

Employers...

Want to build your business and develop your workforce?

Do you need to plan for future business skills and expertise?

Are you finding it hard to recruit and retain a skilled workforce?

Want to keep ahead of the competition and increase productivity?



Your employees could be eligible for a subsidy of up to £4,065* towards the cost of a Level 3 or Level 4 course if your business is in one of these sectors:

Digital and IT

Construction

Engineering

**Business and professional
services**

Eligibility

If your employees are aged 19+ and live in the West Midlands they could be eligible for a subsidy towards the cost of a course.

* The Career Learning Pilot provides subsidies towards Level 3 & 4 courses. These vary dependent on individual courses. A travel subsidy may also be available depending on eligibility.

Supporting your employees to access subsidised courses will help you:

- Unlock potential by upskilling your workforce with relevant and up-to-date skills and knowledge to help grow your business
- Expand your industry expertise by bridging skills gaps
- Plan for the future
- Increase productivity
- Keep ahead of the competition

“Our people are our most valuable asset. Investing in this training has had a positive effect on motivation and morale, and ensures my company is able to adapt to change and prepare for growth.”



What next?

Plan how you can involve your workforce in the initiative.

The National Careers Service will give free advice and guidance to employees to help them consider their options.

Call the **National Careers Service** on: 0121 296 5550 (quote CLPWM4) or email clpwestmids@prospects.co.uk

To find out more:

Visit the West Midlands Combined Authority website for more information:
www.wmca.org.uk/what-we-do/productivity-skills