

## CASE STUDY

# BRAVAS SAYS 'BRAVO' TO APPRENTICESHIPS

**Bristol tapas restaurant**, Bravas, is renowned in the area for its simple take on a Spanish favourite. Yet, as a burgeoning family-run business with a partner restaurant, Bakers & Co, based in the same city, the company is keen to safeguard staff retention but give opportunities to those who are willing to work for it. It's because of this ethos that the company decided to take on two young apprentices, one at Bravas and one at Bakers & Co, speaking to People 1st for help and guidance on the best schemes to pursue. Here, the company's Imogen Waite talks about engaging with apprenticeships and why she'll never regret the decision.



## MY APPRENTICES

"We've seen two highly enthusiastic and able apprentices come through our doors to work in food preparation, Ashley Johnson in our first site, Bravas, and Samantha Rides our apprentice at Bakers & Co.

"Ashley has been with us for two years, progressing from an apprentice to a full-time Bravas chef de partie. She is an extremely reliable and popular member of the team. Samantha, our apprentice commis chef at Bakers & Co also has a very mature attitude and is an indispensable part of the team with impeccable drive and focus."

## WHY APPRENTICESHIPS?

"We first heard about apprenticeships through a tutor at a local college and spoke to People 1st to see which scheme was right for us. The opportunity sounded like one we couldn't pass up so we decided to give it a go. It's one of the smartest business decisions we've made. It's been so successful that we've decided to enrol an existing member of the Bravas team on an apprenticeship scheme to develop his skillset and knowledge."

## SMALL BUSINESS AND APPRENTICES

"As with all small businesses, hospitality or otherwise, staff retention is vital. We really believe that by training and developing staff, we can retain and strengthen those working for us. The experience has been overwhelmingly positive and we would definitely recommend apprenticeship schemes to other small businesses."

Apprenticeships are a proven solution to help address key sector skills challenges yet only ten per cent of businesses currently engage with them. This despite figures from People 1st suggesting that taking on an apprentice can help boost the bottom line significantly. The new style of apprenticeships – due to land in spring 2016 – are set to deliver even greater advantages to businesses. People 1st can help you support the employers you work with – providing businesses with the practical resources they need to benefit from the new standards.

## FIND OUT MORE

**Get in touch today** to get a new take on how apprentices can help enhance your business.