

The Helix Way

The Helix Way have been recruiting HLAs since 2021. Having always taken on placement students, they believed it was the next natural step. The quality of the applicants is what has most stood out for The Helix Way. They say that they have secured students with an excellent academic standard.

They understand that their HLAs will spend 1 day per week with SRC, and will have assignments and exams, but have found their HLAs across The Helix Way and Brilliant Red Digital deliver excellent work and meet their academic requirements simultaneously. ‘It’s a good formula that seems to work well for everyone.’

When it comes to recruitment, The Helix Way finds the HLA Team’s support valuable. One of their biggest concerns before taking on a HLA was the time commitment, but this hasn’t been an issue at all with the easy-to-use online portal and the contact SRC make to see how everything is working.

‘The Helix Way would ‘thoroughly recommend’ HLAs. ‘What the business puts in, it more than gets this back – it really is one of those rare win-win-win situations’.

What the Higher Level Apprentices say:

Laura Carroll, Digital Marketing HLA commented, “For me, the best part of being an apprentice is how much trust my employer has put in me right from the start. I’ve been able to get involved in real projects, travel for work, network, and attend events. It’s been the perfect way to grow my career without the pressure of full-time study.”

Shanna Fettes, Digital Marketing HLA adds, “Doing the HLA has helped me progress faster in my career while still studying. I’ve gained real industry experience that’s directly shaped my skills and confidence. Working in the business while learning has made everything more relevant and hands-on. It’s been a game-changer for both my degree and my development!”

