



Transforming your team training

Apprenticeships that benefit your bottom line

Supported by
National
Apprenticeship
Service



Transforming your team training

Is your business ready for industry change?

The retail sector is the UK's largest private sector employer. The total value of UK retail sales in 2017 was in excess of £395 billion, and the industry keeps over three million people employed from frontline staff up to business leaders.

Whilst the sector is experiencing a prolonged period of change and development, factors such as changing consumer behaviour, increased internet shopping and challenging economic conditions have forced the industry to re-invent itself, adopting new technologies and channels to meet consumer needs.

Trends for 2019 suggest that the retail sector will start to see the adoption of new in-store experiences, a redefining of convenience and an emphasis on social selling.

Retail has always been an incredibly competitive sector. With the challenges you face this year, ask yourself - do you have the right talent in the right roles to take your business forward?



Developing teams within retail

The Apprenticeship route

The retail sector is a fantastic supporter of training through Apprenticeships, and as a sector that makes a significant contribution towards the Apprenticeship levy, the opportunities to develop, retain and attract talent are now even more achievable.

Your customers expect every interaction with your business to be a positive whether it's that be through your website, shops, telephony or delivery. To achieve that, you need an all-star team who are brand advocates and commit to providing a consistent experience. Whether you are developing your brand or at the top of your game, in a rapidly changing industry you need the right professionals in the right roles to drive your business forward.

Quick facts

Key challenges within retail

- An increasingly competitive market
- Maintaining excellent customer satisfaction
- Attracting the right talent
- Employee retention

Paragon Skills has provided Customer Service, Business Administration and Leadership & Management Apprenticeship programmes to a number of top retailers providing us with significant experience in the delivery of Apprenticeships to front line and management staff across the country.

Every programme developed by Paragon Skills is unique to each business to help overcome the challenges that derive from your industry, as well as deliver against the key drivers that contribute to the overall success of your business.

Apprenticeships in retail

- The retail sector pays over £325m into the levy fund each year
- There are over 75,000 Apprentices starting a programme in the retail sector each year
- Retailers have predominately spent their levy on developing their management and customer service capability, increasing retention

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Our training, your way

Paragon Skills is a progressive, high-quality Apprenticeship training organisation providing tailored learning programmes for the retail sector.

 0800 783 2545

You'll benefit from:

Our programmes

Clear, forward thinking & progressive Apprenticeship solutions

Our people

Open, experienced & passionate people

Our partnership

Consultative, positive & easy

Custom technology

A seamless & engaging learning experience via Bud - our custom Learner Management System

Delivery that fits with your business



Our ethos is about creating long-lasting Apprenticeship partnerships.

Working in this way has been hugely successful as it allows us to centre the programme on your organisational aims, culture, vision & values and behaviours, ensuring you receive a clear and relevant Apprenticeship people development strategy with tangible measures of success.

We encourage our retail partners to be involved in the design of the programmes which strengthens our working relationship and increases the drive for success in Apprentices and ensures continuous improvement of delivery.

intu case study

In response to the challenges faced by the retail industry Intu has adapted its business model to capitalise on these trends. By combining its physical shopping centres, with an online presence that offers a 'price comparison' website and an aggregated view on all current retail offers in the UK, they are demonstrating a commitment to creating an exceptional shopping experience.

In 2016 intu wanted to ensure they are consistently providing excellent service and were interested in the prospect of using their levy fund to find bright new talent who will embody their vision. They approached Paragon Skills as they wanted to start offering a Customer Service Apprenticeship specifically designed for their unique business model.

Paragon Skills created a programme to address their specific needs, assisted in the advertising of the vacancies, recruited the Apprentices and provided first class training to each individual on the programme.

Intu now have 120 team members fully trained as Intu Customer Service Experts with 60 ready to start on the next programme.

Paragon Skills have a professional and can do attitude which has helped us to create an Apprenticeship programme that is consistent across our business – we couldn't have done it without them.

- Intu Shopping Centres

Workforce design made simple

Working with you to develop your winning workforce.

Your training programme will be truly unique. We will design it to seamlessly integrate with your particular organisational needs.

Your unique programme will still contain all the mandatory elements and features that comprise a recruitment Apprenticeship. Our programme will be so closely aligned to your culture, values and strategy. You'll come to see us as an extension of your team. Many of our partners already do.

Our dedicated Apprenticeship Recruitment Team will work with you to attract top talent offering industry specific information, advice and guidance. They will offer an added-value service to source, screen and select the best candidates - those who share your values and fit perfectly within your culture.

From high staff turnover to the challenges of diversity and demographic balance, our training will help to future-proof your business against these issues.

'The best team members are worth holding on to'

Your unique training programme will be so engaging that your employees will feel truly valued and will be more likely to go the extra mile in return.

'People are always looking for an exciting career opportunity'

We'll support you to develop clear career progression for your employees. This will benefit you in two ways: it will attract the most dynamic and effective new recruits and it will give your existing talent genuine growth opportunities too.

'The best trained people add the most value'

Quality training benefits both your customers and your bottom line. Your people will feel more invested once they recognise your commitment to developing them.

Apprenticeships for retail

Paragon Skills operate a flexible delivery model, which is designed to benefit both employers and Apprentices, delivering programmes through a blended approach.

This incorporates work-based learning methods, regular one to ones, online/paper-based delivery and professional qualifications. Our teams ensure you are able to achieve line manager buy-in, understand the 20% off-the-job training requirement, monitor impact, drive successful outcomes and create your future leaders.

This is particularly appealing to our retail partners as our delivery model and style supports vocational enhancement for staff with both onsite delivery and group sessions with other employers in the sector.

Our Apprenticeship programme specialisms within the sector include:

- **Customer Service**
- **Business Administration**
- **Accounting**
- **Sales**
- **Team Leader**
- **Operations/Departmental Manager**

 **0800 783 2545**



Successful Apprenticeship delivery for over 20 years

Paragon Skills is a leading national Apprenticeship provider who supports over **4,000** learners through their training, and **1,500** organisations to consistently deliver high-quality Apprenticeships.

High quality Apprenticeship delivery is our mantra and ensures all our activity aligns with our pledge, *“to deliver an outstanding teaching & learning experience to every learner, every time”*. Paragon Skills are proud to achieve some of the highest success and achievement rates in the industry which is testimony to our commitment to quality and impactful learning and support.

**to deliver
an outstanding
teaching & learning experience
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Our client needs and learner experiences are at the heart of our organisation. Our extensive experience across multiple specialisms has contributed to our overall achievement rate of **71.4%** (2018/19) exceeding the national average of **67.3%**. Paragon Skills is currently rated as an Ofsted Grade 2 Good provider with aspirations to achieve Grade 1 Outstanding.

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The teams at Paragon Skills are passionate about delivering meaningful learning and live by our values, the 5 e's (ii) which guide our approach to our work. Our industry leading programmes have been collaboratively developed with our clients embedding their organisational strategy, culture, vision and values.

(ii)



Our delivery teams are experts, with a long track record of high quality, high impact Apprenticeship learning designed to achieve the right blend of skills and behaviours. Over **91%** of our learners stated they had a positive experience with Paragon Skills, and **86%** of employers stated that they were satisfied with the service they received.

Within the industry, Paragon Skills is regularly seen as a safe pair of hands in an evolving apprenticeship landscape.



If you would like to discuss how Paragon Skills could support your retail Apprenticeship strategy then please contact us on the below details:

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-  0800 783 2545
-  www.paragonskills.co.uk

References

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<https://www2.deloitte.com/uk/en/pages/consumer-business/articles/retail-trends.html#>