



OUTSTANDING TRAINING ON YOUR DOORSTEP

With an £80m state of the art campus including 3 fantastic sites on Team Valley, we provide a range of bespoke and accredited programmes for employers delivered on our sites or yours.

We conduct training needs analysis and impact assessments to show how training your staff has a positive effect on your business.

We have a reputation for being highly responsive to the needs of our clients and offer a range of services including:

- Apprenticeships - we are the top performing college in the region for success rates
- Recruitment of Apprentices
- Green and renewable energy training including Low Carbon Vehicles, Solar PV and BPEC Accredited Training
- A range of workforce development programmes, whether you want skills or qualifications, at every level from legislative courses to degrees
- Facilities hire for meetings or events
- Officially outstanding according to Ofsted and hold Training Quality Standards for our work with employers.

We can also help you identify any funding opportunities which may be available.

For more information contact us on 0191 490 2258, email employers@gateshead.ac.uk or go to www.gateshead.ac.uk/employers



Case Study: Gateshead College "Go..."

Gateshead College was delighted to achieve a Big Tick from Business in the Community for our sustainable travel programme "Go..."

The College launched the programme when planning approval for the new campus development specified 50% less car parking space, at a time when the College wanted to grow turnover and increase student numbers. The College was also committed to reducing its impact on the environment.

The challenge was to change the attitudes of staff and students towards sustainable transport and the demand for parking. Creating and developing a Travel Plan was seen as a catalyst for change and a way to build the College's reputation.

A Steering Committee was initiated, communication/branding undertaken and advocates/champions identified. KPIs and action plans were adopted in order to monitor progress and keep the management team informed.

Various measures were implemented, eg, creating a car park management strategy; improving public transport and ticketing schemes; providing corporate travel tickets; implementing a Cycle to Work scheme; introducing walking and cycling challenges and a car share scheme; which all complemented the College's wellbeing programme. The 'Go...' brand was created to make communication more effective enabling the launch of travel awareness and promotion campaigns. Existing 'On-Line' systems were used to raise awareness inside the College and amongst the wider community.

Business Impact:

- Increased turnover to £40 million
- Reduction in business mileage by 20% (saving £12,000)
- Single occupancy car travel targets
Reduced: Staff - 67% to 53%; Students 24% to 8%.

For more information about Gateshead College's approach to sustainable travel please email marketing@gateshead.ac.uk



**The Workplace
Travel Plan
Company**

Travel Plan Consultants to the College



GATESHEAD COLLEGE

In partnership with Gateshead College