

# Daisy Celebrates Apprentice Successes



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Senior managers from a leading telecoms provider will pledge to invest in the skills of its 850-strong workforce during National Apprenticeship Week.



Every member of Daisy's Leadership team will vow their commitment to learning and development of their staff by each providing an imprint of their right hand.

This will be displayed at the company's head office in Lancashire as a symbol of the company's shared vision and commitment to its staff.

Daisy, one of the fastest growing technology companies in the UK providing [business broadband](#), phonelines and [mobile business broadband](#), currently has a dozen apprentices all working towards customer service and business administration NVQs.

One particular Daisy success story is Ryan Lowe, a customer retentions advisor, who at 19-years-old was promoted to team

leader to cover maternity leave.

Ryan, who carried out a Level 3 NVQ in Business Administration, said "I had to grow up fast in order to lead a team successfully and it has really made me think about working towards a managerial role in the future."

Hazel Warhurst, Group Head of HR at Daisy said: "It is vital to invest in staff if you want them to grow within the business. Providing training and development helps them learn that you value their role within the business and that they are key in the business's future plans.

"Daisy has a very low staff churn rate because we take time to nurture their needs and ensure they have room for growth.

"Recently we went from a 280 to an 850 staff company and are looking to recruit even more. Making sure all those 850 employees are happy in their roles is no easy task, but with a shared commitment from the senior team, we are confident we can make it happen.

"We have each vowed to take the Learning & Skills Council's Skills Pledge in order to recognise potential in our own areas of the business and all agree that talent should be recognised, celebrated and encouraged."

And this is not just talk. A training provider is visiting Daisy's head office in Lancashire, during National Apprenticeship Week to talk to staff about the possible learning available to them, face-to-face or over the phone.

Warhurst added: "Right from the outset we want our staff to know that we are not full of empty promises and we will endeavour to make a difference through learning and development.

Daisy will end National Apprenticeship Week with a celebration lunch for all of its current apprentices.

Ends

### **What is National Apprenticeship Week?**

- A celebration of the talents and skills of apprentices
- Recognition of business people who have made a contribution to the development of apprenticeships in their own business.

- Highlighting the achievements of those who started life as an apprentice or through another vocational route and have gone on to develop highly successful careers and who can demonstrate ongoing commitment to vocational learning, particularly apprenticeships.

**About Daisy Group PLC**  
Daisy Group PLC is a leading provider of integrated voice and data services to the small-medium business market.

Daisy Group provides a combined product set including access, hosting, voice, managed services and mobile telephony. Offering business-quality communications with unrivalled and award winning customer care, the Group operates from its business centres in London and Lancashire.

Daisy Group has recently acquired and now includes Daisy Communications, Freedom4 PLC, Vialtus Solutions and Redstone Telecom as well as the trading assets of AT Communications and Eurotel.

If you would like to find out more about Daisy Group PLC's products, services and offers, please visit [www.daisyplc.com](http://www.daisyplc.com)

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