

## NEWS RELEASE



Date of issue

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**For immediate release**

### **Promote your courses through Business Link's Skills Brokerage Service**

All training providers in Yorkshire and Humber are invited to promote their courses through Business Link's new Skills Brokerage Platform, which will be launched in February. By providing information about themselves and their courses they will increase their chances of being selected to provide training to businesses of all sizes in the private and public sector. Find out more at [www.yhskillsbrokerage.co.uk](http://www.yhskillsbrokerage.co.uk).

In the last 9 months, Business Link's Advisers have helped over 3,000 businesses identify their skills needs and source training provision, leading to over 23,000 individual learners finding the right training courses, worth over £13 million. The Skills Brokerage Platform will be used by Advisers to more efficiently and effectively source training and make referrals.

The Skills Brokerage Platform is in the final stages of development and is a joint project between Business Link and Yorkshire Forward. It is an internet portal for sourcing courses and bespoke training. Once courses have been selected the platform provides a communication facility between Business Link and individual training providers, sharing information about the customer's needs and the training that is available. Feedback on referrals will be provided, enabling training providers to tailor their offer to customer needs.

By making courses available through the Skills Brokerage Platform, training providers can greatly increase their chances of being selected to provide training to businesses of all sizes in the private and public sector.

Additional benefits to training providers include:

- Increased, targeted referrals for courses
- An easy-to-use and efficient response system
- Feedback on referrals
- Comprehensive reports on employer demand for training

To maximise the chances of referral, training providers will need to make courses available on the Skills Brokerage Platform at [www.yhskillsbrokerage.co.uk](http://www.yhskillsbrokerage.co.uk). Contact us if you have any questions on 08456 048 048 or email us on [info@businesslinkyorkshire.co.uk](mailto:info@businesslinkyorkshire.co.uk).

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## NOTES TO EDITORS

### ABOUT BUSINESS LINK YORKSHIRE

- Business Link Yorkshire is the central point of information, advice and support for all businesses in the region, no matter what size or stage of development. This covers an individual thinking about starting a business to a large corporate company wanting to enter new markets.
- We are a private sector business funded by the public purse through Yorkshire Forward. This means we are impartial, free and have no vested interests. We are here to help businesses set up, survive, grow and increase profitability. Our services help businesses assess and reduce their risks, avoid pitfalls and learn from the mistakes and successes of others.
- We run free courses and workshops throughout Yorkshire and Humber for established businesses, social enterprises, for those who have recently started up on their own or for budding entrepreneurs. You can access the full timetable at: [businesslinkyorkshire.co.uk/events](http://businesslinkyorkshire.co.uk/events).
- On 1<sup>st</sup> April 2009 Business Link Yorkshire assumed responsibility for delivering an independent skills brokerage service for all companies employing up to 5,000 people. A service for the public sector is delivered by STAR Training & Consultancy based in York.
- For information on Business Link Yorkshire and our free business support service ring 08456 048 048 or visit [businessyorkshire.co.uk](http://businessyorkshire.co.uk).

For more information please contact Business Link Yorkshire's PR and sponsorship team:

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