

## Digital Skills: Information for Leicester and Leicestershire employers March 2022

### What are Digital Skills and why do you need them?

Digital Skills include anything from searching the internet to programming a robot; **from keeping an accounts spreadsheet to building a website.**

One thing for sure is that digital skills can make your staff more efficient and more productive, from the simplest tasks to the most complex. That means driving your costs down and increasing turnover for your business overall.

Research suggests that over **75%** of advertised jobs require a level of digital skills.

#### Case study

“I have to use a device which monitors speed and efficiency when picking and packing items ordered by customers online. I struggled when logging-in and updating records. My attendance and time keeping was good, I work hard, and my boss says my attitude is great...but my monthly report flagged my performance as ‘RED – requiring improvement’. After some basic digital training, work has become less stressful and I’m getting more done.”



### Digital Skills in the workplace

Digital Skills is not all about complicated software or expensive system. **Many businesses make gains by making better use of the software that they already have**, for example Microsoft Office. The skills most people need are not complex or difficult to gain. Sending your staff on basic training or taking on a freshly trained recruit could help you make productivity gains. **There are lots of short courses available at Leicestershire’s local colleges and training providers.**

### Specialist skills

Your business might also need some more specialist IT skills. Salaries for these roles can be quite high but there may be other ways to tackle this:

- Train your existing staff to move into these roles via local Colleges, Training Providers, Universities or Skills Bootcamps
- Higher-level apprenticeships could be taken by experienced members of your staff, increasing their skills levels
- Consider a placement student to bring fresh skills without a long-term commitment:
  - T-Level student from a local college or a University placement

See [Building the Workforce of the Future | LLEP](#) for further details

## Training and support available to your business:

### Digital Skills Bootcamps



Short Courses (usually 12 weeks) available to individuals and businesses free; funded in part or full by the Government.

Topics include:

- Digital Marketing
- Digital Leadership
- Analysing data

For a full list of East Midlands bootcamps visit:

[List of Skills Bootcamps - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

### Digital Growth Programme



Funded course for your business including:

- Marketing and Social Media
- E-commerce including sales
- Developing your website
- Getting the most from Google Analytics
- How to use your smartphone to create videos for business

Full programme of events from March visit:

[Digital Growth Programme](#)

### Apprenticeships & T-Levels



Apprenticeships can be a way to bring in new talent or upskill your current workforce, including highly skilled training equivalent to degree level for your staff.

Funding is often available to support SMEs to employ an apprentice.

[Employers | Leicester Employment Hub](#)

T-Levels are new technical qualifications giving businesses the opportunity to bring in a student learning the latest industry skills at no cost.

[T Levels and industry placements for employers | T Levels](#)

### Universities



The three local universities offer a range of support including:

- Student placements
- Student projects
- Skilled temporary staff
- Graduate recruitment
- Short courses and training

Universities are always keen to engage with local businesses.

[Building the Workforce of the Future | LLEP](#)

**Skills Support for the Workforce (SSW)** This FREE offer helps SMEs based in Leicester and Leicestershire with the skills that their employees need to help the business to grow, including IT and digital see [Skills Support for the Workforce \(serco-ese.com\)](https://serco-ese.com)

A full list of government schemes to help employers can be found below. Most are FREE to the employer: [Find training and employment schemes for your business \(education.gov.uk\)](https://education.gov.uk)

**Or contact the Business Gateway for further information:**

**Tel: 0166 366 8487** Email: [growthhub@bizgateway.org.uk](mailto:growthhub@bizgateway.org.uk)

