

Coventry City Council's Apprenticeship Levy Transfer

CASE STUDY – GENESIS TECHNICAL SYSTEMS

Coventry City Council (CCC) transfers its available apprenticeship levy fund to support small to medium sized enterprises (SMEs) who are non-levy-paying businesses. The funding is available for eligible SMEs in Coventry or SMEs outside of the city who employ Coventry residents. It supports employers to employ individuals and helps to develop their skills whilst gaining a recognised qualification.



The scheme supports a variety of apprenticeship programmes, upskilling existing members of staff or new recruits.

CCC is keen to make its Apprenticeship Levy Fund Programme support as many businesses and residents of Coventry as possible. It is particularly interested in transferring its funds to employers that can commit to recruiting people from Coventry as apprentices for care leavers, young people, particularly who are not in education, employment or training (NEETs), parents or carers returning to work and people with disabilities.

Genesis Technical Systems

Genesis Technical Systems is a Coventry based employer, with 23 employees and has benefited from Coventry City Council's Apprenticeship Levy Transfer scheme.

Genesis Technical Systems is a provider of patented award-winning technology, creating cutting-edge broadband solutions that enable fixed and wireless operators to cost effectively deliver ultra-fast mobile and fixed broadband services, over existing networks to meet increasing broadband traffic demands.

Carriers and Service Providers face the ongoing challenge of delivering more for less including higher bandwidth broadband and a greater range of content services, at a cost-effective price. Genesis addresses these challenges by enabling its customers to deliver fibre-like bandwidth over existing networks for a fraction of the cost and significantly increasing average revenue per user.

Fast broadband is taken for granted by those that have it, but it remains a major frustration for those that don't. The Genesis vision is to enable affordable, sustainable, life enhancing broadband (mobile and fixed) for everyone. Through improved connectivity individuals can enjoy the benefits of improved media content services, as well as support for teleworking, online health services and much more.

Owen Collings, Business Administrator Apprentice, was an existing employee starting in July 2018 as an engineer and moved to Business Admin apprenticeship in September 2020 at Genesis who is being supported on a Level 3 Business Administrator Apprenticeship with Coventry College delivering the training. The standard supports Business Administrators to have a highly transferable set of knowledge, skills and behaviours that can be applied in all sectors. This includes small and large businesses alike; from the public sector, private sector



and charitable sector. Owen's role involves developing, implementing, maintaining and improving administrative services. Business Administrators develop key skills and behaviours to support their own progression towards management responsibilities.

The responsibilities of the role are to support and engage with different parts of the organisation and interact with internal stakeholders or external customers. With a focus on adding value, the role of Business Administrator contributes to the efficiency of an organisation, through support of functional areas, working across teams and resolving issues as requested. The flexibility and responsiveness required allows the apprentice to develop a wide range of skills.

Owen's training started in September 2020 and Owen has 18 months to complete this. Owen, pictured below, commented "The training is providing me with an exciting opportunity to develop my skills. I can learn and can see the impact straight away in my day-to-day role. Everyone has been really supportive and helped me not only grow my skillset but helped me grow as a person and this wouldn't have been possible without the apprenticeship levy".

Commenting on the successful access of Coventry City Council's Apprenticeship Levy Fund Transfer Liz Box, responsible for Business Development and Marketing at Genesis "The process was very clear and easy to follow. Any questions were answered quickly. It is great that employers have access to this scheme. In a short space of time, I have seen Owen grow and develop and he has become an asset to my team. It's also personally rewarding to be able to share my experiences and knowledge and see Owen progress."



Owen Collings

To find out more about Coventry City Council's Apprenticeship Levy Transfer Scheme please contact Anne-Marie Tranter on anne-marie.tranter@coventry.gov.uk or 07973 260583.