



Farnborough College
of Technology

Business Services



Aims and Objectives

Business Services vision is to provide the skills and training solutions needed by local employers to help them meet their business objectives. By understanding the employer market a clear strategy of effective aims and objectives has been developed and reviewed to maintain our commitment to delivery high quality training.

We want to:

Increase the volume of training delivered for employers

- Increase take up of Train to Gain NVQs
- Grow Apprenticeship numbers
- Promote a 'matched funding' concept for employers
- Introduce a Business Plus account management service for key accounts

Expand the College training offer for employers

- Develop a programme of short courses to meet specific industry needs
- Increase the scope of tailored provision
- Grow vocational areas in Apprenticeships in local priority areas

Improve management of employer relationship

- Provide a clear statement of service employers can expect from the College
- CRM system to support key staff in managing employer relationships
- Introduce the Business Plus account management service for key accounts

Raise the profile for the College's training offer for employers

- Introduce new Business Services brand for all employer training
- Develop web site to promote 'right now' services for employers
- Implement use of branded e-marketing via CRM system

Ensure that we provide high quality training for employers

- Increase in employer satisfaction of College services
- Increase in success of employees undertaking courses
- Provide training that delivers positive benefits for an employer's business

For more information about our services for business or to discuss your training requirements please contact the Employer Hotline on 01252 407299 or business@farn-ct.ac.uk

...making lighter work of your training needs

