



Crossways Training become second largest education provider at Weston College

Business Profile

Crossways Training provides education and training to 16-18 year olds through sport to provide them with better employment opportunities.

The company delivers a study programme that engages with learners and provides the chance to obtain an NVQ Level 2 in areas such as Activity Leadership and functional skills in Maths and English through Employability Enrichment Pastoral Learning (where students are doing non qualification based activities to learn new skills).

Industry

Employment and Education

Geography

Based in Highbridge, Somerset
National clients and partners

Benefits

- Dedicated, secure office space
- 24/7 access
- Centrally located near to M5
- Dedicated leased line with superfast broadband

Results

- Doubled turnover
- Exceeded enrolment targets
- Forging partnerships with other education providers

The Challenge

Steve Gooding, Partner of Crossways Training, said: *"Our aim is to provide students with an entry route into employment in a sector that they would love to work in. Through apprenticeships and coaching roles we educate them on interview techniques, telephone manner and other key skills that will help them with the transition into full time employment."*

In 2016, Crossways Training is looking to expand and forge partnerships with other colleges and use their existing model to demonstrate the success of the programme.

The Solution

"With 80% of our time spent on the road, the office at the Centre provides us with a fantastic base located near the M5 giving us access to our partner clubs in the North and South. Compared to other offices locally the Centre provides great value for money and access 7 days a week, which suits our business needs perfectly. The professional environment lends itself to holding boardroom meetings and Continuing Professional Development training days."

The Results

Since moving to Highbridge Enterprise Centre, Crossways Training has doubled their turnover and exceeded Western College targets by enrolling 125 learners onto the study programme in the first academic quarter. In 2014/15 they delivered an 87% study programme completion rate against Weston College's 78% expectation.

Steve added: *"Exceeding Weston College's expectation was a real highlight of the business last year. This meant that we were able to increase the contract value to help grow the business and more importantly continue to deliver a successful programme to students in the region."*

Partnered with Weston College and a number of professional sports clubs, including Plymouth Argyle, Exeter City and West Bromwich Albion, Crossways Training has become Weston College's largest education training provider for the 16-18 year old age group.