



Elaine Bowker Principal & Chief Executive

The City of Liverpool College Group
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The City of Liverpool College Group



- one of the largest colleges in the UK



- national training provider



- professional shared services



THE CITY OF LIVERPOOL COLLEGE GROUP

- Over £65m annual turnover
- Over 10,000 Apprentices nationally
- c20,000 enrolments in Liverpool alone

OUR CORE BUSINESS:

- Delivering world-class skills for business
- Outstanding learning and student experience
- Developing talent for sustainable employment

WHO WE WORK WITH...



the
restaurant
group plc



FUJITSU

Countrywide
Integrated solutions local expertise

 Microsoft

 SIGNATURE LIVING

SONY



LIVERPOOL
TATE

 **WILLIAMS LEA**
corporate information solutions



 LAING O'ROURKE

Balfour Beatty

intu 
BRITISH AIRWAYS



John Lewis

FIRST 4 SKILLS

 SHARED
SERVICES
We deliver. You transform.

 The City
of Liverpool
College



Winning the Talent Battle





WHY?

- Today's businesses have to show willingness to do good in order to gain support.
- 92% of the millennial generation believes pursuing profit alone is no longer enough. By 2025, this group will represent some 75% of the global workforce.



IT'S ALL ABOUT PEOPLE

- Talent attraction is a key issue for business
- Skills are a major contributor to productivity at every level
- ...which means the skills gap is a big problem for business
- **Talent = competitiveness**



CURRENT & NEAR FUTURE

- The UK is falling behind internationally:
 - failing to make the top 20 in maths, reading and science
 - dropped 3 places to 19th in the Global Competitiveness Index
- Declining numbers of international students
- Growing interest in massive open online courses
- ‘Concerns about low level of skills’ (63%) is the biggest perceived threat to the UK’s competitiveness as a place to employ people
- 47% of graduates are working in “non-graduate jobs”



LOOKING FURTHER OUT

- More personalised learning via online and home schooling
- More demand for vocational qualifications/decline in “traditional” university courses
- Universities operating on a more global scale
- Student loans no longer fiscally viable
- Artificial intelligence, robotics, and disruptive technology are challenging white-collar jobs
- The creation of high-skilled jobs has not kept pace with the very rapid increase in education and qualifications
- Growing demand for bilingual workers, especially in mandarin, in the global workplace



THE SKILLS GAP

How can education and training help businesses to become more competitive?

- Joint solutions to business growth
- Commercial understanding
- Delivering skills, not courses

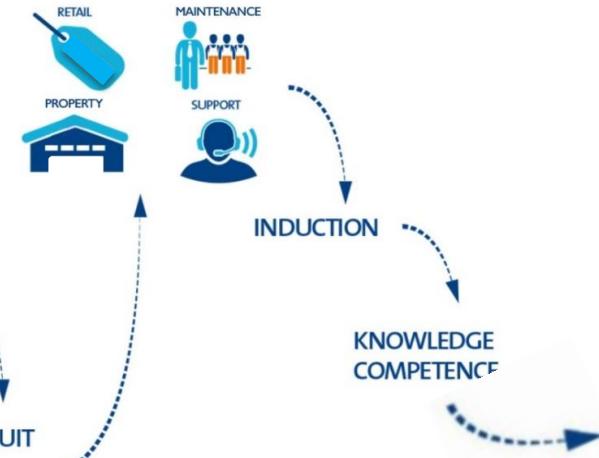
WHAT WE DO...



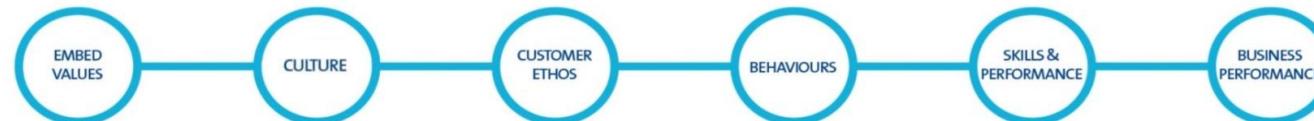
Attract



Develop



Progress



We manage the **end to end talent solution** for employers to develop the skills of their workforce, consistently on a national scale: from entry to senior management level.



THE ART OF THE POSSIBLE

What are businesses doing to attract talent that is innovative and disruptive?



RETAINING AND REWARDING TALENT

How can organisations take retaining and rewarding talent to the next level?

How do companies provide employees with a wide career portfolio within one organisation?



INTRODUCTION OF THE LEVY

- Government knows the importance of skills in driving the economy
- Major government priority
- Step change in approach – introducing the Apprenticeship Levy



THE CITY OF LIVERPOOL COLLEGE GROUP

- 6th biggest provider of vocational learning, employability and apprenticeships
- National coverage, partnerships with large, multi-site employers
- Innovative programmes tailored to business needs
- Entry to high level apprenticeships, workforce-wide
- Experts in a range of sectors



OUR EXPERTISE

- The City of Liverpool College Group works with a number of employers on a local and national scale: **high impact**, tailored work-based learning
- Programmes delivered **consistently** – embedding our clients' brand, values and ethos
- Learning delivered **in the workplace**, or designed to reflect your business needs, job roles and operating environments
- Qualifications and learning **fully aligned** with your own learning, development and HR strategy
- Supplying a **talented workforce** for today and future needs



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