, communication skills and planning coaching programmes.	5 days	£650	10 March 05 October
<b>ILM Coaching &amp; Mentoring Certificate Level 5</b> Covers advanced coaching and mentoring skills to develop colleagues and employees. Content includes good practice in coaching and mentoring, values and standards, building relationships and commitment, developing questioning and listening skills, development goals, programme planning, programme implementation and performance reflection.	8 days	£1200	03 March 29 September



### Cormac Solutions Ltd Coaching Programme

Cormac Solutions Ltd, one of the most recognised businesses in Cornwall, wanted 30 of their team leaders and managers to advance their skills to create a productive team whilst maintaining great customer care.

The company took the chance to work with Truro and Penwith College Business to train their employees with the ILM Level 3 coaching programme. The ILM Level 3 coaching programme is a five day course which aims to build confidence and gain valuable skills in goal setting and coaching. The course is funded by the ESF UpSkill programme to support your evolving business.

“We recognise the value that a coaching culture can bring to our people and our business. We want to develop a training programme to equip many of our managers with the skills to coach successfully in the workplace.”

Cormac Solutions Ltd

## Apprenticeships for New & Existing Employees

Courses	Duration	Cost	Start Date
<b>Advanced Management Apprenticeship Level 3</b> For managers who are leading teams and who have responsibility for a business area or business projects. The programme develops managerial skills including: setting clear direction, leadership, team building, problem solving, decision making, managing and motivating others, planning and leading change, planning and prioritising and coaching and training.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	09 March (please register by 13 February) September (please register by 31 August)
<b>Higher Management Apprenticeship Level 5</b> An intensive programme for middle to senior managers including off the job training and on the job assessment of skills, providing thorough development across a range of management and people skills. This includes: developing strategic thinking, business planning, leading innovation and change, aligning work to organisational objectives, assessing and managing performance and managing efficiency. Includes ILM Level 5 Diploma.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	Available in-house for groups of 8 and above

### Bespoke Provision Could Include:

1:1 or team coaching for business leaders and managers
Management Development programmes from supervisory to executive levels
Action learning sets to support management teams to solve complex business problems
Strategic planning workshops with senior management teams
Bespoke management and leadership training



### Alison Fry Leadership & Management Programme

Alison Fry, an ILM Learner of the Year finalist, has delivered impressive and significant changes for Trescobeas Surgery after completing her Institute of Leadership and Management qualification with Truro and Penwith College - and has gone on to launch a GP practice auditing software product nationally which came out of her work on the course.

Alison, who is Deputy Practice Manager at Trescobeas Surgery, has made £63K savings in the first quarter as a result of her Enhanced Services / Change Management assignment. She then went on to work with Microtest to release software that provides an auditing tool for practices.

Alison comments: "Basically the manual auditing and Performance Managing I did to maximise income, through my assignment, has become a commercial product. It's called Performance Plus. It's been an amazing experience to write specs for the software developers to write the software. Using my assignment they understood what I did and why, researching, marketing and piloting the software. I'm now a professional adviser to the Directors at Microtest so things have moved on considerably."

The project has not only made huge savings for the surgery, but has created a 50% increase in income.

"Ms Fry's changes to many of the of the surgery's process has meant that despite rising demand and falling budgets, we have continued to **improve patient care whilst posting excellent financial results.** The change management project led by her course has resulted in **increased profits** of over £60,000 per annum."

Yorick O'Nyons Practice Manager

# Business Improvement, Efficiency & Skills

Does your business continually face the same problems?  
 Do you just have too many bits of paper and spreadsheets which are inefficient?  
 Do your staff feel confident to challenge and innovate in order to deliver business improvement?  
 Do your managers have strong financial awareness and budget control?

## Seminars & Workshops

Courses	Duration	Cost	Start Date
<b>Finance for Non-financial Managers</b> This seminar introduces the basics of both cost and management accounting including explaining common financial terms. You will learn how to prepare a simple cash flow forecast, budget and income statement. You will explore different methods of costing, sources of finance and variance analysis. You will also learn how to calculate and interpret financial information, how to read a balance sheet and also the importance of business performance indicators.	1 day	£95	03 March 14 June 05 October
<b>Lean Rapid Improvement Event - Business Process Review Workshop</b> This course will cover fundamental principles, tools and techniques of "Lean". It will enable you to identify different types of "waste" that may exist within your current business processes. You will be guided through an exercise to map and analyse your own business processes to identify specific sources of waste/opportunities for improvement.	½ day	£50	24 February 18 May 12 December
<b>Procurement and Managing Suppliers</b> The ability to procure effectively impacts directly on the success of an organisation. Selecting the right suppliers and using the correct process to do this is critical to ensure efficiency. This course looks at procurement processes and how to build and manage effectively supplier relationships.	1 day	£95	18 May
<b>Introduction to Change Management</b> Being able to manage change effectively is a valuable skill set for any manager. This course explores key principles and theories of change. It will look at how to manage change at both an organisational and individual level. As well as exploring how to overcome resistance to change and ensuring change is fully embedded. The importance of communication will be a key theme.	1 day	£95	24 February 27 May 15 November
<b>Introduction to Project Management</b> Developing effective project management techniques will help you achieve outcomes and meet project deadlines. This course introduces the essential planning procedures in project management and will give you the confidence and ability to put these techniques into practice.	1 day	£95	15 January 10 March 13 September
<b>Time Management</b> This course focuses on techniques and systems available for effective time management and how to apply these. By the end you should be able to; recognise the effect of good time management, plan and prioritise and recognise constraints, determine objectives and prioritise these, monitor own effectiveness.	1 day	£95	18 April 19 October
<b>Waste Reduction - Leading to Cost Reduction</b> This course introduces how managers can reduce costs by more effectively managing waste, water and energy.	½ day	£50	25 February 10 May

## Professional Qualifications

Courses	Duration	Cost	Start Date
<b>Cost Reduction - Business Resource Efficiency Award Level 2</b> Practical course focused on cutting costs by improving the resource efficiency of your business. This includes cutting waste, water and energy costs. Attendees will be taught how to measure, analyse and drive down energy usage and will be given £100 worth of equipment to help them do this.	3 days	£450	07 March 07 July

Courses	Duration	Cost	Start Date
<b>ILM Service Improvement Award Level 3 (Based on Lean Principles)</b> Aimed at managers who want to increase the efficiency of business processes. Based on lean methodology, introducing techniques that enable managers to identify and analyse service problems and plan and implement a project to address these. Focuses on embedding a continuous improvement culture.	4 days	£550	09 March 05 October
<b>Project Management Level 4 (University Level SUCCESS Course)</b> This course covers: analysing the feasibility of a project and presenting a compelling business case; developing a project delivery and management plan; monitoring a project using a range of tools and techniques; risk management techniques; managing a project team; and dealing with stakeholders.	5 days	£750	29 January 08 April 07 October
<b>Cost Control for Managers (University Level SUCCESS Course)</b> This course provides the skills needed to prepare and use financial information in order to assist in the management decision making process within a business. Through gaining an understanding of management accounting techniques managers and business owners will learn to develop strategy and policy for their organisation.	5 days	£750	28 January 03 October
<b>Economic Sustainability for Business Level 5 (University Level SUCCESS Course)</b> The course is for anyone involved in sustainability issues at work wishing to gain skills and knowledge to develop a more strategic role. You will acquire the skills to make your workplace more environmentally friendly whilst increasing profitability and improving corporate social responsibility.	5 days	£750	16 February

## Apprenticeships for New & Existing Employees

Courses	Duration	Cost	Start Date
<b>Business Administration Intermediate Apprenticeship Level 2</b> Covers key areas of administration alongside developing confidence and presentation skills. New additions include business sales and event management. Includes a Level 2 Diploma in Business Administration and a free Level 2 Health and Safety CIEH Certificate and 1 day Embracing Social Media Seminar.	12 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	09 February (please register by 12 January to allow for interview and induction) 18 March (please register by 1st March) 24 May (please register by 28 April) September (please register by 31 August)
<b>Business Administration Advanced Apprenticeship Level 3</b> Covers leading administration activities whilst focusing on business improvement and impact. New additions include change management, business sales, negotiation and event management. Includes a Level 3 Diploma in Business Administration.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	11 February (please register by 27 January) 29 April (please register by 05 April) September (please register by 31 August)
<b>Business Administration Higher Apprenticeship Level 4</b> For people who have responsibility for administrative functions. Subjects covered include effective communication and presentation skills; problem solving and decision making; identifying, planning and implementing change; leadership and management and efficiency. Includes a Level 4 Diploma in Business Administration.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	Available in-house for groups of 8 and above

## Bespoke Provision Could Include:

Bespoke Lean process workshops based around topics such as value stream mapping and 5 S. Helping your business to identify inefficient business processes and agree how these will be adapted and changed. We can also provide consultancy and coaching to support lean projects in the workplace.

Bespoke project management workshops based around key business projects.



# Marketing, Sales & Customer Service

Do you have a clear and effective marketing strategy?  
Does your business stand out from the competition?  
Do you fully utilise social media for marketing and customer service?  
Do you provide high quality customer service and maximise sales opportunities?

## Seminars & Workshops

### Marketing & PR

Courses	Duration	Cost	Start Date
<b>Marketing Your Business</b> This course will ensure that you get value for money with your marketing strategies. Understand the basic principles of marketing and discover how these can be applied and used in your own small business.	1 day	£95	22 March 13 May 20 September
<b>Events to Promote Your Business</b> Events can be a great way to launch a new product, boost sales, increase brand-awareness and network with potential clients. This 1 day course will introduce you to the techniques, strategies and tools needed to host successful business events.	1 day	£95	15 April 05 July
<b>Pitching and Presenting</b> To enhance abilities in preparing business pitches and presenting to potential clients or investors. On completion of this course individuals will be able to: identify the necessary steps in researching and preparing a pitching session; outline the appropriate structure and content for a business pitch; and discuss ways to manage nerves and behaviour whilst pitching and presenting.	1 day	£95	10 March 23 November
<b>Maximising Customer Interactions - Reputation Building &amp; Upselling</b> This course focuses on developing a strong positive customer service brand and ensuring all interactions with customers reinforce this. It explore how to maximise interactions with customers including upselling products and services.	1 day	£95	16 March 13 July
<b>Introduction to Public Relations</b> This courses introduces key areas of public relations including preparing and distributing press releases (traditional and online), preparing for press interviews, building relationships with the media, ethical PR, changing perceptions through PR and managing reputation in times of crisis.	1 day	£95	26 April 05 October

### Social Media

Courses	Duration	Cost	Start Date
<b>Embracing Social Media</b> Discover the intriguing world of marketing your business through the internet and develop techniques and skills to ensure that your Social Media is profitable. Get help with Facebook, Twitter, LinkedIn, Blogging and so much more.	1 day	£95	20 January 01 March 10 May 01 July 09 September
<b>Search Engine Optimisation</b> This one day seminar looks at ways to optimise your site for search engines and move higher up the Google search list, using both free ("organic") and paid-for SEO techniques, on and off your website. Techniques discussed will include: keyword planning and content writing; fine-tuning your website for SEO; pros and cons of link building; using Social Media to get found; introduction to search engine and social media advertising and using your off-site marketing to promote your website.	1 day	£95	25 February 09 August

## Clare Davison Marketing Apprentice

A Level 3 Marketing Apprentice with a hectic family lifestyle has risen to the challenge of increasing the awareness and income of a charity, BF Adventure. Clare Davison, a mum of two young boys and a teenage daughter, was originally a volunteer and then became a marketing apprentice at BF Adventure, an outdoor activity centre specialising in helping disadvantaged and disabled children.



Clare has helped to raise awareness of BF Adventure and has raised enough money for BF Adventure to build a new £100,000 kitchen. She's also created partnerships with Pirate FM and Cornwall Chamber to boost the charity's corporate team building events (which have doubled in sales!) Social media has had a major impact for the charity raising the profile of their business team packages and children's activities. After Clare implemented her strategy, the charity's Facebook page likes increased by 700 and there was a surge in their engagement rate.

"Clare has embraced all development opportunities and her growth over the past 12 months has been considerable. She has brought the benefits of her apprenticeship training back to the workplace," said Adrian Richards, CEO at BF Adventure.

Clare has grown in her role as a marketer and will continue with the company as a full-time marketing employee at BF Adventure.

"With **fresh knowledge and ideas** I was able to create a strategic marketing plan for BF Adventure which has helped to **organise more events and fundraising** than the charity has ever done before."

Clare Davison BF Adventure

Courses	Duration	Cost	Start Date
<b>Boosting your Business on Facebook</b> This half day session is aimed at businesses who already have a Facebook page up and running and would like to drive more business through it. We will look at key features of Facebook pages, using Facebook Insights, developing content that works and introduce advertising on Facebook.	½ day	£50	15 January am 02 August am
<b>Boosting Your Business with Twitter Feeds</b> This half day session is aimed at businesses who have started using Twitter but would like to drive more business through it. We will look at setting up and using Twitter lists, using hashtags effectively, building a Twitter campaign, using Twitter Analytics and introduce advertising on Twitter.	½ day	£50	15 January pm 02 August pm
<b>Customer Service through Social Media</b> This seminar will look at how different Social Media Channels can be used to provide customer service, how to monitor social media to identify customer questions, requests and comments and the legal and ethical requirements when dealing with customers using social media.	1 day	£95	16 March 19 July

## Professional Qualifications

Courses	Duration	Cost	Start Date
<b>Advice &amp; Guidance Certificate Level 3</b> This work-based assessment qualification will reflect the work of practitioners working with clients including identification of client requirements, self-development, providing information and ethical and legal considerations.	Rolling Programme	£1950	Rolling start dates
<b>Advice &amp; Guidance Diploma Level 4</b> Following on from the Level 3 Certificate, this work-based assessment qualification will reflect the work of experienced practitioners working directly with clients including employee and client management, self-development, negotiation and networking skills.	Rolling Programme	£1950	Rolling start dates

Courses	Duration	Cost	Start Date
<b>Marketing Award Level 2</b> Whether you market your own business, or are starting out in marketing in a larger organisation, the Level 2 Award in Marketing will introduce you to all the tools, theories and techniques you need to get started. Topics covered include: understanding your target market, setting marketing goals, choosing promotional tactics and evaluating marketing activities. Both online and offline marketing methods are included.	5 days	£650	13 January 22 April 07 September
<b>Marketing Certificate Level 3</b> Develops skills in marketing to aid business success including; marketing planning, ethics and legislation, direct marketing, databases, running promotions, online marketing and social media.	12 days	£1200	06 April 16 November
<b>Social Media for Business Award Level 3</b> Suitable for those who have already started using Social Media to promote their business and would like to develop their skills. This course introduces concepts such as brand values, audience identification and planning, how social media fits into marketing strategy, the features and benefits of a range of social media channels, issues to consider when using new marketing tools and measuring success.	5 day plus optional tutorial to develop a plan for your business	£650	08 January 12 April 08 June 11 October

## Sam's Training & Development Programme including Team Leading, Leadership & Social Media

Described on TripAdvisor as "wow", "fantastic", "friendly staff" and "a real find" Sam's is a family run business with five restaurants across Cornwall who are investing in their local staff, growing their reputation and in turn growing their business. Working with Truro and Penwith College a training programme was designed to enable staff to progress and climb the Sam's career ladder. The programme included four team members, who are potential restaurant managers, and the training was about building their confidence with the Leadership Award (ILM Level 2) while also developing social media skills.



"We talked to our staff who we thought had potential to be managers within the company. They were all exceptional in their jobs, but we knew with specific training and a confidence boost they would reach their goal quicker, enabling Sam's to grow."

From completing the course, the four employees were able to deal with questions from customers and other staff members with confidence. The Level 2 Leadership Award helped the staff to have a better understanding of the business and its aims.

"Since the leadership course both Katy and Amy have been given extra responsibilities. These consist of all aspects of ordering, stock control and staff rosters. Amy has increased in confidence in her abilities when dealing with customers since the course and Katy has improved markedly her awareness and organisation of staff during service," said Sam Turner, Manager at Sam's at the Beach, Polkerris.

All four staff members increased in their self-esteem, confidence, knowledge and ambition which enabled Sam's to recruit from within and allow their staff to progress in a company which won Most Creative Business The Hub Awards 2014.

Another burning topic was to streamline the effectiveness of Sam's social media by optimising the engagement and amplify all posts. This was seen as a must, for their new restaurant at Crinnis beach, to help raise its awareness and reach the target audience quickly for events and new menus.

"Since the course we have been able to **reach more customers** using less time on social media. By **understanding the analytics of social media** I was able to tailor our posts to specific demographics. It has influenced our proposed marketing strategies and forward planning of events. This has **increased the awareness of the brand** and the promotion of the individual Sam's restaurants."

Emma Sixton Sam's



Courses	Duration	Cost	Start Date
<b>Event Management Level 4 (University Level SUCCESS Course)</b> This University short course covers all aspects of event management from initial idea through planning to delivery. It focuses on the practical skills needed to promote, organise and manage a successful event. No previous experience of event management is needed.	10 evenings	£750	02 March 05 October
<b>Marketing &amp; Public Relations Level 5 (University Level SUCCESS Course)</b> Gain a practical understanding of the principles and key techniques of marketing and public relations and how they can move your business forward. On this University short course you will learn how to apply these techniques for your organisation's benefit.	5 days	£750	21 April 26 September

## Apprenticeships for New & Existing Employees

Courses	Duration	Cost	Start Date
<b>Advanced Marketing Apprenticeship Level 3</b> Develops marketing skills in areas including: marketing planning/ evaluation, marketing theory, ethics and legislation, digital marketing, designing marketing plans, social media management, customer relationship management, database marketing, customer segmentation/targeting, presentation skills and personal management skills. Includes the Level 3 Certificate in Marketing.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	06 April (please register by 10 March to allow for interview and induction) 16 November (please register by 21 October)
<b>Advanced Creative and Digital Media Apprenticeship Level 3</b> Learn how to upload/ manage content, use social networks, produce high quality video and photographic content within interactive media products and understand how to work with clients and promote local businesses. Includes Level 3 Diploma in Creative and Digital Media.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	April September
<b>Customer Service Intermediate Apprenticeship Level 2</b> This Apprenticeship is designed for employees who deal with customers on a daily basis, developing skills in a number of areas to ensure excellent levels of service. Includes Level 2 Certificate in Customer Service and a free social media seminar.	12 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	09 February (please register by 12 January to allow for interview and induction) 25 March (please register by 01 March) 24 May (please register by 28 April) September (please register by 31 August)
<b>Customer Service Advanced Apprenticeship Level 3</b> This Apprenticeship is designed for employees who have responsibility for and manage customer service. It covers: managing customer service, ensuring strong relationship management and consistency and monitoring and analysing service to ensure continuous improvement. New additions include: effective sales and marketing and negotiation skills. Includes Level 3 Diploma in Customer Service.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	17 February (please register by 3 February) September (please register by 21 August)
<b>Retail Intermediate Apprenticeship Level 2</b> The Retail Apprenticeship provides individuals with the knowledge and skills needed within the retail sector. Including: working as a team, visual merchandising, managing customer relationships, providing information and advice to customers, preparing goods and produce for sale, processing transactions and maximising sales.	12 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	1 February (please register by 12 January) September (please register by 31 August)

## Bespoke Provision Could Include:

Bespoke social media programmes e.g. how to network with clients through LinkedIn

Bespoke marketing workshops, reviewing your marketing strategy and activities

Bespoke customer service workshops to identify what good customer service should look, feel and sound like and how to embed and measure it within your business (may include feedback from mystery shoppers)

Bespoke retail workshops or consultancy based around retail law, virtual merchandising and intelligent buying



# Human Resources & Personnel

Do you understand your legal obligations regards employing others?  
Do you have a clear training and development plan for your employees?

## Seminars & Workshops

Courses	Duration	Cost	Start Date
<b>Effective Training and Development Planning</b> This session will guide you through how to develop a training and development plan that meets your current and future business needs.	½ day	£40	22 February am 25 May am 23 September am
<b>Gaining Maximum Benefit from Training</b> This session will guide you through different approaches to ensure maximum benefit is gained from investment in training and development. Aimed at overcoming the problem of employees being inspired whilst on a course, but quickly forgetting good intentions once back in the workplace and facing the everyday pressures of their job.	½ day	£40	22 February pm 25 May pm 23 September pm
<b>Employment Law the Basics</b> An introduction to the legislation you need to be aware of when recruiting, employing and terminating employment.	1 day	£95	23 March 29 June 12 October
<b>Training Skills for Internal Trainers</b> This course develops the skills and confidence to effectively plan and deliver engaging training sessions. Content includes: appropriate training and learning approaches, a range of planning tools and delivery of inclusive and motivational sessions.	3 days	£500	12 January 22 April

## Professional Qualifications

Courses	Duration	Cost	Start Date
<b>Human Resource Practice Certificate Level 3</b> CHRP is the entry level qualification of the Chartered Institute of Personnel and Development. It covers all the operational aspects of HR functions, including recruitment, employee relations and performance management.	35 weeks (evenings)	Price on application	September
<b>Human Resource Management Level 4 (University Level SUCCESS Course)</b> This course provides you with the opportunity to develop your knowledge and skills in relation to the processes and practices of managing people within an organisation. It will help you to review your HR practices at a strategic level to ensure they are working effectively for the organisation. The course includes HR planning, resourcing, performance management and development and employee relations.	5 days	£750	26 April 13 September
<b>Organisation, Management and HR Level 4 (University Level SUCCESS Course)</b> This course provides an overview of management and organisation theory in practice. It explores how organisation structure, culture and human resource management impact on business success. It will enable managers to review and improve organisational effectiveness and HR processes.	5 days	£750	07 June 08 November

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www.truro-penwith.ac.uk/business 

Courses	Duration	Cost	Start Date
<b>Human Resource Management Certificate Level 5</b> CHRM develops the competence of managers in a range of personnel and development skills, together with the necessary underpinning knowledge and understanding. It focuses on HR management and organisational development issues and is matched to CIPD's Professional Map, which delineates the knowledge and skills needed for effective contemporary HR Management. It does not cover day to day operational HR issues as it is focused on the strategic aspects of HR and how HR professionals make a business contribution. This course runs on evening sessions.	30 weeks	Price on Application	September
<b>Employment Law &amp; Employee Relations Level 5 (University Level SUCCESS Course)</b> This University short course teaches the key aspects of current employment law, including: contracts (how to comply with the law); grievance and disciplinary procedures; and discrimination (employers' obligations and liabilities). Case studies and interactive group discussions are used extensively.	5 days	£750	February October

## Bespoke Provision Could Include:

Bespoke interview skills workshops for managers who are new or inexperienced at conducting interviews

Training and development planning workshops to identify and address knowledge and skill gaps

## Cornwall Care Leadership & Management Development Programme

The shortage of service managers with the desirable skills and qualities has made it difficult for care providers to effectively communicate between the different care sectors.

Cornwall Care, the largest care provider in Cornwall, worked with Truro and Penwith College to train their service managers to communicate and build effective service delivery to exceed their customers' expectations of care. To help develop their service manager's organisational and leadership skills, the care provider worked with Truro and Penwith College Business to put their managers through the Institute of Leadership and Management and Leadership Diploma (Level 5).

"In the planning stages we were able to work closely with the tutor to ensure that the course was designed around our organisation's needs," said Dawn James, Business Education Development Manager.

With the positive feedback received from the service managers, Cornwall Care has started to develop their other employees in readiness for them to become the next potential managers.

The ILM Level 5 Management and Leadership Diploma is a six day course run by Truro and Penwith College in your workplace which aims to drive strategic thinking and develop successful results.



"The professionalism, vast **experience and knowledge** of the tutor delivering this course has been second to none. **The course is ideal** for developing existing or future managers."

Dawn James Cornwall Care

# Accounting, Legal & Secretarial Services

Do you have employees who are working towards being Accounting Technicians?  
Would any of your employees benefit from a better understanding of SAGE?  
Do any of your employees wish to become a qualified medical secretary?  
Do any of your employees wish to become a qualified legal secretary?

## Seminars & Workshops

Courses	Duration	Cost	Start Date
<b>Minute Taking and Effective Meetings</b> This course will deliver a step-by-step approach to producing accurate, easy-to-understand minutes. The course will include meeting preparation and agendas, active listening skills, note-taking and the actual production of minutes.	1 day	£95	19 January 10 March 08 June November

## Professional Qualifications

### Accounting

Courses	Duration	Cost	Start Date
<b>AAT Access Level 1</b> AAT Access gives you a comprehensive understanding to work within the finance and accountancy profession. This course covers: accounting in a professional environment, mathematics for accounting, creating business documents and essential accounting procedures.	10 weeks (evenings)	£150	14 January 21 April September
<b>IAB Level 1 Bookkeeping</b> Course covers basic bookkeeping skills which include the use of double entry system and use of ledgers and cashbooks. Textbook accompanies the course at a cost of approx. £35.	18 weeks (evenings)	£262	23 February (Penwith) 24 February (Truro) September
<b>AAT Level 2 Award in Accounting Skills to Run your Business</b> The aim of this qualification is to provide basic finance skills to help a business owner manage a healthy cash flow, gain an in-depth knowledge of financial documents and how to work more effectively with their accountants. If you already own your business or want to start up a new one, then this basic knowledge of accounting will be essential. Key areas covered include; budgeting, managing cash flow, understanding financial documents, sole traders, partnerships and limited companies. Assessment is through a computer based test.	12 weeks (evenings)	£225	24 February September
<b>AAT Accounting Level 2 Certificate</b> Focusing on Purchase and Sales ledgers as well as the preparation of books for final accounts. Students will also be trained on the use of basic computing skills including SAGE. Price includes text books. AAT registration is paid direct to AAT.	35 weeks (evenings)	£1,250	12 January September
<b>AAT Accounting Level 3 Diploma</b> Focuses on preparation of financial accounts, VAT returns, costings, statistical analysis and professional ethics. Price includes text books only. AAT registration is paid direct to AAT. Interview required.	34 weeks (09.15 - 13.15)	Funding may be available	14 January September
<b>AAT Accounting Level 4 Diploma</b> Students who successfully complete this level will attain qualified AAT Technician status. AAT registration is paid direct to AAT. Interview required.	35 weeks (evenings)	Funding may be available	23 February September
<b>SAGE Accounts (IAB Level 1 in Computerised Bookkeeping)</b> Learn day to day duties of using a computerised accounts package; producing sales invoices, recording purchase invoices, petty cash, bank reconciliations, monthly statements, remittance advices and producing reports. Assessed by examination and leads to a professionally recognised qualification.	10 days	£250	11 April 05 September



Courses	Duration	Cost	Start Date
<b>SAGE Accounts (IAB Level 2 in Computerised Bookkeeping)</b> This course uses the popular SAGE LINE 50 computerised accounts package. Covers sales, purchases, bank reconciliation, VAT schemes and reports. It is strongly recommended that students have experience in manual book-keeping.	15 weeks (evenings)	£225	22 February (Penwith) 23 February (Truro) September
<b>SAGE Accounts (IAB Level 3 in Computerised Accounts)</b> This course uses the popular SAGE LINE 50 computerised accounts package. Level 3 is for students who have completed Level 2 and includes adjustments to financial statements, period/year end procedures and financial management information.	15 weeks (evenings)	Funding may be available	23 February September
<b>Secretarial</b>			
Courses	Duration	Cost	Start Date
<b>OCR Teeline Shorthand</b> No previous knowledge is required as this course is aimed at complete beginners. Focus on the theory of Teeline and speed development. OCR shorthand speed tests will be available throughout the course at an additional cost. Please bring a shorthand notebook and pencil / pen. Course textbook required.	20 weeks (evenings)	£315	19 January September
<b>City and Guilds Advanced Diploma for Medical Secretaries</b> The only nationally recognised qualification for medical secretaries in the UK. Includes: medical administration, business communication, medical terminology, medical principles and then the practical skills units of medical word processing, audio transcription and powerpoint. Assessment is two external examinations and four internal assignments. Essential text books are also required (approx £25.00).	34 weeks	Funding may be available	February September
<b>Text Processing OCR Level 2 Certificate</b> Develops learners' ability to meet the requirements of the modern business environment. The units which make up the qualification are widely recognised by employers as benchmark qualifications in any secretarial/administration employment. The units covered are text and word processing, audio transcription and PowerPoint.	10 evenings 4pm - 7pm	£315	13 April 14 September
<b>Legal</b>			
Courses	Duration	Cost	Start Date
<b>CILEx Level 3 Certificate in Law and Practice</b> Covers a range of law, practice and skills-based topics. Each of the units will be individually assessed in either January or June. This course will consist of: Introduction to Law & Practice; Legal Research Skills; Client Care Skills; Law of Tort; and Civil Litigation. The Certificate can be taken in order to achieve a stand-alone qualification, or as the first year of the CILEX Level 3 Professional Diploma in Law & Practice. Students will need to pay their own membership fees to the board.	30 weeks	Price on application	September
<b>CILEx Level 3 Professional Diploma in Law &amp; Practice</b> This course is the second-year follow-on from the CILEx Level 3 Certificate in Law & Practice, and completion of the Professional Diploma allows students to progress to Level 6 study and, potentially, qualification as a Legal Executive. The course will consist of: Land Law; Conveyancing; Criminal Law; Criminal Litigation; and Contract Law. Students will need to pay their own membership fees to the board.	30 weeks	Price on application	September
<b>CILEx Level 6 Professional Higher Diploma</b> The CILEx Level 6 Professional Higher Diploma in Law & Practice represents the final academic stage towards becoming a Legal Executive. The tuition fee includes exam fees and manuals however excludes membership.	30 weeks	Price on application	September
<b>CILEX Paralegal Programme - Level 3 Diploma for Legal Secretaries</b> You will develop the skills and knowledge so as to provide a high level of secretarial/administrative support to barristers, solicitors, legal executives and other legal personnel. Suitable for those wishing to work in the legal profession, or those currently working as legal secretaries who wish to gain a qualification for the work they already do. Three modules are studied at an advanced level - Legal Word Processing, Administration and Communication Skills in the Legal Environment. Assessed by continuous coursework and two assignments per module.	30 weeks	Price on application	September



## Apprenticeships for New & Existing Employees

Courses	Duration	Cost	Start Date
<b>Accountancy Intermediate Apprenticeship Level 2</b> This Apprenticeship is designed to provide finance administrator skills, such as double entry bookkeeping, purchase, sales and general ledger, reports and returns and professional ethics. Includes Level 2 AAT qualification.	12 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	12 January September
<b>Accountancy Advanced Apprenticeship Level 3</b> This Apprenticeship is designed for roles which include complex accounting tasks, like preparing final accounts for sole-traders and partnerships, maintaining cost accounting records, extended trial balances and preparing reports and returns. Includes Level 3 AAT qualification.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	14 January September
<b>Accountancy Higher Apprenticeship Level 4</b> This Apprenticeship is designed for those who want to become qualified Accounting Technicians and have completed the Level 3 Diploma in Accounting. This Higher Apprenticeship is designed for those whose role includes the more complex accounting tasks and also aspects of finance team leader skills including managing self and others and measuring and evaluating financial performance.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	23 February September
<b>Legal Secretary Advanced Apprenticeship Level 3</b> The Legal Secretary Apprenticeship is for those working in a legal environment. The course covers advanced legal word processing, business skills in the legal environment and proofreading in the legal environment. Includes Legal Secretary Diploma.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	September (please register by 31 August)
<b>Medical Secretary Advanced Apprenticeship Level 3</b> This advanced Apprenticeship includes developing knowledge on a wide range of specialist medical terminology, time management, teamwork, implementing efficient systems and procedures and development of the practical skills required to produce appropriate business and medical documentation. Includes Level 3 Diploma for Medical Secretaries.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	September (please register by 31 August)

### Connor Bridgeway Higher Apprenticeship in Accountancy

Connor Bridgeway, who is working while completing a Higher Apprenticeship in Accountancy, has successfully implemented new ideas to cut costs and organise budgets for GCSC (SW) Ltd, a commercial cleaning contractor based in Cornwall. The idea to earn and learn tempted Connor to make the decision to start a three year apprenticeship instead of going to university, an option he definitely hasn't regretted. "I am very happy with my choice to take on an Apprenticeship as it allowed me to gain valuable office based experience whilst achieving a qualification," stated Connor.



Throughout Connor's apprenticeship, he's cut the company's costs by finding new suppliers for regularly used products and has introduced a new pricing structure. Connor also identified new ways to improve their efficiency by creating a new monthly management reporting system to have tighter control over the business' finance.

GCSC (SW) Ltd described Connor being shortlisted for the Accountancy Apprentice of the Year Award 2015 as an 'honour' for his hard work and planning being rightly recognised. Connor is now in the last year of his Apprenticeship and has been offered a full time accountancy position with the cleaning contractor. Connor's success in his Apprenticeship has encouraged GCSC (SW) Ltd to consider future apprenticeships with Truro and Penwith College.

**"I am delighted that I took the chance of employing Connor as my first apprentice. It has certainly moved my business forward and reaped its rewards, I am now able to spend more time promoting and marketing my business."**

Chris Jennings Director of GCSC Ltd.

# IT & Digital

Do your employees lack IT skills?  
Would your business benefit from more intelligent spreadsheets?

## Professional Qualifications

Courses	Duration	Cost	Start Date
<b>European Computer Driving Licence (ECDL) Certificate Level 2</b> ECDL is the leading qualification worldwide for demonstrating the computer skills to operate the key Microsoft programs including Word, Excel and PowerPoint. Effective IT user skills help you unlock the potential of your computer and the programmes you use. You will discover new, faster ways to communicate, solve tasks and access information.	12 x half day sessions or 8 full days	£260	06 January 01 February 20 April 16 May 05 September 07 September
<b>Exploring Excel Level 2</b> Increase your Spreadsheet skills, from formatting, functions and formulas, to worksheets, workbooks and data. Ideal for both individuals and businesses who need to develop their IT skills in a particular area.	2 days	£100	07 January 01 March 05 May 12 July 06 September 15 November
<b>Perfecting PowerPoint Level 2</b> Make PowerPoint easy, from presentation design, proofing and printing to slide masters, manipulating slides and slide contents. These courses are ideal for both individuals and businesses who need to develop their IT skills in a particular area.	2 days	£100	19 January 17 March 17 May 22 July 08 September 17 November
<b>Working with Word Level 2</b> Working with Word, from basic text and paragraph formatting, to inserting tables and graphics. Boost your skills with mail merge and have an introduction to Microsoft Word 2013. These courses are ideal for both individuals and businesses who need to develop their IT skills in a particular area.	2 days	£100	05 January 03 March 03 May 07 July 20 September 29 November
<b>Text Processing OCR Level 2 Certificate</b> Develops learners' ability to meet the requirements of the modern business environment. The units which make up the qualification are widely recognised by employers as benchmark qualifications in any secretarial/administration employment. The units covered are text and word processing, audio transcription and PowerPoint.	10 evenings 4pm - 7pm	£315	13 April 14 September

## Apprenticeships for New & Existing Employees

Courses	Duration	Cost	Start Date
<b>Computer Technician Advanced Apprenticeship Level 3</b> You could work as a computer technician, supporting the hardware and software needs within an organisation. The programme will include data security, software installation, hardware maintenance and computer systems. Includes Level 3 Certificate in Systems and Principles and Level 3 Diploma in Professional Competence of IT Telecoms Professionals.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	September
<b>Software Developer Advanced Apprenticeship Level 3</b> You could work as a software or web developer creating applications and websites. The programme will include data security, software design, object-orientated programming and event-driven programming. Includes Level 3 Certificate in Systems and Principles and Level 3 Diploma in Professional Competence of IT Telecoms Professionals.	18 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	September

## Bespoke Provision could Include:

Bespoke courses focused on specific IT packages and how they can support key business processes  
 Courses focused on elements within an IT package that a business has identified as being useful

# Health & Safety

Are you meeting your legal obligations regards Health and Safety training?  
Do your employees have the skills needed to cope in an emergency situation?  
Are any of your employees due for a first aid refresher course?

## Professional Qualifications

### First Aid

Courses	Duration	Cost	Start Date
<b>CIEH First Aid at Work Award Level 3</b> Designed specifically for those with first aid responsibilities at any organisation. The course ends with a written and practical examination which leads to a certificate which is valid for 3 years. This course has an evening session option.	3 days	£285	08 February 21 March 18 April 13 June 04 July 05 September 19 October 21 November
<b>CIEH Emergency First Aid at Work Award Level 2</b> Teaches the theoretical and practical skills necessary to deal with first aid emergencies. Candidates are taught about personal safety, the best methods to assess an incident, how to record and report an incident, what to keep in your First Aid kit and legislation.	1 day	£95	01 February 21 March 26 May 18 July 05 September 19 October 21 November
<b>First Aid Annual Update</b> Applicable to both the First Aid at Work and Emergency Aid in the Workplace qualification. Due to the wealth of evidence of the severity of 'first aid skill fade', the HSE recommends that all First Aiders attend annual refresher training. This will ensure you are up to date with first aid practice. Please note this is not a requalification course.	3 hours	£50	15 March 20 June 13 September 14 December
<b>CIEH First Aid Refresher</b> Offers revision on First Aid Skills and the opportunity to be updated with any changes that may have come into place over the last 3 years.	2 days	£180	11 January 11 April 08 June 27 June 07 September 12 December

### Health and Safety

Courses	Duration	Cost	Start Date
<b>CIEH Health &amp; Safety in the Workplace Award Level 2</b> This introductory course aims to provide employees at any level with basic health and safety understanding which will enable them to contribute to any health and safety management system. Assessment is by multiple-choice paper.	1 day	£90	18 January 01 February 07 March 02 May 16 May 11 July 05 September 19 September 10 October 07 November 01 December
<b>CIEH Health &amp; Safety in the Workplace CIEH Award Level 3</b> Looks into health and safety from a supervisory perspective and successful candidates will be able to help their organisation, whatever the size or activity, in improving the health and safety culture. Assessment by multiple-choice paper.	3 days	£315	09 May 10 October 05 December



Courses	Duration	Cost	Start Date
<b>IOSH Managing Safety</b> To ensure that safety requirements are appreciated by people employed as line managers and to enable them to review their own departmental system for safety, introducing new controls or implementing changes as appropriate to ensure safety in the workplace. Assessment is by examination and project.	5 days	£525	04 April 12 September
<b>CIEH Principles of COSHH Level 2</b> Aimed at those who use substances hazardous to health at work and introduces candidates to the hazards associated with those substances, the risks and controls available and what to expect from a COSHH assessment. Assessment is by multiple-choice paper.	half day	£75	06 June 06 September
<b>CIEH Principles of Manual Handling Award Level 2</b> Aimed at those who carry out manual handling activities at work and introduces students to the hazards of manual handling, the risks involved, controls available and what to expect from a manual handling assessment. Assessment is by multiple-choice paper.	half day	£75	08 February 14 March 04 April 11 April 16 May 13 June 04 July 19 September 03 October 30 November
<b>CIEH Risk Assessment Award Level 2</b> Designed for people whose work contains a responsibility or contribution to the process of risk assessments. Assessment is by a multiple-choice paper.	1 day	£105	06 May 04 October
<b>CIEH Risk Assessment Principles and Practice Award Level 3</b> Designed for people whose work contains a responsibility for risk assessment. It is particularly useful for managers and supervisors. Assessment is by the completion of a portfolio style document identifying key elements and stages of the risk assessment process and a practical risk assessment.	2 days	£200	03 May 12 September
<b>CIEH Fire Safety Awareness Award Level 1</b> Designed to help employees recognise fire safety issues in the workplace, and understand how to react when the fire alarm sounds.	half day	£75	28 April 12 September
<b>CIEH Fire Safety Principles Award Level 2</b> Designed for employees to develop their basic fire safety awareness in order to assist their employer by undertaking more specific fire safety roles in the workplace to manage fire risk (e.g. as fire wardens/marshals/stewards etc.)	1 day	£105	04 April 07 October

# 5 Health & Safety Courses for the price of 4\*

Contact us today to make your booking on 01872 242711 or email [business@truro-penwith.ac.uk](mailto:business@truro-penwith.ac.uk)

\*Cheapest course free of charge.  
Available for bookings confirmed by 31 March 2016.



# Transport & Warehousing

Do you employ drivers or are you a professional driver?  
Do you or any of your staff hold a LGV, HGV or PSV licence?  
Are you a professional taxi driver?  
Do you employ staff within your warehouse that would benefit from development?

## Professional Qualifications

### Driver CPC

Our training courses are approved by everyone that counts, from the DVSA and JAAPT to businesses and the drivers themselves. As a leading training provider we draw on the experience of our expert trainers to deliver the most up-to-date, relevant and beneficial training, surpassing every requirement along the way. We offer 6 modules for drivers of LGV/HGV and PSV vehicles - See modules below

Courses	Duration	Cost	Start Date
<b>Defensive Driving</b> Driving a goods vehicle or a public service vehicle requires skill, combined with knowledge and the right attitude and driving techniques. A high level of driving skill, a thorough knowledge of the regulations that apply to the work of the driver, a comprehensive knowledge of the Highway Code and the ability to plan well ahead.	1 day	£98 (or £450 for 5)	19 January 25 April 21 June
<b>Accidents and Emergencies</b> Many accidents and emergency situations happen due to inattention and distraction, as well as failure to observe the rules of the road. Sometimes drivers' health or the health of others come into play and even an apparently simple illness can affect our reactions as drivers. Falling asleep, effects of alcohol, drugs and medication are just a few of the issues that can affect the driver's ability to drive well.	1 day	£98 (or £450 for 5)	26 January 16 May 28 June
<b>First Aid</b> Spending most of their time on the road, professional drivers are more likely to come across road traffic collisions or may be involved in them themselves. Therefore it is extremely important that professional drivers understand the priorities of first aid and the correct actions of treatment. Having completed the course, professional drivers will have gained the necessary first aid skills and confidence to deal with first aid incidents in their working environment. However this does not give a driver a first aid certificate.	1 day	£98 (or £450 for 5)	09 February 23 May 12 July
<b>Drivers Hours</b> Drivers' hours is one of the key areas for a driver to understand, this session gives drivers the knowledge they need to ensure compliance not only with the Driving Hours Rules but also the various methods of recording the evidence, including the use of Tachographs. Working Time Directive rules are also covered as they must be incorporated in planning for both self-employed and employed drivers.	1 day	£98 (or £450 for 5)	02 February 09 May 07 July
<b>Safe Vehicle Loading</b> Drivers have an obligation to understand the correct procedures including handling and safe loading as well as the safe securing of their load on to their vehicle for safe transportation to its destination. We guide drivers on all aspects, types of load and the various vehicles they could encounter.	1 day	£98 (or £450 for 5)	12 January 18 April 14 June
<b>Customer Service</b> Drivers of PSV vehicles are dealing with customers all the time and need to be equipped with dealing customers and being the point of contact for the company, including benefits of good customer service the role of the customer, personal attributes and good customer service	1 day	£98 (or £450 for 5)	12 January 18 April 14 June

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## Taxi Drivers

Courses	Duration	Cost	Start Date
<b>Level 2 Certificate in the Role of the Professional Taxi and Private Hire Driver</b> This ten day course provides a thorough grounding in how to offer a professional service as a taxi driver, chauffeur or a driver of community transport/private hire. The qualification will enable you to show understanding in dealing with passengers, understand vehicle and traffic legislation, telephone booking and the safe transportation of children and vulnerable people.	10 weeks	£750.00	01 March 01 June

## Apprenticeships for New & Existing Employees

Courses	Duration	Cost	Start Date
<b>Warehousing Intermediate Apprenticeship Level 2</b> This apprenticeship focuses on the movement, storage and processing of goods, ensuring that this is done in an efficient, effective and safe manner. It includes: dealing with customers; receiving goods; picking, packing and processing; stock control; moving goods; loss prevention and health and safety. The course also explores efficiency and how to reduce waste and save money.	12 months	Employer contribution for people aged 19 and over of £500 or £750 for large organisations	09 February September

# English & Maths

Do your employees lack confidence in maths?

Would your written correspondence to clients benefit from employees brushing up on their English skills?

Do you employ people whose first language is not English?

## Professional Qualifications

Courses	Duration	Cost	Start Date
<b>English - Functional Skills</b> For those who want to learn how to use practical English or wish to upgrade existing skills and gain a nationally recognised qualification. This course increases confidence and knowledge in using English to read, write and communicate. You will gain skills in developing strategies which enable you to work confidently, productively and independently in life.	10 weeks	£215 (Funding may be available)	06 April 08 June
<b>Maths - Functional Skills</b> For those who want to learn how to use practical mathematics or wish to upgrade existing skills and gain a nationally recognised qualification. This course will increase your confidence and knowledge in mathematics. It covers the basic principles involved in understanding, analysing and interpreting practical problems in everyday contexts. You will gain skills and develop strategies to enable you to work confidently, productively and independently in life.	10 weeks	£215 (Funding may be available)	06 April 08 June
<b>ESOL (English for Speakers of Other Languages) with Functional Skills</b> These courses are designed for individuals whose first language is not English including those living in Cornwall and working in local businesses, people studying at the College on other courses who wish to have extra language support and people visiting the UK for a short time to improve their language skills. We have specialised classes for all levels from beginners to advanced. Our classes have a communicative approach while also focusing on improving reading, writing, speaking and listening. As an accredited Cambridge exams centre we can help students prepare for the Cambridge and IELTS exams.	4 weeks for ESOL 8 weeks for English Functional Skills	£75 per month for ESOL Funding available for Functional Skill	Classes available on; Mondays, Tuesdays and Thursdays

## Bespoke Provision Could Include:

ESOL and Functional Skills courses developed specifically for your employees and delivered on site

# Conference & Training Centre

Haven House is a new conference and training venue run by Truro and Penwith College situated right in the centre of Truro on Quay Street. With eleven rooms including a conference suite and two IT suites, as well as training and meeting rooms of all sizes, Haven House can cater for any type of event. Refreshments and catering can be provided and there is a café on site. Rooms can be arranged theatre or board room style to accommodate your needs and Wi-Fi access is available.



## Conference Suite

The Du Maurier Conference Suite is a self-contained area with a separate entrance which can be booked by companies/organisations for meetings, courses and events.

The large open space allows for varying functions and can accommodate 50 delegates comfortably. IT equipment is available with computers within the suite as well as projector, speakers and whiteboards.

## IT Suites

Our two IT Suites are able to accommodate up to 16 people with a full range of IT facilities.

## Meeting Rooms

In addition to our suites we have a range of rooms of varying sizes to meet your conference and meeting requests.

## Hire Costs

Daily delegate rate: £24 per delegate (based on a minimum of 10). This includes room hire, lunch and three servings of tea/coffee.

## Room only rate:

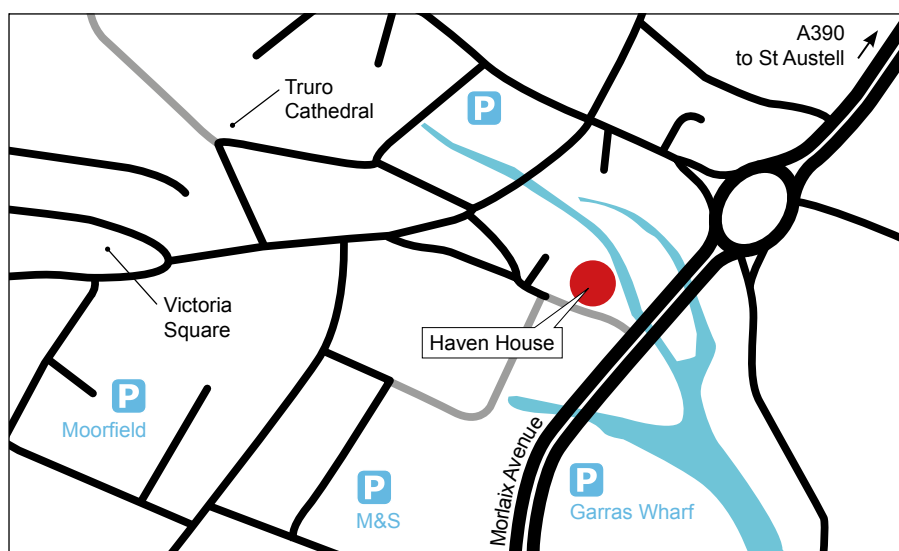
Half day rate: £75

Full day rate: £120

Room only rate includes the hire of the room, use of presenter's PC, projector and screen. Additional refreshments available on request.

## Location

Haven House is located opposite the bus station, a 30 second walk from the taxi rank and approximately ten minutes from the train station. In addition, there is a Park and Ride Service based at Threemilestone which brings people into the City Centre and drops them at Victoria Square which is about a five minute walk from Haven House. There are also a number of public car parks nearby including Garras Wharf and Moorfield.



Should you wish to utilise our facility in conjunction with the provision of a bespoke course, please call our Customer Service Team on 01872 242711 to book an appointment to discuss this further.

# Truro & Penwith College Business Professional Business Skills

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facebook: [www.facebook.com/TruroBusiness](http://www.facebook.com/TruroBusiness)

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Rick Stein's Seafood Restaurant  
Sam's  
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