



The BUZZ

The latest training and recruitment news

August 2023, Issue 1



INSIDE THIS ISSUE

Fun at the Norfolk Show

Swarm at the MRS
Excellence Awards

Launch of Photography
Competition &
Charity Fundraiser

News from Swarm
Recruitment

NEW Content Creator
Apprenticeship

We nurture growth and celebrate success



Welcome to our first edition of The BUZZ which is designed to give you a glimpse into what's happening within the Swarm community.

It's great to hear about our apprentices' fantastic achievements and the great things the team are doing.

Over the coming months The BUZZ will be featuring our diverse range of employer partners and their apprentices, who are forging fantastic careers. You'll get a glimpse into the exciting journey that Swarm has planned for the year ahead.

I am so proud of how far Swarm has come since 2014 when we placed our first apprentice with an employer. Since we arrived as a new disruptive startup in the 'back of beyond' in Norfolk, we have trained over 500 apprentices across the country, covering 30 disciplines and supported well over 300 organisations, ranging from sole traders to global household brand names.

The last 9 years have been an amazing journey full of twists and turns in the world of education and I look forward to what the next decade will bring.

Chris Perry, CEO of Swarm Group



Heat, Rain and Royals at The Norfolk Show

At the end of June, the Swarm Training Team had the pleasure of exhibiting at the Royal Norfolk Show. The show is the largest two day agricultural show in the country, with over 700 trade stands and well over 80,000 visitors.

Day one saw high temperatures, whilst day two was contrasted with heavy rain early, followed by glorious sunshine to see out a fantastic two days.

Situated in the STEMM area, Swarm Training joined other organisations such as colleges, training providers, offshore power providers, along with REAGIT, who kindly provided our display space and who work closely with Swarm to provide invaluable engineering and electrical training.

Over the two days, Swarm's engagement team were kept busy, chatting with visitors to the show. It was great to see familiar faces as several clients also popped over to say hello.

We even experienced a surprise visit from His Royal Highness The Prince of Wales. Nice of him to drop by to see us!

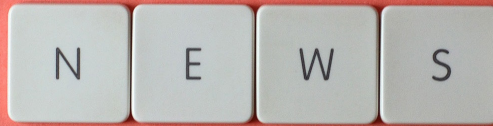
It was a joint effort, with staff in our recruitment, operations and administration teams all joining in to make the event a success. Our marketing team supplied us with brand new material to showcase our training services.

However, it wasn't all work. We certainly took advantage of our position next to the funfair and just a short walk away from the huge food area!

It was a fantastic couple of days with many new contacts made, and old friendships renewed.

See you there next year!





A.I

Is Artificial Intelligence something to be fearful of, or a new development that can improve our productivity?

We can't read the news or scroll through social media without stumbling upon the subject of AI. Some content may be seen as scaremongering, whilst some content aims to enlighten us as to its benefits.

This month our HR and Recruitment specialist, Teo Apan, delivered a workshop on Personal Branding and Career Guidance. Supported by Marketing Tutor, Sally Walters, we invited discussion from our apprentices on their thoughts about AI.

It would be easy to become deflated that all the effort of learning a new career may be in vain if AI were to replace jobs in the near future.

Instead of focusing on the negative predictions, we encouraged our learners to continue to develop their professional brands; to reflect on their own values; to connect with others. Networking is more important now than ever.

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

A WORD OF WARNING

The recent story about Nigel Farage and Coutts Bank can serve as a reminder to us all that company Minutes are publically available!

Dame Alison, now former CEO of Natwest Bank, which owns Coutts, was forced to admit that she was the BBC's source behind the false report Nigel Farage had been exited as a Coutts customer for commercial reasons.

This was after the board's Minutes were published by the press, revealing their discussions to be discriminatory against Farage. Be very aware of the comments you make in meetings!

[Full story here](#).

OUT TO AFRICA

Our Marketing tutor, Suzanne Hodnett, has been working with a community in Kenya over the last year to bring them much-needed business training. The training will help them to set up small businesses and create sustainable incomes.



This month, she had a meeting with another community leader, this time in Uganda, who would like her to train 15 of their teachers from local secondary schools so that they can do the same!

NEW: CONTENT CREATOR

Swarm Training has just launched a new Apprenticeship: the Content Creator Level 3 course.

Chris Perry, CEO, said of the course,

“The Content Creator Apprenticeship is a fantastic way to bring fresh thinking and new talent into a business/marketing team to really drive the generation of engaging content. In today's economy it is vital for any organisation to find creative ways to effectively engage with its audience across a variety of mediums, that ultimately grows both revenue and social profile.

For us at Swarm, we are really excited to add this dynamic apprenticeship to our portfolio as it really complements our existing marketing and communications offering”.

To enquire about this course, [click here](#).



Swarm at the MRS Excellence Awards

On the 9th June, two of our team, Chris, our CEO, and Suzanne, our Lead Market Research Tutor, were invited to attend the Market Research Society Excellence Lunch in London, along with 8 of our apprentices, to celebrate the success of the Market Research Apprenticeship for the industry.

Chris and Suzanne have been working closely with the MRS for 2 years to put in

place everything that has been needed to make the Apprenticeship a reality and to continually improve its delivery and relevance to employers, so they were delighted to help fly the flag!

It has been 18 months since the launch of the Apprenticeship and our first cohort have now completed, all of whom passed with flying colours. Our next cohort are coming up for their final End Point Assessment and so we wanted to invite them all to celebrate how far they have

come and to be celebrated for their hard work and achievements so far.

The MRS Excellence Lunch was an opportunity for them to network and experience the Award celebrations of the best of Market Research. Thank you to the MRS for inviting us all and for your incredible hospitality and leadership in Market Research. We also had the pleasure of joining with the 2023 winner of the MRS Advanced Certificate Award at our table who is another shining light in this industry. We look forward to delivering that certificate to any of our Market Research learners wishing to carry on after their Apprenticeship and take their career to an even higher level.

The MRS are offering FREE apprenticeship recruitment on their site for MRS members. Swarm Recruitment can utilise this service on behalf of members too.

[Click here to enquire.](#)



Standard:
Market Research Executive

Level:
Level 4 Apprenticeship

Additional Qualification:
MRS Advanced Certificate (optional)



TUTOR SPOTLIGHT



Tutor: Teo Apan

Subject: Recruitment (Resourcer L2 and Consultant L3 NVQ and Apprenticeship), HR, Team Leader, Customer Service Specialist

“Teodora is so knowledgeable and supportive and teaches in a way that ensures I understand, learn and come away inspired from each session. She goes above and beyond to provide us with additional information and HR related learning to ensure we get the most out of our apprenticeship and I cannot thank her enough for her support and encouragement so far in this journey!”

Apprentice: Kelly Doherty
Company: Circle Health

How long have you worked for Swarm?

Just over a year.

What was your career prior to tutoring?

I was in recruitment for 15 years in various roles, from a resourcer to leading a team of 5 consultants for the biggest recruitment agency in the world. My early career days were spent teaching English as a foreign language to college students and adults.

What do you enjoy about your role at Swarm?

The difference I can make in learners' lives. From imparting my recruitment, HR, and team-leading knowledge to coaching and supporting learners to get a qualification and successfully complete their apprenticeships. I can honestly say I've never felt as motivated to be the best I can be.

The tutor and management team are also amazing. The company's values, like the family feel and compassion, mixed with an entrepreneurial sense are strong and come across in every interaction.

What are the challenges of your role?

The administrative side of being a tutor and having to evidence everything can be challenging.

How do you spend your spare time?

I love to spend time with my 2 young kids, from our long bike rides to exploring various parks, to games night and watching movies. I love eating out and trying out new foods and coffee flavours (I can't imagine a life without coffee). I also enjoy cooking and experimenting with food preparation methods, reading, and listening to podcasts.

What are you passionate about?

I'm very passionate about growth, self-support, and self-improvement and the tools we need to achieve that (studying is one of them).

Tell us something that may surprise us about you?

I want to travel the world and also write a book. I can draw and paint and I've created the cover for a poetry book!



DID YOU KNOW?

Every Friday between 3-5pm, Paul and Sophie, in our recruitment team, are available for some CV, Careers or Job Search Assistance.



Utilising over 10 years recruitment experience, the team can offer free advice over the phone to current and previous apprentices.

Maybe they can review your CV, give you some tips on where to look or perhaps you want some feedback on your applications? To book an appointment for an informal chat email recruitment@swarmgroup.org.uk



6 tips for finding the perfect candidate

1

Clear and defined job advert

The goal is to appeal to the right candidates while also ensuring that the role is a suitable fit for them.

2

Use multiple platforms to advertise the job

Utilise all platforms available to you, including social media, job boards, and job posting websites.

3

Review CVs carefully

It is important to approach reviewing CVs with an open mind and be aware of any unconscious biases.

4

Screen candidates carefully

When speaking with a candidate it's important to learn more about them to determine if they would be a good fit for the company culture.

5

Conduct thorough interviews

Ensure you have well-prepared questions that can accurately evaluate their skills and personality.

6

Speed up the recruitment process

It's important to act quickly on strong candidates to avoid missing out on hiring them.

Author: Sophie Duffy, Swarm Recruitment

Our recruitment website contains lots of useful articles for employers and candidates.

For this and other similar articles, [click here.](#)





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.

CASE STUDY: BRENTWOOD COMMUNICATIONS

- Brentwood Communications approached us to help them find a suitable marketing apprentice. We spoke with them to understand more about their business requirements. This enabled us to write a detailed job spec that would draw out the right applicants.
- Used various tried and tested avenues to source candidates.
- After filtering out applications, a potential candidate emerged. Emilee was lacking in confidence initially, but with our encouragement and coaching she was prepared for the interview and was successful in the post.
- Swarm Training was then able to put the wheels in motion for Emilee to begin the Marketing Assistant Level 3 apprenticeship with Brentwood.

Emilee is now approaching Gateway and is loving her new marketing role:

“My experience with Swarm has been amazing so far. My Tutor, Sally, is so lovely, really quick at replying to emails and pushes me to get the best results!”



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 has chosen [EACH \(Each Anglia Children's Hospice\)](#) as their charity partner. EACH Hospice supports families and cares for children and young people with life-threatening conditions across Cambridgeshire, Essex, Norfolk and Suffolk.

We would like to decorate a wall in the hospice with a brightly coloured photograph to cheer the children!

So as part of our support, we are excited to launch a **brand new photography competition** - and you're all invited to take part!

Imagine a photo, taken by you, displayed on the walls of the hospice! To be in with a chance of winning this opportunity, and a £50 Amazon voucher, simply follow the steps below.

We suggest a minimum entry donation of £3 which will help us to raise much needed money for EACH hospice.

The winning photograph will be chosen by the children in the hospice.

How to enter:

1. Take a lovely, colourful image (high resolution is best).
2. Visit the EACH Just Giving page. [Click here.](#)
3. Email your entry as an attachment to community@swarmgroup.org.uk with 'photography competition' in the subject line.

For full details of the competition and terms and conditions, please visit our [website here.](#)



**BRAND
NEW
COMPETITION!**

COMMUNITY is one of Swarm's values



Robert Ashton, our retired founder of Swarm Apprenticeships and avid writer of historical and business books, launched a short 300 word writing competition at Wymondham College, Norfolk, earlier this year. Children in years 7 and 8 were invited to write on the theme of 'Past Present and Future'.

The prizes were book tokens of £50 for first place and £25 for second place. To support a local business we provided book vouchers for Ketts Bookshop in Wymondham as prizes for the winners.

Chris Perry and Sally Harris, from Swarm, were warmly welcomed to the College by Hannah Peck who took us over to the library where the winning students were announced. Congratulations to the winners: Reuben Dewhurst, Oscar Thorell, Olivia Buckley and Ophelia Hemeledge.

It was our absolute pleasure at Swarm Training to present the winners with their prizes.

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

