

## **Objective IT Applies for Funding from New Essex Digital Training Programme to Expand Development Team**

*Objective has applied to join the brand new Digital Skills for Growth programme, a training initiative launched on 14th August by Essex County Council.*

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The Digital Skills for Growth scheme aims to support Essex-based businesses in employing and training young people to excel in digital technology roles. It is hoped that the scheme will help place 70 young people between the ages of 19-24 into entry-level jobs in local digital companies.

If the company's application is accepted, the resources will be used to employ a new, digitally-talented young person for its web and mobile development division.

This isn't the first time Objective has been keen to take advantage of local, council-led training initiatives. Cllr Kevin Bentley, the cabinet member for Economic Growth and Infrastructure, visited the Objective offices this week in a PR exercise to learn first-hand how funding from his Skills for Economic Growth programme transformed software development training opportunities for staff at the company. The Skills for Economic Growth programme has been running for the last two years and has supported over 430 Essex businesses to date.

Cath Fox, Managing Director at Objective, had only positive feedback for Cllr Bentley during their meeting. She was quick to mention that she believed the training received via the scheme was central to improving collaboration between developers, encouraging team work and boosting staff morale in the office. She also revealed that the training made everyone more open about any technical issues they needed resolving, and now that staff have the confidence to share ideas and talk honestly and transparently about these issues, the office is an even happier and more productive place.

Businesses interested in applying for the Digital Skills for Growth scheme need to visit [www.essex.gov.uk/skillsgrowth](http://www.essex.gov.uk/skillsgrowth) for further information on eligibility and an online application form.

Objective IT is an established software development company based in Great Baddow, Essex with a national reach. Founded in 1987, Objective has remained a Microsoft Partner since 1992 and develops bespoke web software, databases and native apps for mobiles and tablets. The team also specialise in business systems integration.

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**Keywords**

[Objective IT](#)

[business systems integration](#)

[www.essex.gov.uk/skillsgrowth](http://www.essex.gov.uk/skillsgrowth)

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