

# The BUZZ

The latest training and recruitment news

November 2023, Issue 2



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**Welcome to the November issue of The BUZZ, where we update you on the activities of our team, our business partners and most importantly, our apprentices!**

The Autumn has been an extremely busy time for SWARM. This month UCAS reported that their data shows record interest in apprenticeships over this year's results period (13 - 31 August). The number of users searching for apprenticeships soared by 62.4% compared to the same point last year. We are certainly seeing evidence of this demand, with a growth in enquiries received by Swarm in this period. As a result we have added new courses to our portfolio (Content Creator) and welcomed new members of staff to the team.

It gives me such pleasure to see the achievements of some of our apprentices, celebrated in this issue. In addition, many learners achieved EPA success this autumn - too many to mention - but we are proud of each and every one of them.

**Chris Perry, CEO of Swarm Group**



## Swarm Team attends Norfolk's Largest B2B Event

Swarm Training's Commercial Director and the Norfolk based Swarm engagement team recently spent the day at Norfolk's largest Business to Business event. Organised by the Norfolk Chamber of Commerce, the [Norfolk B2B23](#) event showcased over 100 Norfolk enterprises and welcomed almost 1000 visitors.

The day was attended by Louie and Dale from the engagement team, Paul from Swarm Recruitment and Harry Harris, Swarm's Commercial Director and Co-Founder and Director of Swarm Bluewater, the newly formed commercial training provider.

The day was an incredible opportunity for networking, relationship building, catching up with old friends and of course, coffee! Although long, the day was a fantastic success with new business opportunities formed and the chance to share the incredible work of Swarm Training

and Recruitment.

As part of the day, the Norfolk Chamber of Commerce organised four workshops, one of which was delivered by Harry Harris.

With 3 decades of experience in leadership and management, Harry was asked to deliver a workshop by the Chamber on the four colours of leadership. As usual, Harry made this slightly different with an interactive style which involved the audience and gave it a fun twist.

The audience were even given some homework, and for once, they didn't seem to mind!





## NEWS

## ONLINE ADVERTISING REVIEW

The government recently published the outcome of its consultation on the Online Advertising Programme. The Online Advertising Programme is a review of the current regulatory framework of paid-for online advertising

The result is that social media platforms, websites and services like advertising display networks will have to take tougher action to stop children seeing age-restricted adverts for products like alcohol or gambling.

Fake celebrity scams and pop-up malware from hackers will also be clamped down on as part of new rules to make advertising regulation fit for the digital age.

In the plan, the government intends to introduce new rules to tackle illegal paid-for online adverts and increase protections for children.

This shows the government is committed to combatting illegal and harmful content online to protect young people. Marketers and businesses need to be up to date with these new regulations to ensure processes are in place to remain compliant.

To read the full article, [click here](#).

## MANAGER ENGAGEMENT

On the 17th October, we held our engagement workshop with line managers entitled 'How to Support your Apprentice'.

The objective was to explain the structure of apprenticeships, and suggest ways that managers can support and guide learners throughout the process.

The feedback for the event was very positive,

***"The session was incredibly useful. It was great to have some time with you to go through some of the bits I've been unsure about."***

Flo Carr Associate Director, Indigo Ltd.

We shall be running the session again before the end of the year. Look out for your invitation on email.



## WORLD BOSS'S DAY

You may not be aware, but 16th October was 'Boss's Day' (established in the United States); a day when we're encouraged to show our appreciation for our managers and leaders.

How lovely it was for our Business Adminstrator Tutor, Elle, to receive this message from one of her Level 3 apprentices, based at IPSOS:

*"It was World Boss Day on Monday and even though I'd like to think you're my tutor/mentor as opposed to my boss, I just wanted to take the time to say 'thank you'. I really appreciate all the effort you're putting into me and my apprenticeship. You are helping me to improve keeping on top of things. You also believe I will do well with enough hard work and determination, so that's really encouraging for me to hear and it definitely motivates me knowing I'm fortunate to have a tutor like you."*

**Javen Atherley**



## CELEBRATING OUR APPRENTICES

Apprenticeships really do give learners fantastic exposure to business opportunities.

Last month, one of our Marketing Apprentices, Emilee Redpath, was responsible for publicising her company's involvement in the Ryder Cup!

Brentwood Communications Ltd were the Radio Communications and PA partner for the renowned golf competition.

Emilee explains, "We supplied the Ryder Cup with 1400 digital radios. 50 smart radios, 4G Smart Radios, 40 Repeater Channels, Antennas, Combiners, DJ sets, Mixing Desks, Speakers, Microphones, Amplifiers and Frequency Management!"

My duty was to keep on top of the social media coverage, where I created a programme of social media posts from information that our engineering team communicated from their base in Italy.

I had to keep on top of the golfing scores and even had a golfing lesson to help me understand it too!"



Our HR Tutor, Teo Apan, enjoyed getting out and about in London recently, visiting one of her hard working apprentices, Lauren Bryson at CMS Sport & Entertainment.

She even got to see Lewis Hamilton's F1 car!

Of Lauren, Teo says, "As a HRL3 Support Apprentice, Lauren has demonstrated a consistently positive attitude towards learning and her role. She is proactive in providing HR services and is dedicated to supporting her organization. As her tutor, I have observed her exceptional work ethics and her commitment to delivering quality HR services."



We love celebrating the successes of our apprentices, from all areas of their life, such as this fantastic achievement from one of our Marketing students, Rachel Lawrence.

At the same time as working hard on her Level 3 Marketing Assistant course, Rachel recently took time out to complete her Rescue Diver qualification - and passed. This is no easy task and Rachel hasn't stopped grinning since. Rachel tells us:

"Across the 2 day practical, we learnt lots of things, such as how to de-kit an unconscious diver, drag them out to safety and provide emergency medical care; how to tie knots in rope for rescues. We learnt how to locate a potentially unconscious diver underwater and bring them up to the surface, then proceed with rescue breaths and lift them out of the water to safety. Plus we learnt how to do a coordinated rescue with others. I am really pleased with the achievement!"

# TUTOR SPOTLIGHT



Tutor: Ana Valatkiene  
Subject: Payroll Administration,  
Level 3

“I have recently completed the Level 3 Payroll Administrator apprenticeship with Ana Valatkiene as my tutor (hopefully achieving a distinction overall!) I have found the whole experience with Swarm to be absolutely brilliant. Ana was great at being able to tailor the sessions to adapt to my existing knowledge. The support throughout has been spot on”

Apprentice: Caroline Culley  
Company: EBC Brakes Limited

## How long have you worked for Swarm?

It will be 2 years in December.

## What was your career prior to tutoring?

I started my career as a Recruitment Consultant but then moved to payroll within the same company and from then on I've always been surrounded by Payroll; both in-house and outsourced.

After I had qualified with CIPP and gained a Foundation Degree in Payroll Management I decided to teach Payroll and that is how I joined Swarm Training.

## What do you enjoy about your role at Swarm?

I love my independence and flexibility, as well as being part of the amazing team. Having two boys and managing my day and calendar according to a busy family schedule works perfectly.

I also love sharing relevant payroll knowledge and the most important, I love seeing the progress and celebrating each exam success of my students.

## What are the challenges of your role?

Chasing students to do their work/study!

## How do you spend your spare time?

I love spending time in nature and experience new cultures.

I love to travel and recently visited Africa!

## What are you passionate about?

I am passionate about personal growth- mainly learning new skills. A few years ago I decided to learn to play piano.

## Tell us something that may surprise us about you?

I am from twins!

I am a dog lover- although I was never keen until I got my very own baby girl, called Toffee!



## WELL-BEING AT WORK

With the dark nights now upon us, our mood can suffer at this time of year. As part of our enrichment programme, we encourage learners to take care of their well-being, including in the work place. Here are some ideas for ways to support your mood at work.

On **6 December** we are welcoming a guest speaker from the charity, [Papyrus](#), to increase awareness of suicide prevention and to remind us on the importance of self care.



**Ways to improve your well-being at work**

- Maximise the Light**  
Try and get as much natural light as possible. Ensure windows aren't blocked. Go for a walk outside on your break. Ensure you have good lighting for all tasks.
- Keep Active**  
Try not to sit at your desk for long spells. Set a timer to remind you to walk around the office at regular intervals, or take a flight of stairs. It will help your posture too.
- Be Social**  
We can all get engrossed in a task, but make sure you take time to chat to others. Leave your desk for your lunch break. Find a common room to meet with others.
- Improve your Environment**  
Our brains like to see patterns in nature, so plants help to improve our mood - even artificial plants! Brighten your office space by adding pictures or potted plants.



## DID YOU KNOW?

Part of our mission is to give back to the community where we can.

Our Recruitment Team do this in three ways:

1. We offer free job seeker support and advice.
2. 10% of profits are earmarked for good causes.
3. We offer free first placements to charities and then reduced fees beyond, no strings attached, using generalist and specialised portals including CharityJobs for repeat clients.

To book an appointment for an informal chat email [recruitment@swarmgroup.org.uk](mailto:recruitment@swarmgroup.org.uk)



### I am often asked, 'When should I hire an apprentice?'

If you are looking to hire a school leaver, then we find the best times of year are Spring and Summer. However, there are always good candidates looking for a start or a career change, whatever the time of year. With tried and tested recruitment strategies, we can look for these candidates for you.

The key to attracting candidates is to make it easy for them. With our wealth of experience, we can help you source the candidates with the right attitude and energy for the apprenticeship.

What is the best time to hire: we say, when it's right for your business.

**Paul Riddock, Managing Director at Swarm Recruitment**



## WHAT MAKES US DIFFERENT?

Swarm Recruitment offers an affordable, refreshingly personal and ethical service. We apply bespoke recruitment strategies to support your business, drawing on our years of professional experience. Our aim is to save you precious time and provide you with reassurance that you will be listened to.

The great news is, if you already use Swarm Training, we can also support you with free recruitment for further apprentices. As a CIC, Swarm commits funds and time to support job seekers and community projects across the UK.



### CV feedback

We can support apprentices with developing their CV.



### Candidate Search

If you want to recruit an apprentice, we can help with the search for the right one.



### Job Advertising

Ask for our expertise to help to write your job advertisement and spec.

## COMPASSION is one of Swarm's values



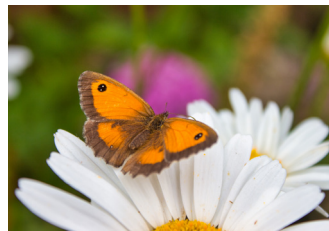
Swarm Training recently ran a competition to help raise funds for [EACH \(East Anglia Children's Hospice\)](#). EACH Hospice supports families and cares for children and young people with life-threatening conditions across Cambridgeshire, Essex, Norfolk and Suffolk.



We invited you all to send in a colourful image to decorate a wall in the hospice to cheer the children! We received over 50 entries. Donations were also encouraged and we are pleased to have raised over £200 in much needed funds for EACH. Thank you to everyone who donated.

We had some wonderful entries; from cute pets to bowls of strawberries; stunning landscapes and brightly coloured flowers.

The entries are now with the children of the hospice who are eagerly choosing a winner. Keep your eye on our social media pages to find out who the winner is - and the lucky recipient of a £50 Amazon voucher! See links to our social media accounts below.



## APPRENTICESHIPS NORFOLK AWARDS: Now open!

Do you currently have an apprentice who is going above and beyond? Do they live or work in Norfolk? Then they may be eligible for the Apprenticeships Norfolk Awards 2024!

If you'd like to find out more, or you'd like to make a nomination, just visit: [apprenticeshipsnorfolk.org/apps-awards](https://apprenticeshipsnorfolk.org/apps-awards).

Candidates can be nominated by their employer, or training provider and must have been on the programme since 01 January 2023. The closing date is 5 December 2023.

Last year's nominations were impressive, and brought out some of the most amazing stories from organisations all over the county. We are looking forward to hearing about this year's nominations.

