

Employer Responsive Strategy Summary



Michael John of Liverpool is a specialist provider of hair and beauty training programmes; operating from training salons in Liverpool City Centre, Birkenhead, Liscard and Old Swan. The Employer Responsive Strategy establishes key targets for working with employers, enabling us to plan and respond effectively to key challenges and priorities.

Strategic Objectives 2010 - 2013

1. To **increase employer participation** within the learning programme by 2% each year
2. To **increase the number of employers** working with MJOL across all sector and geographic areas by 2% each year, whilst maintaining the volume of repeat business
3. To **increase employer satisfaction** with our service delivery by to above benchmark / target
4. **Increase the number of employed status apprentices** to 100% by September 2011, converting programme led apprentices to employed status by working with employers to promote the employment of staff
5. To **improve information, advice and guidance offered to employers** by the development of bespoke marketing literature and collaborative work via the Merseyside Hairdressing Forum, increasing the average satisfaction with regard to IAG by 2% per year
6. To **improve our service to employers** with the development of flexible delivery options by offering full workbased assessment opportunities with less off the job training required, day release training or a mixture of both. Increase the number of employers engaging in workbased assessment by 2% each year
7. To ensure **employers are informed and comply with safeguarding** legislation
8. To ensure **apprentice timely success rates** increase by 2% per year and are maintained above benchmark
9. To ensure that **impact is achieved with employers** following the delivery of a training solution
10. **SPECIFIC TARGET FOR 2011** (in response to Capital Project) – to engage spa employers for future delivery of Spa Services Apprenticeships

REACHING FURTHER * AIMING HIGHER * VALUING DIVERSITY