



# Working with Primes

## Pitching to Prime Contractors – A Sample Template

### In Short: Keep it simple and direct:

- ★ Say who you are, and where you're based
- ★ Say what you do
- ★ Back it up with some relevant evidence
- ★ Finally, to ensure it's clear, tell them as precisely as you can what you're offering to do

And don't forget to leave full contact details:

- ★ **Telephone:** Ideally Mobile AND Land-line. A land line number looks more professional, and offers reassurance that you do have a physical presence somewhere.
- ★ **Email address:** It's easier for Primes to communicate en masse via email. If possible, ensure your email address sounds professional and refers to your organisation in some way – something like "enfieldtraining@yahoo.co.uk" looks much better than "fz125@btinternet.com".
- ★ **Website:** If you have a website, include the address here. It allows a Prime to have a look at what you do before contacting you. HOWEVER, if your website is incomplete or out of date, update it now! Even if you don't include a web address, Primes may look for you on "Google", and they may assume that an unprofessional website means an unprofessional organisation.

## 1. Who and Where are you?

**Example 1:** Fun Times is a voluntary organisation working with unemployed parents of young children around Streatham and Brixton.

**Example 2:** Harrow Work & Train is a private welfare to work provider based in West London.

**Example 3:** Aylesbury Reach is a community hub for the Aylesbury Estate in Brent.

**Example 4:** Securon is a training organisation specialising in providing accredited SIA training for the stewarding and security industry across London and the South East.

## 2. What do you do?

**Example 1:** We use sports and social activities to engage parents, combining this with one-to-one mentoring and group work to explore the possibility of work, dispel some of the misunderstanding around potential problems and develop community support networks.

**Example 2:** We have 3 centres working with unemployed people and employers in Harrow. We provide job search, motivational training, short skills courses and other services to help people move back to work. We also work closely with local employers to make sure that everything we do is directly related to helping people find work in Harrow and the surrounding areas.

**Example 3:** The Aylesbury Estate has some of the highest levels of unemployment and social exclusion in West London. However, it is also a vibrant and diverse home to many hundreds of people from more than 30 ethnic backgrounds. Aylesbury Reach is an information hub that seeks to provide access to education, employment and social activities to help strengthen the sense of pride and contribution to our community.

**Example 4:** Securon consists of seven full-time employees and a network of more than 20 associate trainers. We specialise in delivering industry-recognised qualifications for Events Stewarding, Door Management, Security Guards and other similar occupations.



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### 3. Provide the Evidence

**Example 1:** In 2008, Fun Times worked with 210 unemployed parents, helping more than 70 to find work. We also worked with our local leisure centres to provide work experience opportunities for some of our members, three of which turned into full-time jobs.

*“I never thought I could juggle children, working and a social life. Through Fun Times, I met people who’ve been there themselves and have helped me to the other side. I’m now working part-time and better off than I was before. Thank you Fun Times!”* Rosa Jones, one of our members.

**Example 2:** We have direct relationships with more than 600 employers, we are a member of Harrow Chamber of Commerce and we sit on the Harrow Strategic Partnership employment and economic development sub-group. Last year, we helped more than 150 people to find and sustain work for at least 13 weeks through our LDA ESF project. We also supported 25 disabled people back to work through a Local Area Agreement partnership with London Borough of Harrow.

**Example 3:** Last year, more than 1,000 people accessed our Information Centre. We also employed six Community Outreach volunteers, who helped to arrange events such as our incredibly successful Foundation Day, where more than 750 residents attended a street party to commemorate the day the Estate was officially opened.

**Example 4:** Unlike many other training organisations, our four-week programmes are delivered onsite with employers that include Fulham FC, Wetherspoons and Hammersmith & Fulham Council. Last year, we provided training for 300 individuals, with more than 70% of them securing employment in the Security industry within 4 weeks of completing our programme.

### 4. What is your specific offer?

**Example 1:** We know that large numbers of unemployed parents will be accessing the DWP ESF contract. Fun Times is proposing to engage these customers, help them to overcome their barriers, and move them into sustained employment as part of an ESF delivery partnership.

**Example 2:** As a relatively affluent area with some of the lowest unemployment rates in London, Harrow has traditionally been under-supplied with welfare to work support. With three full-time training centres in Harrow, existing staff, a track record of success and direct employer relationships, we would be able to deliver DWP ESF across the whole borough on your behalf.

**Example 3:** More than 30% of our residents are claiming benefits, and we know that many are out of work. Reducing unemployment in the Aylesbury Estate is a key part of Brent’s Community Plan 2008/10. Aylesbury Reach could help you extend your services into the heart of this community, using outreach within the Estate to encourage residents to sign-up with DWP ESF and providing job search support from our Information Hub. In addition, for a small charge, we can provide space for your staff to work directly in our Information Hub, further increasing your ability to work with this vital local community.

**Example 4:** Our unique service allows us to provide SIA-accredited training either on your premises or with a range of employers. Our course includes job shadowing at one of our many employers, and we then help all of our successful trainees to access the hundreds of vacancies that existing in this sector. Our 4-week course costs £300 per learner – however, we are so confident in the quality of our provision that we will offer a money-back guarantee for any trainees who do not secure employment within four weeks of successfully completing the programme.