

## Individuals

BEST provides people with the training they need to support them into rewarding employment.

Whether you are new to the UK, have been out of work for some time, or are simply looking for a new opportunity and a boost of confidence, contact BEST. We can provide you with the support you need to achieve your personal best.

## Employers

BEST provides employers with a range of recruitment and training solutions. From helping you find the right employee or work placement, to supporting you through the time consuming recruitment processes, BEST offers a package of employer support.

If you're a local employer and would like our help, please contact us for all aspects of training and employment advice.

## Partnerships

We regularly look at new opportunities to deliver programmes with a range of organisations, from experienced providers, to specialist organisations offering highly skilled technical expertise.

If you are committed to delivering high quality training, have a strong customer focus or think you have something innovative to bring to a BEST programme, we would like to hear from you.

# be connected

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## Our offices

To find out more about BEST and our services please contact us at our Head Office:

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Email [info@best-train.com](mailto:info@best-train.com)

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Helping B&Q recruit the 'friendly experts'

## Who are BEST?

BEST is one of the country's leading providers of innovative, government sponsored training programmes for the workplace.

## How can we help?

For employers we provide high quality training and recruitment programmes. Because we are government funded, we can provide these excellent services at no cost to the employer.

For individuals we help people develop the right skills and find the right job.





**Welcome to the first edition of our new look newsletter, Be Connected!**

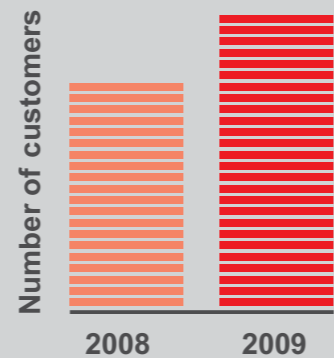
We'll be using Be Connected to keep you up to date with the latest news from the team at BEST. We'll share information about our programmes, news from the sector and details of services we offer to employers and individuals across South and West Yorkshire. You'll also hear from people and organisations that have benefited from working with BEST, so we can share good practice opportunities and inform you of how our services can support you.

BEST had a challenging, but rewarding year in 2009 with new contracts to implement and established services to deliver. We launched our new website, hosted the BEST Celebration Awards and opened a number of new premises, all with the aim of helping more people than ever before get back into work. We hope 2010 will be just as busy and look forward to working with you!

Michelle Manson, Managing Director, BEST

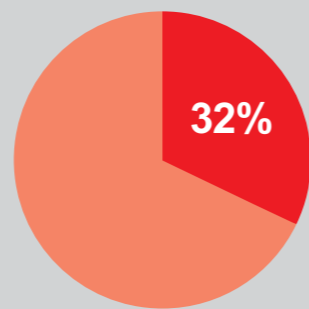
We're proud that in 2009:

We supported **5,568** people into jobs with over 4,112 local employers



We supported over **20,000** people across a range of programmes which is 33% more than in 2008

We achieved over **18,000** recognised qualifications



**32%** of BEST's workforce were BEST customers who had been long term unemployed, were lone parents or people with disabilities

We have been around for **22** years!

Images from iStock: Piggy bank © Milos Luzanin, Laptop © Dean Turner

**BEST Wins Opportunity Sheffield Programme**

We are delighted to have won the chance to work with Opportunity Sheffield partners to deliver a range of support and brokerage services to employers across the city.

Opportunity Sheffield is supported by Yorkshire Forward and the European Union.

The project has attracted £7.2 million investment from Yorkshire Forward, including £1.8 million from the European Regional Development Fund, as part of Europe's support for the region's economic development through the Yorkshire and Humber ERDF programme.



**Going Digital!**

We recently launched our brand new website. The site tells you everything you need to know about BEST services and is packed with a host of new features including:

- Your BEST: an interactive area for customers with everything from choices of training programmes, to interview techniques and job search top tips.
- A Partners Area: where we'll be advertising exciting new partnership opportunities in the year ahead.
- An Employer's Page providing a guide to the range of recruitment and training services we offer.

Visit us at [www.best-train.com](http://www.best-train.com)

**Fact of the month**

**Did you know? A typical 50 employee company could save £165,000 every year by filling the gaps in its employees' skills** (National Audit Office, 2005).

BEST provide a series of government funded training and recruitment services at no charge to the employer. To find out more about how our services can benefit your business, visit us at [www.best-train.com](http://www.best-train.com)



## Promoting Success

In January 2010, BEST held its annual awards ceremony at the historic Royal Armouries in Leeds. The awards celebrated the achievements of employers and individuals who made a real difference to their own lives, or the lives of others, through training and development.

We received some inspirational entries and our congratulations go to those ten individuals and organisations that were recognised for their outstanding personal and business success.

Alan Cave, Department for Work and Pensions, Delivery Director, said 'It's never been more important for organisations and individuals to invest in training, recruitment and development. It's crucial that we move people back into work and train them to meet their full potential to ensure UK PLC can compete in an increasingly competitive global economy. Congratulations to all the winners on their well deserved success.'

The BEST Celebration Awards raise the profile of training and recruitment. They bring together leading business figures from the public and private sector in South and West Yorkshire. To find out how you can get involved contact Josie Scholey, [josiescholey@best-train.com](mailto:josiescholey@best-train.com).



### Young Achiever of the Year

**Bridget Barnett**  
'It means a lot that someone has chosen me'



### Achieving Your Personal Best

**Gerildine Talbot**  
'BEST have given me confidence'



### Adult Learner of the Year

**Christopher Hayward**  
'I've achieved something; I did it; thank you!'



### Commitment to Learning 2010 winner

**Andy Dawson**  
'Winning looks great to future employers'



### Overcoming the Odds 2010 winner

**Mafungasei Maikokera**  
'I feel like a bird that can fly again.'



### Large Employer of the Year

**Tesco Express Bridgewater Place**  
'Working together benefits us and BEST'



### Placement Provider of the Year

**The Wharf & Union Cross Hotel**  
'BEST bring local people into local jobs'



### Small Employer of the Year

**Featherstone Rovers RLFC**  
'It's a lift to win an award outside rugby'



### Innovative Employer of the Year

**ASDA Keighley**  
'BEST led us to recruit 20 great employees'



### Outstanding Achievement Award

**Premium Restaurants Trading as McDonalds**  
'We've employed 90 BEST customers'

## Hot off the Press!

Every day, our employment advisors work with BEST customers to help them overcome barriers to finding sustainable employment. The team provide them with a package of support, enabling customers to gain confidence, qualifications and ultimately employment, where they can become a real asset to their employer. We're delighted to

announce that from the Doncaster area alone, we have had nine customers in the month of March reach a key milestone in their journey: they have been successfully employed for almost four months by a host of Yorkshire employers from large high street retailers to small local businesses.

Find out more at [www.best-train.com](http://www.best-train.com)



# Supergran!

Award winning Grandma of ten, Gerildine Talbot is on top of the world. Two years ago Gerildine couldn't read or write and was long term unemployed when she came to BEST. Now, she's employed and has written her autobiography.

'When I came to BEST I was really down. I'd been looking for work for over a year. I'd applied for so many jobs but didn't have the qualifications that employers were looking for. I was referred to BEST by Jobcentreplus and at first was really daunted by the prospect. But through BEST, things started to turn around. BEST helped me pull together a new CV and I took my basic literacy qualifications and a hospitality course. I never thought I'd be able to pass an exam but with BEST's help, before I knew it, I had done everything I needed to help me find a job.'

Gerildine went on to do a work placement with Radisson Blu in Leeds supporting Head Chef Mick Hart as a kitchen porter. She completed the placement with flying colours and continues to work with Mick and the team.

### Positive Placements

Mick says: 'The BEST programme is a great initiative. It keeps us as a business in touch with the community and gives individuals that join us on placement the chance to go forward in the job market.'

### The sky's the limit

BEST were so impressed by Gerildine's commitment that she was nominated for an



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Gerildine Talbot

award at the BEST Celebration Awards. 'When I won, I can't explain it... I was like a little kid! When I collected my award and saw everyone clapping and cheering I was overwhelmed. I haven't cried during the challenges I've faced but I cried with happiness when I won my award.'

So what next for Gerildine? 'My first plan is to publish my book. Also I recently spoke to the Hotel Manager at the Radisson: he started out as a kitchen porter and worked his way up through the ranks. I've applied for other posts in the hotel and who knows, I could soon be following in his footsteps!'

For more information about BEST's programmes, visit [www.best-train.com](http://www.best-train.com).

# Every little helps as TESCO scoop award!

Moving local people into local jobs, TESCO Express go the extra mile to recruit the best people for their business

A regular on the UK high street, TESCO have gone from strength to strength with stores popping up in towns and cities across England. Over the past 12 months, TESCO Express at Bridgewater Place went that little bit further to stand out from the crowd! They were recognised at the BEST Celebration Awards for their contribution to recruitment and training.

Fresh from his success at the recent awards ceremony, Store Manager, Scott Fairley says: 'We're keen to have local people serving local customers and working with BEST has been the ideal way to do just that. We've developed a great working relationship with BEST: they know the type of person we look for and support us through the recruitment process.'



## Taking the pain out of recruitment

'The relationship works really well: BEST select candidates who complete a six week work placement with TESCO. Candidates are trained in everything from cash handling and customer service to stock replenishment. Where we have vacancies, those that excel are offered employment at Bridgewater or at another TESCO store; others leave us having benefited from a comprehensive work experience programme. This means we get the best people for the job, many of whom move up the ladder quickly, whilst other candidates get valuable experience which we hope helps them find work elsewhere.'

## A master at beating the competition!

No stranger to competition (we're reliably informed Scott played golf as an amateur in the 1997 British Masters!) Scott and the team at Bridgewater were nominated by Lynda Atkinson at BEST who says: 'The support



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Scott Fairley  
TESCO Express

and training offered to our customers by TESCO is second to none.'

And the last word from Scott? 'Winning the award was fantastic! It was a great achievement for the store and the team who help train new staff. Currently, my whole team at Bridgewater were BEST customers so it's a great boost for us all! Most importantly our boss, Operations Manager, Matthew Pickworth, was over the moon!'

**Rachel Mawes**  
HR Manager  
B&Q, Sheffield



Here we catch up with Rachel Mawes, HR Manager at B&Q on keeping ahead of the game in recruitment.

**Q To the non DIY-ers among us, B&Q staff are always really well informed about DIY. How do you make that happen?**

**A** We work hard to embed that standard across the business. Our policy is to recruit 'friendly experts'. Our staff often come from a trades background and have the expert knowledge to help our customers. We also offer NVQ Level 2 and Home improvement Knowledge qualifications to all employees.

**Q How do you find people with the experience you need?**

**A** We have an open recruitment policy: for example, we don't stop considering people because they are older, in fact for us, age brings with it invaluable experience. We've also recently started working with BEST as an avenue to find new recruits.

**Q What's the best thing about taking on BEST customers?**

**A** We've only worked with BEST for a few months and in that time we have recruited three (soon to be five!) permanent members of staff via BEST. In those three people we have found some fantastic talent.

**Q And the best thing about your job?**

**A** I get real satisfaction from seeing people through their career journey with us. It sounds corny but I love it!

## The Junction

The Junction, a dedicated employer brokerage service managed by BEST.

'No one day is the same on the shop floor at M.B Products. We're a family owned manufacturing company and started out life producing explosives carriers for coal mines, but since the demise of the coal industry we couldn't afford to stand still. We diversified and now deliver a range of engineering and manufacturing solutions, making everything from wheelchair cushions for the NHS, to radio pouches for the army!

Our workforce reflects our business: small, dynamic and able to turn their hand to whatever's thrown at them. When recently looking for two members of staff we jumped at the opportunity to take up the recruitment solutions The Junction offers. ([www.thejunctionrotherham.co.uk](http://www.thejunctionrotherham.co.uk)). Recruitment is time consuming for a small business where time is money. The services The Junction provide are high quality and government funded, with no cost to the employer and made life much easier: from advertising, to preliminary interviews, they provided a package of support, leaving us to simply choose from the cream of the candidates. We have two employees who have settled really well, not only into their roles, but into the culture of the company. Would I recommend The Junction? Absolutely – they have supported us well throughout the entire process.'

**Roger Godfrey, MD, M.B Products Ltd**

The Junction is part funded by Yorkshire Forward and the European Regional Development Fund, as part of Europe's support for the region's economic development through the Yorkshire & Humber ERDF programme.

