

AutoRaise

THE AUTOMOTIVE SKILLS CHARITY

# INVESTOR PACK

2025

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# Your introduction to AutoRaise.

## In late 2024 we took a long look at the AutoRaise offer, the history of the charity and where we want to be going forward.

That long look has resulted in a programme of rejuvenation – starting with the appointment of a new MD, Emma Speed, and culminating with a wholesale relaunch to coincide with National Apprenticeship Week which for 2025, took place week commencing 10th February.

As a key member of the collision repair value chain, you've likely seen the press around our initiatives, including our ten days of pledges and the Round Table event at Oulton Park. With Richard Hammond joining us as our new Patron alongside The Smallest Cog team, we encourage your active engagement in these important developments.

We have also transformed our Trustee Board, including the appointment of a new Chair – Simon Smith, Managing Director and Aviva Repair Lead Solus ARC (Aviva) and the creation of sub-committees to focus on delivery of two of our key objectives – the creation of a Youth Voice panel, and the development of a repairer support programme.

We recognise that the details mentioned are just the surface. When seeking your support, it's crucial that we present a compelling business case. This document is designed to accomplish just that.

# What does AutoRaise do?

01

We work towards meeting the goals set by our Mission Possible statement

02

We incentivise smaller bodyshops to take on apprentices by offering a bursary to assist with ancillary apprenticeship costs

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We share detailed digital toolkits with our members

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We offer business advice on the process of taking on apprentices

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We facilitate levy donations to smaller businesses

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We connect employers with apprentices

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We engage with education providers to support a wider UK apprenticeship offer

08

We raise awareness of the skills gaps in the industry

09

We lobby Government for changes to the levy



# Mission Possible

## Mission Possible defines our headline growth targets. Our success will be measured against these.



### APPRENTICESHIP GROWTH

Recruit 2000 new apprentices by 2027, representing a 25% increase in our reach



### EDUCATION EXPANSION

Match the growth in apprenticeships with a proportional increase in our educational provisions



### AGE DIVERSITY

Reduce the average age of technicians to below 40 by 2027, a 20% decrease.



### RETENTION EXCELLENCE

Achieve retention rates above 80% by 2027, marking a significant 80% improvement

# Bursary

## How does our bursary programme work?

Funding will be provided directly through AutoRaise to businesses that meet specific and strict criteria. Successful recipients will need to show proof of how they are using the funds, whether it's for an apprentice's travel, accommodation, driving lessons, or a percentage of their salary.

This initiative can turn what is often seen as an expensive layout during the initial months of training, into a smart investment in the future workforce, benefiting not just individual apprentices but also the wider automotive sector.

# Digital Toolkits

## What are our Digital Toolkits?

These are part of our revamped subscription model that gives repairers access to best practice documentation, offering insights from everything from navigating the levy to recruitment and management of an Apprentice.



# How do we provide repairer support and advice?

## Our aim is to guide businesses through the entire process of taking on an apprentice, from recruitment to retention.

The following three-pronged approach will provide bodyshops with the knowledge, support, and real-world insights they need to make apprenticeships a success:

**Practical Guidance at Your Fingertips**
Our digital toolkits will ensure businesses have access to up-to-date, practical information. These resources will be regularly reviewed and refined to reflect industry needs.

**Webinars & Industry Discussions**
We're launching a series of webinars, led by our Repairer Support Partners, to create cross-industry discussions and give bodyshops direct access to seasoned professionals. These interactive sessions will offer insights, best practices, and answers to key challenges, ensuring businesses feel supported every step of the way.

**Repairer Support Partners**
As part of our new programme, we're establishing a panel of experienced repairers and guides who will advise businesses through webinars, blogs, and shared experiences. This initiative will grow throughout 2025, and progress will be tracked and shared in our impact reporting for all supporters.

By combining expert insight, live discussions, and practical resources, we are equipping businesses with the tools and confidence to bring apprentices into their workforce—and keep them.

# What are we asking for?

The skills crisis affects every part of the collision repair industry - from insurers and parts suppliers to paint manufacturers, distributors, and technology providers. To secure the future of the industry, we need a collective commitment from all stakeholders.

AutoRaise relies on investment and partnerships to continue its vital work. Your support - whether financial, strategic, or through advocacy - will make a tangible difference.

How Your Investment Helps:

- A £20,000 annual donation can fully fund up to four apprentices throughout their entire training.
- If you have unused Apprenticeship Levy funds, AutoRaise can redirect them to a business that needs them, ensuring they are used effectively.

Your advocacy is just as valuable as financial support - by sharing our mission and success stories, you help expand awareness and drive change.

The skills crisis impacts everyone in the industry. For AutoRaise to be truly effective, we need businesses and influential leaders to embrace and champion our vision.







# Apprenticeship Levy: Pay It Forward

The Apprenticeship Levy provides large employers with a powerful opportunity to invest in workforce development—not just within their own business, but across their supply chain and the wider industry.

If your business has a payroll over £3 million per year, you are already contributing 0.5% of your total payroll to the Apprenticeship Levy. To make the most of these funds, you need a structured apprenticeship development plan.

However, if your internal apprenticeship programme is still growing, you don't have to let unspent levy funds go to waste.

By working with AutoRaise, we help connect levy-paying businesses with smaller repairers who need funding to take on apprentices.



# How will you know what your funding is being used for?

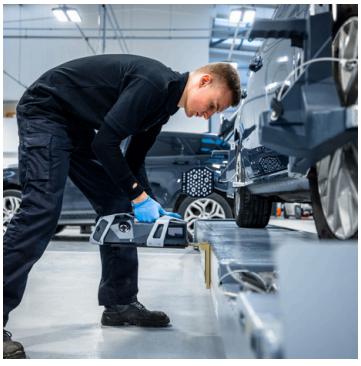
AutoRaise will deliver tailored impact reports. These will showcase the real changes in apprentices' lives, illustrating how your support enhances workforce development in the industry.

This information will be invaluable for demonstrating the benefits of corporate participation in community initiatives and will allow you to effectively share successes with stakeholders and the broader public.

All our investors will be invited to an annual AGM where we will provide an overview of our activity and where we will layout our future plans.

# How can we invest?

- An annual donation, payable annually or monthly
- Sponsorship of specific events
- Donation of unspent apprenticeship levy







# Next Steps

## Where do you go from here?

**We understand that deciding to support any charitable initiative needs thought, and we hope that we have given you enough information here to enable you to say yes to coming on board as an AutoRaise Investor.**



Please contact us by emailing enquiries@autoraise.co.uk and we will be delighted to get the ball rolling.



If you need any further information or feel that a face-to-face discussion would be beneficial, then just let us know and we will set this up.

Visit our website to find out more about our initiatives: www.autoraise.co.uk or hear directly from our trustees in our video here:
AutoRaise: A Call To Arms



**We are committed to meeting our pledges, to the businesses that rely on us to support them with their apprentices, and to our Investors, who make this possible.**

AutoRaise

THE AUTOMOTIVE SKILLS CHARITY

## Contact

www.autoraise.co.uk
enquiries@autoraise.co.uk