

## Employer Case Study

This case study documents the key details of a project that has either taken place or is ongoing; and was founded as a result of the Yorkshire and Humber 14-19 Challenge.

<b>Partners –</b>	
Business partner profile	<p>Yorkshire Bank is a trading name of Clydesdale Bank plc, which is a subsidiary of the National Australia Bank Group of companies, an international financial services group operating across four continents and 15 countries including Australia, the United States, the United Kingdom, New Zealand and Asia. The Group's total assets were A\$564 billion at September 30, 2007. Globally it has 8.2 million Retail and business banking customers and 2.3 million Wealth management customers and is ranked as one of the 30 largest financial services companies in the world by profit.</p> <p>Yorkshire Bank was founded in 1859 in Halifax, West Yorkshire by Colonel Edward Akroyd. Today, with its head office in Leeds, the Bank has more than 180 branches and 22 Financial Solution Centres in the north of England and the Midlands.</p>
<b>Background –</b>	
Recruitment	Yorkshire Bank is represented on the Regional Board for Business in the Community and heard about the campaign via this route. The bank currently offers Work Experience placements and other work-related learning opportunities.
What are the drivers behind the partnership?	<p>Yorkshire Bank is a community-based bank, and one part of its strategy is to enable young people to experience the work environment.</p> <p>The bank already engages extensively with schools and colleges, though often questions whether the students they work with get the best experience possible and wanted to make their intervention more productive for the student.</p>
<b>What, how? –</b>	
What are they doing?	A HR Partner oversaw the programme and was the main point of contact with Business in the Community. The programme ran in two departments, with the managers setting up the itinerary. The students swapped over departments half way through their placements.
What, if any, were the barriers/challenges?	It was not ideal to have students in the branches on certain days, though this was easily worked around. It was difficult, though, to give a good range of opportunities within a one week programme.
What are the outcomes or objectives – either anticipated or actual?	The bank is now considering a re-modelling of their programme, and is keen to continue using the Insights. In addition to committing to improving the quality of placements, a decision has been taken to increase the number of placements offered, with more departments taking part.