

PRESS RELEASE

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ALPHA ELECTRICAL (MIDLANDS) LTD OF LEAMINGTON SPA NAMED JTL'S WEST MIDLANDS EMPLOYER OF THE YEAR 2014

Electrical contracting firm, Alpha Electrical Ltd, has been named Best Employer of the Year in the West Midlands by not-for-profit charity training provider, JTL. The win was announced at an awards ceremony held recently at JTL's Birmingham Training Centre.

JTL is one of the top three work-based learning providers in England and Wales, delivering apprenticeships across the building services industry and equipping young electricians and plumbers, as well as other trades, with the skills they need to embark upon a successful career.

Working within both the public and private sectors on small-scale jobs as well as large commercial installations, Alpha Electrical prides itself on its exceptionally high levels of customer service and its attention to detail. The company now has a team of 25 and has been built up gradually from a one-man business over the last 15 years by Managing Director, Tim Harlock. There are currently five apprentices within the business.

"We are big believers in the value of apprenticeships and it was really gratifying to have our efforts recognised by JTL's award," says Tim Harlock. "I started out as an apprentice myself at 16 years old and have been able to build up my business as a direct result of that opportunity. I'm keen that the younger generation have the same chances to qualify and succeed as I had. It's really rewarding to see the apprentices progress and the fact that the vast majority stay within our business once they're qualified electricians must mean we're doing something right!

"We have a great relationship with JTL and we've worked with them since 2002. They operate in the same way we do and share the same standards and expectations. The apprenticeship scheme delivers us fully qualified electricians who know the way that Alpha operates, as well as the level of workmanship we're looking for. It's not a quick process, but it is very valuable both to the young people and the businesses within which they work. A win-win situation in our view!"

Edward McDonald, JTL Training Officer in the West Midlands, adds: "The management team at Alpha Electrical have a really focussed and commendable attitude towards training. It's given a great deal of care and attention, with each apprentice's training specifically geared to their needs and closely monitored. It's not always easy to give so much attention to each and every apprentice within a busy working environment but Alpha manage it very well and it brings enormous benefits to both the apprentice and the employer. The trainee gets a really motivating and individualised learning programme, whilst the employer is able to hone the young people's skills to match their business needs."

Industry and government approved training supplier, JTL is celebrating its 25th anniversary this year. Roughly 31,000 young people have completed apprenticeships with JTL and almost one in two of all electricians in the UK achieve their qualifications through JTL. The organisation is a not-for-profit training provider and reinvests its resources for the benefit of the industry's apprentices and employers.