

25
YEARS



Keeping
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AN INTERVIEW WITH DAVID, CEO OF KEITS

JUNE 2022

How did you start KEITS?

I started out in the fashion industry as my mother was a fashion designer, but I always had a passion for horses too. My aunt & uncle owned an equestrian centre and in my spare time I studied for my BHS exams and became an AI instructor. Through my aunt, I was introduced to another David who had a company called Kent Equine Industry Training Services and as the name suggests, this was a Kent based provider that delivered horse care apprenticeships in Kent. David wanted to establish a company to do the same thing in Hertfordshire and so we joined forces and established Hertfordshire Equine Training Services after successfully obtaining a small contract with the then Hertfordshire TEC. At first, I spent a few days a week working as a provider, doing sign ups, assessing and administration for HEITS but this soon became a full-time job for me as the company started to grow rapidly. In 2000 David and I agreed to merge the two companies into one entity and the name was changed to KEITS as by then we were working with other sectors and not just equine and so it would be less confusing for our clients. In 2002 we were the only land based private training provider to be awarded CoVE status (Centre of Vocational Excellence) and this enabled the company to expand further, taking on larger premises with increased staffing to service the growth. In 2005 David retired and with the support of my SMT and all the KEITS team we have gone from strength to strength.

What is the best thing about KEITS?

The best thing about KEITS is the team, our ethos and shared values. We strongly believe in the opportunities that apprenticeships give to not only young people, but individuals of all ages. I, myself, have achieved all of my qualifications in my adult life because I hated my school days and to the disappointment of my parents, left school at 16 without any O'levels of a decent grade. At KEITS we also have a family feel, which hasn't changed no matter how big our staff numbers have grown. The passion shown by all of my KEITS team is so rewarding for me to see.



As KEITS celebrate our 25th year of business, we are looking back fondly on old memories.

David Rose first founded KEITS 25 years ago and from then on in it was all systems go on creating and developing the company we are today.

Let's hear a little bit about David himself and how he built KEITS..

Contact us

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What are your best memories since starting KEITS?

It has to be seeing the achievements of learners, I still get such a buzz when our apprentices pass their EPA's, especially if it is with distinction as many are. Also, our Ofsted inspections and the lovely feedback we always get. It shows me that KEITS is having such a positive impact on so many individuals' lives and that the training and support we provide is of high quality.

What challenges had KEITS faced?

KEITS have faced many challenges over the last 25 years, as I'm sure most businesses have too. Examples would include the government running out of and cutting all apprenticeship funding in the early 2000's, foot & mouth disease impacting on many of the land-based businesses we worked with, the fuel crisis in the early days of the Blair government when my staff could not purchase fuel, Covid19 with the lockdowns and now the cost-of-living crisis that is having such an impact at this current time. However, what I want to add, is that no matter what is thrown at us, KEITS remains proactive in our planning for change and with that opens new opportunities for us.

What does the future of KEITS look like?

Animal Care is currently one of our largest sectors and continues to grow. However, we will continue to develop all of our areas of delivery and keep our eyes open for new standards that will help to enhance our offer. At KEITS we will always strive to try and better ourselves, there is always room for improvement and mistakes to learn from, that can only help us to improve and continue to deliver high quality provision.

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