

To Whom it may concern,

Subject: Empowering Your Business through Upskilling - 'Learning in the Hubs' Initiative

We are excited to share some fantastic news that directly impacts your business and the growth of our community. Creative Spark and Downtown hub have been awarded the status of a TUS Learning Gate demonstrating that Creative Spark is of a particular standard e.g. reliable broadband, a modern office environment and accessible. Further, Creative Spark has been approved to participate in the 'Learning in the Hubs' initiative, a strategic partnership between Connected Hubs and the Technology University of the Shannon: Midlands Midwest (TUS)

As a result, we are now offering two university-accredited courses, exclusively through the TUS Learning Gate network, with the aim of upskilling your staff and empowering them to reach new heights in their professional journey. The programmes are to be delivered during the day on two mornings a week and are targeted at the mature learner, over 23 years of age. The programs are:

1. **Certificate in Business in Entrepreneurship programme (Level 6):**
This program is tailor-made to support existing and potential entrepreneurs, start-ups, and individuals keen on exploring the world of business from an entrepreneurial perspective. By enrolling your employees in this course, you can equip them with essential skills and knowledge needed to foster innovation, creativity, and an entrepreneurial mindset within your organisation.
2. **Bachelor of Business (Hons) (Level 8) Degree Programme (Level 8):** The Bachelor of Business degree is designed to broaden participation in higher education and provide a comprehensive understanding of general business principles. By encouraging your staff to enrol, you enable them to gain expertise that will benefit your company's operations, strategic decision-making, and overall success.

Why Upskilling Your Staff Matters:

1. **Enhancing Employee Performance:** Investing in your staff's education demonstrates your commitment to their professional growth and development. As they acquire new skills and knowledge, they can apply these directly to their roles, resulting in increased productivity and efficiency within your organization.
2. **Empowering Future Leaders:** By offering your employees the opportunity to participate in these accredited courses, you are nurturing potential leaders within your company. The skills and insights gained from the programs can help employees take on more significant responsibilities and contribute to your business's long-term success.
3. **Strengthening Company Competitiveness:** A highly skilled workforce is a competitive advantage in today's rapidly evolving business landscape. By upskilling your staff, you position your company as an industry leader and an attractive destination for top talent.

4. Building a Positive Work Culture: Supporting your employees' professional development fosters a positive work environment. This initiative demonstrates that you value their growth and well-being, leading to increased employee satisfaction and reduced turnover rates.
5. Contributing to Local Economic Growth: As your staff gains new expertise and applies it within your company, your organization becomes more competitive and contributes to the overall economic growth of our local community.

We at Creative Spark and Downtown hub encourage you to seize this opportunity to upskill your staff through the 'Learning in the Hubs' initiative. By participating, your company can enjoy the benefits of a highly skilled and motivated workforce, resulting in increased efficiency, improved performance, and a stronger presence in the market.

For more information on the programmes available, please see the attached leaflets.

Please feel free to reach out to us for more information or to discuss how your company can take advantage of this incredible opportunity and indeed our hub. Together, we can empower your business and drive our community towards a more prosperous future.

Thank you for considering this vital initiative that holds immense potential for your staff's growth and your company's success.

Yours sincerely,

Sarah Daly, Executive Director, Creative Spark