



Case Study

Recruitment agency SkyBlue and BAOH work together for developing skills for the future

The Business Action On Homelessness (BAOH) is an initiative developed to help homeless people to gain relevant skills for the workplace by undertaking a placement with an associated company. Dave Massingham, Diversity Manager for SkyBlue, established a long term partnership with BAOH back in early 2007.

As a result, key personnel from the UK-wide network of SkyBlue branches took part in the 'BAOH Buddy Training'. This included a training initiative where the SkyBlue team become mentors, providing the two week placements with relevant experience within the company. One of the main aims is to allow the placement to gain confidence in core office skills.

SkyBlue Birmingham city centre office had a total of five placements last year. Three of them have now found full time work.

As a result of this program, SkyBlue branches in Warrington, Nottingham and Glasgow have had successful placements too. All are now undertaking job coaching or studying at college.

Know-How

Will Roesler

Back in December, Will Roesler (pictured above with Laura Whittaker, Recruitment Consultant and Diversity Champion for SkyBlue Birmingham) started a two-week placement in the branch helping out with admin duties. He had been unemployed for a year and a half after being made redundant but had not claimed any benefits during this time.

To make end's meet he would need to rely on selling the Big Issue. Therefore, when Will had the opportunity to gain work experience through BAOH and SkyBlue, he ensured he would make the most of it.

His efforts were soon rewarded. "We quickly realised about Will's commitment and outstanding work," explains Laura Whittaker, "in a very short space of time he became part of the team always willing to help, crack a joke and offer the best results".

At the end of the placement, and with the help of Laura and Janine Fleming, SkyBlue Resourcer, Will found paid work with the Carillion HSBC team in Birmingham. His contract has been recently renewed.

The SkyBlue Birmingham branch has now received the BAOH Certificate of Appreciation for their continued efforts and support to the BAOH programme.

Asaph Garstin

Asaph joined SkyBlue Nottingham branch for a two week period to cover administration duties and gain some valuable experience working in an office environment.

He had a degree in business administration from Pakistan however has not had any UK work experience. "This has been a large factor in hindering his attempts to find work in the UK, as most companies like at least one UK reference," explains Nick Hallam, SkyBlue Nottingham Branch Manager and Diversity Champion.

"We found Asaph had an exceedingly good work ethic, always wanting more to do and never leaving a task half done. In a very short space of time he became a fully fledged team member who interacted both in terms of work load and office banter." Nick Hallam adds.

The branch has been proactively helping Asaph since his placement finished, and a successful reference provided from SkyBlue got Asaph the job he is working on now.

This is just the beginning

"Our partnership with SkyBlue has been growing stronger in the last two years" explains Nikki-Dee Smith, BAOH Programme Manager for the West Midlands, "such is the support received that we have recently invited a SkyBlue representative to join our Steering Committee in order to have their input and advise on our business strategy for the present year."

SkyBlue is the first nationally operating recruitment business to secure the Recruitment and Employment Confederation's (REC) Diversity Assured Recruitment status.

SkyBlue Diversity Manager Dave Massingham has been recently crowned Birmingham's 'Man on a Mission' and 'Most Switched on Person in 2008' award in a prestigious West Midland business awards.

For more details contact
T: 0845 111 4334
F: 0870 129 3786
ask@skybluesolutions.com

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THERE IS MORE TO SKYBLUE PEOPLE

Left to Right: Dave Massingham - SkyBlue Diversity Manager, Aaron Reid - Birmingham Professional DiverCity Executive Director and Richard Toy - SkyBlue Head of Solutions celebrating the SkyBlue REC Diversity Assured Status.