



# Academi dra

Supporting Local People with  
Training, Work Experience and  
Employment Opportunities



# About Academi Adra

Academi Adra is an employment and skills initiative set up by Adra, which is dedicated to helping local people gain new skills and find meaningful employment opportunities. Our mission is to bridge the gap between local businesses and people who are ready to take on new roles. We hope that this will help businesses like yours to grow whilst also empowering individuals to build long-term careers.

## Who do we support?

We target our support towards individuals who are 16 + and are not in employment, education or training. We work closely with a range of local organisations who refer individuals on to us, such as:

- Gwaith Gwynedd
- Jobcentre Plus
- Maximus (Restart Scheme)
- GISDA
- Careers Wales
- Grŵp Cynefin
- ClwydAlyn
- North Wales Housing
- Gwynedd Youth Services

We also support self-referred individuals who are looking for a change in career or help with that first step into their chosen sector.

## Contact Us

0300 123 8084

Email:  
[academi@adra.co.uk](mailto:academi@adra.co.uk)

Website: Academi Adra  
[www.adra.co.uk/en/jobs/here-to-help-you-develop-your-skills/](http://www.adra.co.uk/en/jobs/here-to-help-you-develop-your-skills/)

Follow us on social media for updates and success stories:

 **Adra**  
 **@adrataicyf**  
 **Adra and  
Tŷ Gwyrddfai**



# How does it work for the learners?

With Academi Adra, you will have access to a pool of upskilled individuals who are ready to move into employment. Our programmes run for two weeks at a time at our headquarters in Parc Menai, Bangor.

Our participants receive a week of Customer Service & Administration Skills training with various training providers and partners e.g. Busnes@Llandrillo Menai and Gwaith Gwynedd. During the week, our participants receive the following training to help prepare them to apply for office-based roles:

## Week 1 – Training

**Day 1** – Introduction to Customer Service: This module looks at the importance of first impressions, understanding customers and effective communication.

**Day 2** – Introduction to Business Administration – This module looks at basic admin terminology, teamwork and collaboration, professionalism, office culture and time management.

**Day 3** – Effective Minute Taking Workshop – This module looks at the purpose taking meeting minutes, agendas and how to record minutes.

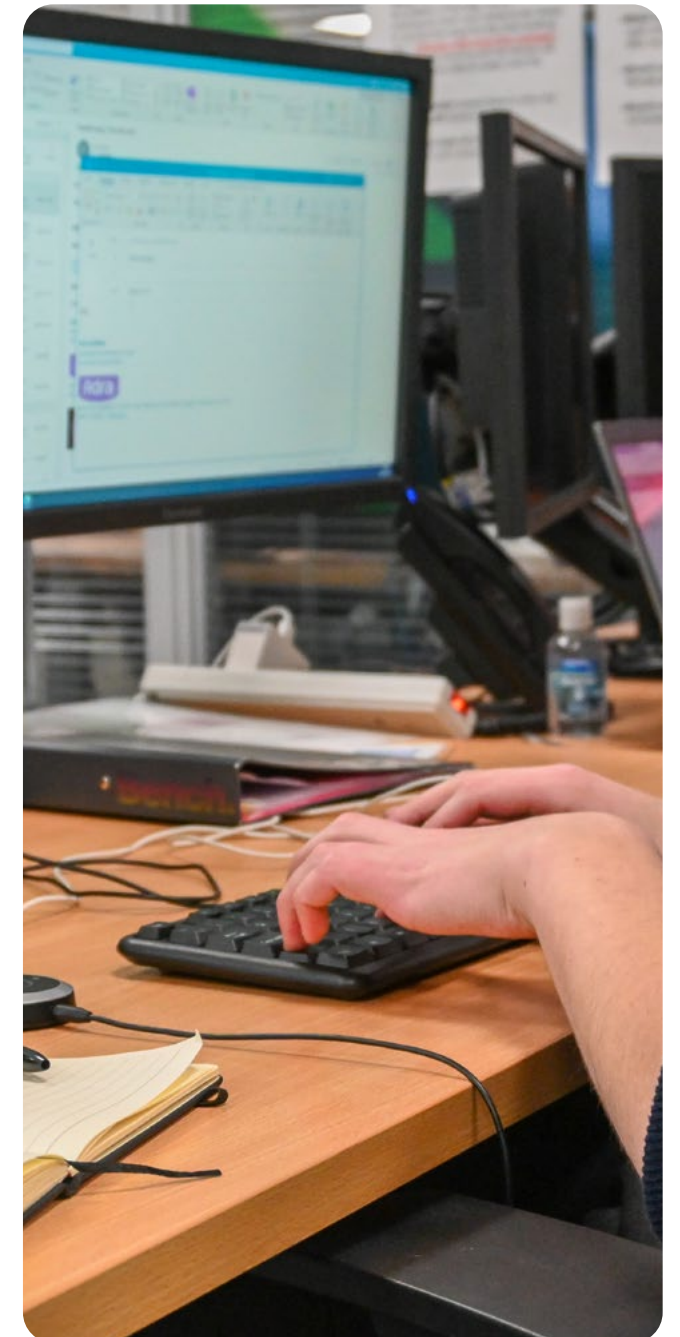
**Day 4** – Health and Safety in the Workplace & Employment Rights and Responsibilities – These modules look at how to comply with health and safety requirements in the workplace and the responsibilities of employers and employees.

**Day 5** – CV and Employability Workshop with our partners at Gwaith Gwynedd – This session looks at CV writing, filling in an application form and interview skills.

## Week 2 – Work Experience

We pair the course participants with our Customer and Communities Team or external partners for a week of unpaid work experience, where they will be given the opportunity to use the skills they've learnt during their week of training.

We also support them with anything that might make it difficult for them to complete their work experience e.g. transport or childcare costs.





# How does it work for you?

## Step 1: Partner with Us

Simply reach out to Academi Adra by clicking [here](#) or e-mailing [academi@adra.co.uk](mailto:academi@adra.co.uk) and we will be in touch to discuss your workforce needs. We'll work with you to understand the roles you're looking for, the skills required, and we will then register you onto our partner/contractor database.

## Step 2: Access Upskilled Individuals

Once registered, we will contact you and match you with individuals who live locally and have completed our training programme. You will have the opportunity to offer a week of unpaid work experience, where you will have the opportunity to get to know the individual. If you are keen to keep the individual on, we can pay their salary for the first 16 weeks (24 hours per week on the National Minimum Wage). We will also offer them tailored financial support during their time with you which includes help with transport, childcare and additional training costs. During the placement, you and the individual will receive weekly meetings and monthly 1:1 meetings with an Academi Adra mentor.

## Step 3: Ongoing Support

If you are keen to keep the individual on after the first 16 weeks, we will work with you and our partners to ensure that they receive all the support they need to maintain their employment with you or move on to an apprenticeship. Here are some useful links if you are looking for additional support for your new applicants and/or apprentices:

- **Jobs Growth Wales+**  
[copatraining.co.uk/wp-content/uploads/2023/08/Employer-Guide-English.pdf](https://copatraining.co.uk/wp-content/uploads/2023/08/Employer-Guide-English.pdf)
- **Gwaith Gwynedd**  
Employment support for Gwynedd residents  
[www.gwynedd.llyw.cymru/en/Council/Jobs-and-Careers/Support-to-Work/Gwaith-Gwynedd](https://www.gwynedd.llyw.cymru/en/Council/Jobs-and-Careers/Support-to-Work/Gwaith-Gwynedd)
- **Conwy Employment Hub**  
Employment support for Conwy residents  
[www.conwy.gov.uk/en/Council/Jobs-and-Careers/Help-Getting-Into-Work/conwy-employment-hub.aspx](https://www.conwy.gov.uk/en/Council/Jobs-and-Careers/Help-Getting-Into-Work/conwy-employment-hub.aspx)
- **Môn CF**  
Employment support for Anglesey residents  
[www.moncf.co.uk/](https://www.moncf.co.uk/)
- **Wrexham Communities for Work+**  
Employment support for Wrexham residents  
[www.wrexham.gov.uk/service/wrexham-communities-work](https://www.wrexham.gov.uk/service/wrexham-communities-work)
- **Opportunity Academy**  
Gisda Ltd  
[www.gisda.org/en/projects/opportunity-academy](https://www.gisda.org/en/projects/opportunity-academy)
- **Careers Wales**  
[careerswales.gov.wales/courses-and-training/funding-your-studies/personal-learning-accounts](https://careerswales.gov.wales/courses-and-training/funding-your-studies/personal-learning-accounts)
- **Working Wales**  
[workingwales.gov.wales/how-we-can-help/react-plus](https://workingwales.gov.wales/how-we-can-help/react-plus)

# Academi Adra Success Stories

## Daniella's Story

33-year-old Daniella is an Adra tenant and was referred to Academi Adra by the Job Centre, as she had been unemployed for over 6 months. As a mother of 3 young children, she was looking to upskill in Customer Service and Administration, to help her apply for more roles in that sector.

Daniella took part in our Customer Service and Admin course and applied for one of our 16-week paid work placements. She started her placement at our new decarbonisation hub, Tŷ Gwyrddfai, where she was given the opportunity to work on the reception desk, help to arrange events and a variety of other administrative tasks. Daniella has now been given a permanent contract with the Tŷ Gwyrddfai team and is enjoying every minute of the role.



## Cai's Story



Cai, who is also one of our tenants, took part in our first Customer Service course. Cai said, "Before I applied for the course, I was working part time in a hotel. I saw the course on the Adra website and decided to apply because I was looking for full-time work. The opportunity had a positive impact on my life as I learned so many new skills and gained experience of working in an office environment. It increased my confidence and I'm a happier person since starting my job in the call centre, because everyone has been so kind and supportive – I feel like I'm part of a family. I recently applied for a Housing Trainee role with Adra, and I got the job, so I'm overjoyed to be staying here and starting a new career in housing".

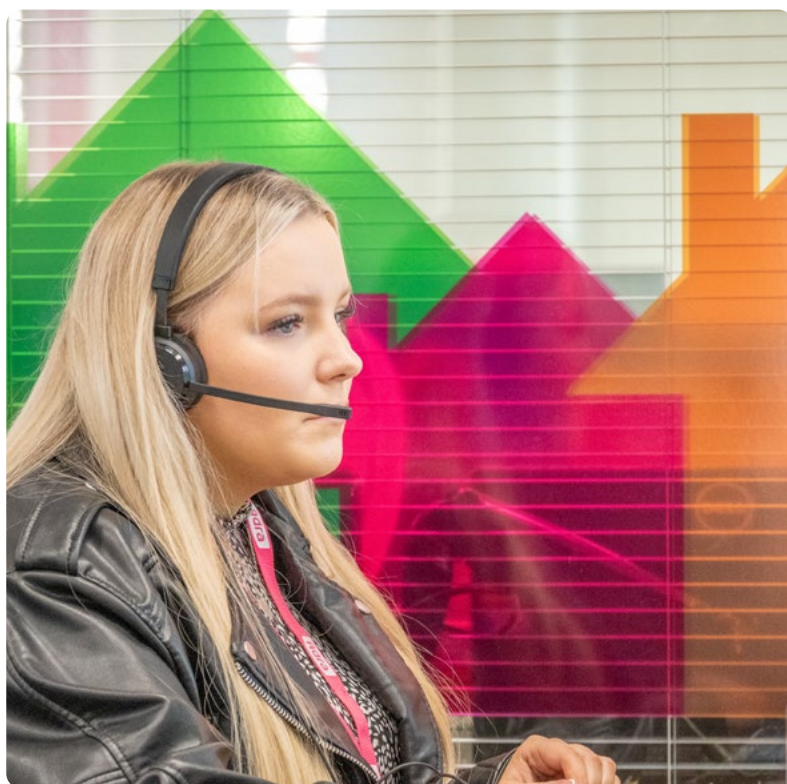


## Delyth's Story

One of our tenants, Delyth, took part in our first Customer Service course in January 2023 and here's what she had to say: "I was made redundant just before Christmas 2022, so I had a look on the Adra website for jobs and I came across the Customer Service course - so I went for it! I really enjoyed it - I learned so much and got to know a lot of new people. Taking part has given me so much more confidence and has been a real 'eye opener'. Following the course, I had an interview and was offered a job in the contact centre. I'm glad to say that my contract has been extended and that I can now keep learning and be there to help people".



## Chloe's Story



Chloe took part in our Customer Service course back in February 2024 and this is what she had to say: "I'd definitely go for Academi Adra again. It's a great way to enter a business as big as Adra, it's also a great experience. I followed training for a week in Parc Menai, learning a few of the necessary skills and knowing exactly what customer services was and at the end of the week we had an interview to get a job. I learned how to deal with the different types of questions you get and how to deal with customers. It has given me the confidence to know what to say to customers, how to go about telling people what you want to say."