

Employer Case Study

Durham Ginstitute

We caught up with Michelle, the owner of Durham Ginstitute to find out how apprenticeships have benefitted her business.



What was your opinion of apprenticeships prior to working with Virtual College?

I hadn't really thought about apprenticeships previously but I have been reading more about the Virtual College Digital Marketer apprenticeship via a Facebook group and that got me thinking! Having then met Virtual College for an initial discussion it was good to put the process in motion to upscale the business.

How have apprentices impacted your business?

In many positive ways. Our apprentice works really well with myself and a long serving colleague, and in a few months has really elevated our online marketing with great results. The apprentice already had experience running a small business and that's made a huge difference and she has really been able to hit the ground running. The prior retail experience of the apprentice has also been important in merchandising as well as the look and feel of our shop in Durham.

Why did you choose Virtual College as your preferred training provider?

The Facebook post I saw was good, because it was educational and written from a business perspective focusing on solutions and outputs. The service provided including candidate attraction was personal and very effective. Virtual College really understood my needs and the type of person that could thrive within the business. The training currently being received by the apprentice is first class.

How has your experience with Virtual College been so far? Would you recommend us?

My experience has been very positive. It has been a really challenging year for me from a number of perspectives' and the service, help and support from Virtual College has been invaluable. I don't know where I would be without my apprentice and yes Virtual College really offer sustainable solutions for business.



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To find out how apprenticeships can benefit your business, get in touch:

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