

Private & Confidential



Candidate brief

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## The company

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### The group

Established in 1995, Lifetime Training's founding principle was to support individuals and businesses to perform better through the delivery of outstanding training programmes.

Today this principle remains core to our business and has enabled Lifetime Training to become one of the UK's market leading training providers, offering apprenticeship programmes, recruitment services and training courses. We have developed the skills and careers of thousands of individuals and have improved the performance and staff retention of some of the biggest, and smallest, employers in the UK across a wide range of business sectors:

- Active Leisure
- Hospitality
- Health & Social Care
- Retail
- Customer Service & Business Admin
- Early Years
- Leadership & Management
- Professional Services

Lifetime Training offers a wide choice of training solutions to customers ranging from the assessment of training and development needs for large organisations, to course advice and industry recognised qualifications for individual learners.

Quality is central to our business ethos and we work hard to achieve great results for our customers, whether this is through our classroom or workplace delivery, central administration and support services or through the development of technology to constantly improve the service we deliver. These efforts are acknowledged through our Ofsted Grade II (2016 inspection) and Training Quality Standard awards. In addition, our above national-average learner completion and success rates have led to the development of long-standing relationships with employers and learners alike.

We have our own awarding organisation, Innovate Awarding, who deliver end point assessment to the majority of Lifetime learners and also meet the growing need for 'fit for purpose' qualifications and work-ready recruits.

Skilltech Solutions also make up the Group, who are a education technology business, who built and develop the end point assessment software, EPAPro

In short, we look to support our learners throughout their careers and provide them with the right opportunities for a lifetime of achievement

## Partners

Lifetime was created as a training and consultancy business in 1995 by Founder, Heather Frankham. Over the early years Lifetime developed strong partnerships with both large and small employers to initially establish itself as the leading apprenticeship and training provider in the Active Leisure sector.

In 2011 Lifetime benefited from investment through Sovereign Capital and Alex Khan was appointed as CEO to lead the next phase of Lifetime Training's diversification and growth journey. During this investment cycle, Lifetime delivered a consistent track record of growth through expanding market share and diversification into new sectors whilst consistently delivering EBITDA margins of c.20+%.

Since then, Lifetime has won a number of major clients to secure a dominant position in the provision of apprenticeships and self-funded training, developing the careers of thousands of individuals across a broad range of sectors including Active Leisure, Beauty, Hospitality, Retail, Business Administration, Health and Social Care, and Early Years.

In 2016, Silverfleet Capital became Lifetime's new investment partner to continue building on its reputation for quality and professionalism as a market leader in apprenticeships and commercial training. Lifetime is now in its next phase of growth, with ambitions to grow EBITDA from £15m to in excess of £30m over the investment period through maximising existing revenue opportunities, acquiring new business and diversifying into additional revenue streams, whilst establishing a reputation as a strategic, integrated service provider to our clients.



## Mission & Vision

Lifetime's mission is to place the quality of the learning experience at the forefront of everything we do whilst growing a highly successful business.

Lifetime's vision is to be the industry leader in delivering high-quality, effective training solutions that add tangible value through strong partnerships, efficient delivery, leading edge technology, innovation and great people.

## Our Values – Lifetime's DNA

What's Lifetime DNA? In the simplest terms it's a blueprint of who we are. It's the behaviour framework at the heart of our culture and defines how we want to do things, how we engage with one another, employers, learners and stakeholders. It's what sets our Expert People apart from the competition. Six molecules made of a unique structure that encompass behaviours and attitudes that will make the team succeed. It's about bringing together the best of all our individuals to make a powerful, successful and talented whole

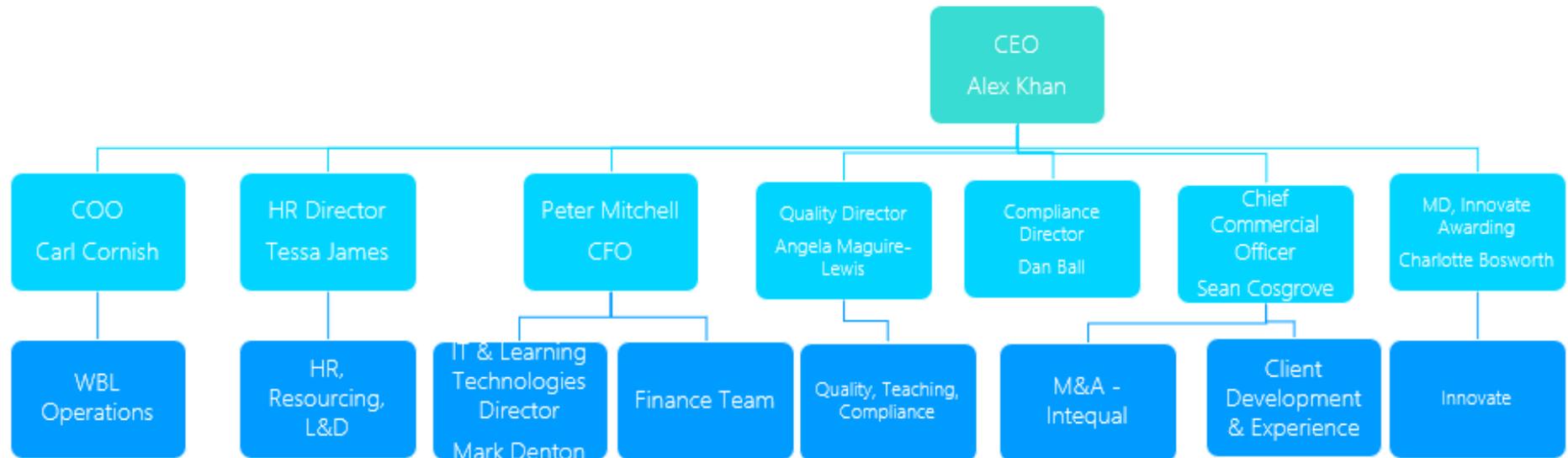


## Key Facts/Overview

- Circa £70m turnover, employing 1000+ staff
- 1 office base in Bristol housing around 250 people, majority of workforce dispersed, remotely managed and covering whole of England and parts of Wales & Southern Scotland
- Currently over 15,000 learners accessing training on apprenticeship programmes
- Ofsted grade 2 achieved at last inspection (May 2016)
- Work with over 5,000 employers including large organisations such as Greene King, Mitchell & Butlers, Wetherspoons, KFC, McDonalds, Aldi, City & County, BUPA, Allied Healthcare, NHS Trusts, DWP, Pizza Express, Hilton, Fitness First, Places for People, Tesco, B&Q and Iceland
- 2021 Winner of Top Training Provider by ratemyapprenticeship
- Investors in People accredited

## Organisation

Current Executive Team:



## Intequal:

Intequal specialise in the management and provision of high-quality IT and digital skills apprenticeship and training programmes.

Intequal's employer base spans a variety of industry sectors and customers range from both large corporate levy paying businesses to SME's. Their strength is understanding and building strong relationships with all kinds of companies from global corporates to SME's and start-ups operating throughout a variety of sectors including technology, healthcare, telecoms, recruitment, Civil Service and many more.

Intequal deliver standards in: Data Analyst, Digital Marketer, Infrastructure Technician, Technical Sales, Network Engineer, Software Developer and Software Tester

## Intequal's mission :

To open up careers through digital skills, be innovative in how we deliver and support learners & businesses and have exceptional quality at the heart of everything we do.

## Key Facts:

- 400 apprentices on programme
- 90%+ learner retention
- 41% of learners achieve Distinction at EPA
- Team of 45
- Ofsted 'Good' Provider
- Microsoft Learning Partner and Apprenticeship Provider Network

## The role

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Title:	Operations Director
Reporting to:	Chief Commercial Officer
Direct Reports:	x 2 ( 1 x Director of Quality & Curriculum and 1 x Commercial Director)
Location:	Remote, with a requirement for national travel as teams are dispersed and there will be a need to visit existing and potential client sites.
Purpose:	The role will be responsible for the leading the sector (Intequal) of WBL provision through significant periods of growth, creating a sustainable and diversified business. Delivering the agreed business targets, through our ways of working and behaviours. Its purpose is to drive the performance measures of the operation resulting in the accomplishment of agreed targets and objectives.

### Role accountabilities:

- Responsible for Sector operations to meet budget and other financial goals;
- Accountable for the delivery of the sector's operational KPI's and operational strategic initiatives;
- Responsible for the growth and diversification of the sector to deliver the budgeted growth targets
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality;
- Mentor and develop staff using a supportive and collaborative approach: assign accountabilities; set objectives; establish priorities; and monitor and evaluate results;
- Direct short-term and long-range planning and budget development to support strategic business goals;
- Review the value and quality of all client contracts to ensure they enhance both Lifetime's brand and market positions as well as profitability;

- Deliver quantifiable ROI studies in collaboration with key clients to strengthen Lifetime's and the UK's apprenticeship positioning;
- Develop long lasting relationships with all top tier clients; and
- Contribute to cross sector and function projects as a member of the senior management team to support the achievement of lifetime's strategic plan.

## The candidate

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Due to the recent acquisition of Intequal, Lifetime are seeking to hire in expertise within the digital and IT space to run the business unit. To that end we are seeking candidates both from outside and within the learning and education market. Lifetime are particularly interested in individuals who have worked within the Digital and IT industry, with an understanding of apprenticeships. In general terms candidates from the services market will be attractive, with a proven track record of broad operational leadership roles on a national or global level. In addition candidates will have:

- Held a leadership role that required operating at a Senior level;
- Experienced within the Digital & IT industries
- Experience working in entrepreneurial growth environments and established companies;
- Excellent judgment and creative problem-solving skills including negotiation and conflict resolution skills;
- Strong mentoring, coaching experience to a team with diverse levels of expertise;
- Team player who can implement plans and achieve results quickly;
- Leads and drives results through visible leadership;
- Track record of building and motivating high-performing teams; with first-class customer service/delivery ingrained in company culture;
- Superior management skills; ability to influence and engage direct and indirect reports and peers;
- Self-reliant, good problem solver, results oriented;
- Strong written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, board of directors, and staff;
- High energy and enthusiasm and either experience of, or the desire to operate within a fast-paced private equity backed business; and
- Prepared, on occasion, to roll sleeves up and to work in the business as well as on the business.