

# Workshop 1b:

## The value of recruiting female operatives

Speaker: Neil Watts, B-Line Director, Breyer Group  
Chaired by: David Miller, Rand Associates  
Room: Blenheim Room



National Housing Maintenance Forum

serviced by



# Our Apprenticeship Programme



## Introduction

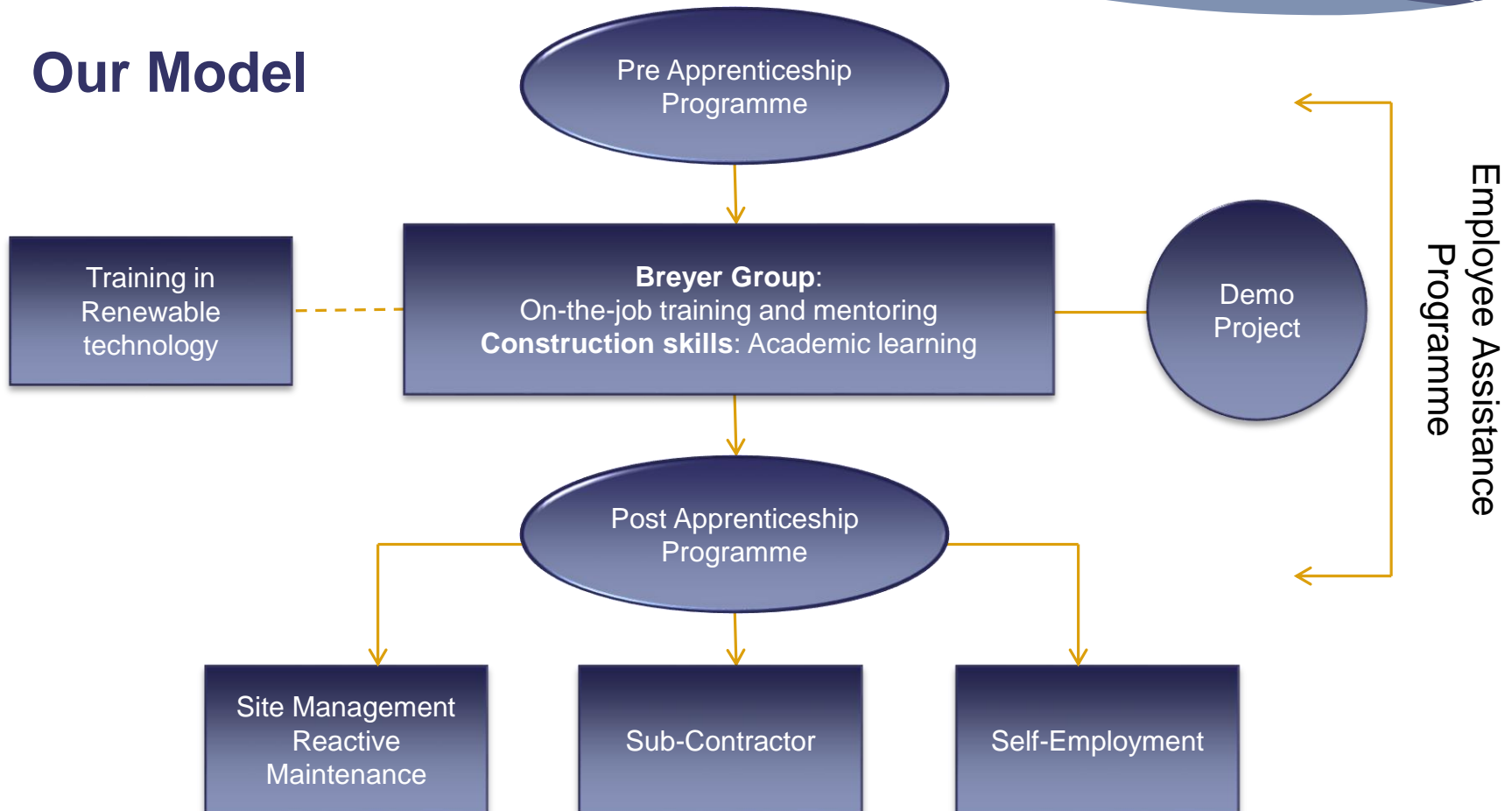
- ▶ Apprenticeship Employer of the Year, 2013 (London Finalist)
- ▶ Our Model: 360 Degree Apprenticeship Programme
- ▶ Beneficiaries
- ▶ Delivery
- ▶ Benefits



# 360 Degree Apprenticeship Programme



## Our Model



# Beneficiaries

## Recent Successes



Apprentice of the Year  
2014, Lewisham



Apprentice of the Year 2013 &  
The Worshipful Company of  
Plumbers Award, Feb 2014

# Beneficiaries



## Recent Successes



Malkesh Lal



Our future: Kayleigh W  
recently joined by Jennifer H

# Attracting female trade apprentices



## Challenges

- ▶ Lack of role models
- ▶ Lack of awareness and interest generated at school
- ▶ Viewed as an alternate pathway by some for those who are disadvantaged, less academic (i.e. NEETS)
- ▶ Family Tradition
- ▶ Male orientated industry.

# Female trade apprentices



## Benefits

### Case Study: Syma Khatun

- ▶ Directly employed by B-Line (Trainee level)
- ▶ Achieved her NVQ Level 2 in Plumbing 2013
- ▶ REDS10 Apprentice of the Year 2013
- ▶ The Worshipful Company of Plumbers Award, Feb 2014
- ▶ Syma's experiences



# Positive customer feedback



## Supporting Evidence (Testimonials):

### Clients

*“Syma in three words: Personable, professional and customer focused. I’m proud that Syma represents Southern Housing Group, and there’s no doubt in my mind that all customers and staff that come into contact with Syma benefit.”* Southern Housing Group, Will Sfakiotakis

### Residents

- *“I am really happy with the service Syma provided and the quality of her work”* Ms S Da Silva
- *“I am very satisfied and grateful. Syma was very polite and professional”* Mr Rose

### Colleagues

- *“You have taken ownership and overcome challenges efficiently and effectively. Please carry on the good work and keep this positive feed back coming”*
- B-Line Director, Neil Watts





**Questions / Feed back?**

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