Transatlantic Apprenticeship Exchange Forum

#LiveAtUrban
TAEF Pitch Panel
Signing More Firms up to Apprenticeships

Dominic Gill, IT Skillsman
Why did we get involved?

- Hard to get skills
- Salary inflation
- Losing staff to rivals
- Unable to grow and transform business

24,500 Microsoft partners
Focus on the needs of employers

Identify roles/occupations where apprenticeships provide a solution

Focus on ROI

Ensure employers see this as a resourcing solution not just CSR!

Make it simple!
How?

Worked with a ‘supply-chain’ lead

Employer Groups (Microsoft Partners, Trailblazers, LEADERs etc)

Network of delivery and engagement

Case Studies!
Self sustaining apprenticeships

**Perspicuity** - small Microsoft Partner based in Somerset, UK

Apprentice model enabled them to start Cloud business

Ex-apprentices train new apprentices

Award-winning, self sustaining model
Focus on the needs of employers

Utilise employer groups

Build network of delivery and engagement

Self-Sustaining Apprenticeships

Summary – what does success look like?
Signing more firms up to Apprenticeships

Steve Morris
Signing more firms up to Apprenticeships:

- Educate
- Simplify the process
- Strong value proposition
- Bespoke delivery models
- Use current employers as role models

Five point plan
5 point plan

- Multiple stakeholders such as employers, individuals, parents, teachers... Guide to Apprenticeships
- Seminars Roadshows

Apprenticeships: A guide for small and medium sized businesses

How to run a successful Apprenticeship programme roundtable

- What does a successful Apprenticeship programme look like? What are the benefits of a successful Apprenticeship programme and how do you structure a welcoming environment for learners?
- What are the starting point and key stages of development?
- What are the different models available?
- How will the structure and offer of a successful Apprenticeship programme affect your business?
- How will you ensure you and your business benefit from the Apprenticeship programme?

How can I access funding?

- What funding is available for Apprenticeship programmes and how can you leverage this available funding to support your programme?
- What are the qualifications required to apply for and receive funding?
- What are the different options and their pros and cons?
- What are the payment stages and what is the best way for you to leverage this funding?
- What are the criteria for payment, audit & control of key measures, contract T&Cs, and payment stages?

How should I recruit and manage my apprentices?

- What are the best ways to recruit and manage the best available young talent for your programme such that it benefits both apprentices and organisation?
- How will you manage young people specifically in terms of safeguarding?
- What should your plan be after a young person has successfully finished an apprenticeship?
5 point plan

Remove the preconceptions – “the ghosts of the past”
  - parity of esteem
  - trades only
  - day release

Lose the acronyms and abbreviations
5 point plan

- Hard metrics as opposed to just CSR
- Valuable talent pipeline
- Increased staff engagement
- Government funding to subsidise training needs

"Apprenticeships help businesses get more bang for their buck"
5 point plan

- Tailored delivery models make Apprenticeships fit for purpose
- E.g. McDonald’s utilize our remote delivery via webinars, virtual classrooms

Not one size fits all
5 point plan

- Engaged employers become evangelists
- Case studies on social media, seminar events, employer forums

“We are passionate about employing young people to ensure a wide range of experience across the organisation. We really believe in growing our own talent and supporting local young people into employment.

“They bring energy and a good skills mix including knowledge of technology and are able to look at things differently. They’re just a breath of fresh air. Initially some of the health orientated teams were nervous about young people being able to undertake certain tasks but as they’ve seen the apprentices develop they’ve got over that and realised how capable they are. “As well as bringing in young people we also offer Apprenticeships to our existing staff to help them grow and develop.

Karen Cleave L&D at Sirona
5 point plan

- Engaged employers become evangelists
- Case studies on social media, seminar events, employer forums

“The Co-operative Group has worked in partnership with learndirect since 2010 and during that time they have successfully engaged with 1569 employees across all Co-operative Group divisions to support and deliver Apprenticeships. We have worked closely together along with external awarding bodies to create a new qualification for the Funeral Industry, one our Funeralcare division is offering out to all new recruits with great feedback. Throughout the 3 years we have found learndirect to be a flexible, suitable and wholly professional Training Provider and one who we can trust to deliver an excellent service to our employees.”

Lloyd Thomas - Group Apprenticeship Manager
learndirect - our credentials

Celebrating 250,000 apprentices

20,000 people log on and learn with us every day

75,000 businesses equipped their staff for success with learndirect

More than 4.5 million people have transformed their lives with new skills from us

300,000 people fulfil their career ambitions with us every year

20,000 apprentices learn with us every year

4.5 million people have transformed their lives with new skills from us

500,000 maths and English test passes have been achieved with us

500,000 people fulfil their career ambitions with us every year

75,000 businesses equipped their staff for success with learndirect
Our clients

- The co-operative
- Lloyds Banking Group
- McDonald's
- Manpower
- Burberry

- Ministry of Justice
- Ministry of Defence
- Sainsbury's
- Tesco
- British Gas

- Direct Line Group
- Hays
- Ocado
Thank you.
Transatlantic Apprenticeship Exchange Forum

#LiveAtUrban
Change The Conversation

Persuasive

TO

Compelling
Local Inspiration For Global Innovation

Persuasive Conversation

- Marketing and Collateral
- Social Media
- Direct Marketing
- Digital
- Sales Team
- Forums
- eShots
- Campaigns

Paul Champion
www.profoundgroup.co.uk
Compelling Conversation

Appeal
Anticipation
Expectation
Impact
Aspirations
Progression
“Skills have a profound relationship with economic and social outcomes... [They are] key to tackling inequality and promoting social mobility.”

- Employers are at the foundation of apprenticeships.
- We are focusing on developing programmes which in some way have an Emotional, Economic and Social impact to compel employers to engage.
- Let me give you a whistle-stop tour of some of the exciting programmes that we are currently developing.
Welcome to the...

APPRENTICESHIP TOWN

Local Inspiration For Global Innovation
Local Inspiration For Global Innovation

- Ability to give something back
- Improved reputation and Publicity
- Community recognition / Customers
- Local Impact

- Economies of scale / shared resourcing
- Apprentice Training Agency Model if needed
- Supply Chain Employers involved / Pledge
- Business Support / Government Contracting

- Working with Schools
- Skills Pool
- Staff loyalty and retention / Mentoring
- Involvement in designing and delivering training

- 6 Houses Refurbished Rescued
- 28 Employers Engaged
- 18 on-site Apprentices
- 30 Supply Chain Apprentices
- 100 Traineeships
Welcome to...

SEWING ACADEMY
Local Inspiration For Global Innovation

Paul Champion

www.profoundgroup.co.uk

- Reinstate past / lost skills
- Improved reputation and Publicity
- Free Recruitment service
- On shoring / Environmental Impact

- Economies of scale / shared resourcing
- Apprentice Training Agency Model if needed
- Business growth
- More control of quality and product development

- Reduction in costs
- Skills / talent Pool
- Staff loyalty and retention
- Reduction on waiting times

- New shared manufacturing and training center of excellence
- 15 Employers Engaged
- 75 Apprentices / year
- 120 Traineeships

Appeal

Anticipation

Expectation

Impact
Thank You For Listening
Supporting the Apprentice Journey

Alex Khan – Lifetime Training
Employer Engagement

SUPPORTING THE APPRENTICE

SECTOR SPECIFIC
CAPTURING AND INFLUENCING ALL WORKPLACE TRAINING
TRUE PARTNERSHIP
BESPOKE CURRICULUM
INTERNAL BUY-IN
ALIGNING VISION & VALUES
DEFINING ROLES & RESPONSIBILITIES
EMBRACING EMPLOYER WORK PRACTICES
Digital Engagement

INNOVATION IN TECHNOLOGY:
- Increases Learner engagement
- Supports learning on and off the job
- Develops a variety of teaching methods including:
  - Talking with peers
  - Utilising online workbooks
  - Watching ‘bite size’ videos
  - Researching new knowledge
  - Collaborating with other learners
  - Sharing best practice

THIS IS ALL ACCESSIBLE FROM ANY DEVICE: LAPTOP, MOBILE AND TABLET — ANY PLACE, ANY TIME!

ALLWAYS CONNECTED
SOCIALE LEARNING
INTERACTIVE AND COLLABORATIVE
LIBRARY OF KNOWLEDGE
TAILORED TO THE EMPLOYER
INDUSTRY EXPERTS ON HAND
SUPPORTING THE APPRENTICE

Supporting the Apprentice Journey
Supporting the Apprentice Journey

Jacqueline Page
Director UK Business Development
2020 Vision

• ‘A world-class learning enterprise, leading the way, transcending borders
• Transforming and enriching lives.
• Pioneering innovative approaches to education and training.
• Inspiring ambition and co-creating sustainable futures with individuals, entrepreneurs, businesses and communities.
• Serving our diverse stakeholder communities with pride and passion.
• An influential organization, recognized for excellence locally, nationally and internationally’.

Mission: ‘To enable all our students to succeed.’
Highbury College – ‘Fast Facts’

- Highbury College is the largest college in Portsmouth and one of the largest colleges in the South East of England
- Six College Centres and 45 community venues
- Around 10,000 students
- Working 800+ employers
- Ofsted Outstanding
- Student success rates- among the top performing Colleges in England
- Beacon Status
- Quality Marks
Ensuring Curriculum Matches Need

- Match LMI need
- Look at Local Enterprise Priorities
- Meet regularly with employers
- Expert Advisory Boards
- UK STEM agenda
The Employability Curriculum

- Maths
- English
- ICT
- Thinking and problem solving
- Team work and leadership skills
- Self management and resilience

Employability Skills

Ofsted Outstanding 2010-2011
Engaging with Young People - before

- Visit schools – with current apprentices
- Assist with applications
- Interview preparation
- Initial assessment
- Interview with academic staff
- Motivational case studies
Apprentice Ambassadors

- Trained Ambassadors to support delivery
- Raise awareness of Apprenticeships and encourage applications
- Develop communication, leadership and teamwork skills and increase students employability
- Students are supervised by a member of Highbury staff at events
The Apprentice Initial Journey: an overview

1. Apprentice applies for vacancy
2. Assessment and College interview
3. Employer interview
4. Employer selection
5. Delivery phase

Approved
Approved
Approved & funding band allocated
Health & Safety, Enrolment & Sign up

• All employers have a Health & Safety check and must give details of their Employers Liability Insurance

• All apprentices, undertake a sign up process which is completed with the employer, apprentice and Highbury staff present

• During this process the ILR, employer details and enrolment form is completed using electronic forms on an iPad – this creates an automatic enrolment and registration number
Engaging with Young People – On programme

Regular review (At least every 8 / 10 weeks)
Every other one is in the workplace

Reviews look at:
- Pastoral support
- Welfare
- Equality & Diversity
- Sustainability
- Target setting (College & Employer)
Apprentice Monitoring

- Named **Programme Leader** to monitor and track the progress of the apprentice along with the Apprenticeship Assessor
- Progress boards
- Reports
- Progression interview

**COMMUNICATION is Important**
Assessors

Need to

• Build a trusting relationship with apprentice and the employer
• Need to be able to communicate effectively and at the right level
• Deliver what they say
• Never promise what they cannot deliver
Competitions & Apprenticeships

- Linking teaching, learning and assessment (on and off the job)
- Greatly involved with WorldSkills
- Centralised whole College approach
- Apprentices are involved with competitions
- Employers fully engaged
- Completed research – 100% of entrants achieved their main qualification
Range of support

- Financial Support & Guidance
- Counselling
- Careers Guidance
- Tutorial Support
- Social Activities
- Student Welfare
- Nurseries
- Learning Support for students with learning difficulties or disabilities
Learning Curve Group

Transforming lives through learning

Justine Crozier
International Development Director
Apprenticeships

The Start of the Apprenticeship Journey

Learning whilst on the Apprenticeship Programme

Using Technology to enhance the support for learning

Employer involvement

Success and moving on
The Start of the Apprenticeship Journey

• Initial advice and guidance
• Initial assessment of English and maths to establish the basic functional skills levels and to identify areas where a learner may need additional support to allow them to complete their apprenticeship
• A thorough induction to all elements of the programme, a support programme of sessions with a tutor and the career opportunities that await them at the end
• Planned delivery of Employee Rights and Responsibilities (ERR) and Personal Learning Thinking Skills (PLTS)
Learning whilst on the apprenticeship programme

• Off the job teaching and learning sessions with the assessor as they support the learner through the knowledge they need to understand and be able to apply in practice

• On the job and holistic assessment for the learner as they carry out their job roles

• Off the job development of the learner English, maths and possibly ICT skills with extra support if needed
Using technology to enhance the support for Learning

Our e-Assessor Platform and Learning Technologies has unique key features which support delivery of the knowledge-based component of the relevant apprenticeship framework

- Creating bespoke interactive e-Learning content
- Group courses into a framework (a set learning order)
- Provide online assessment to which learners and tutors can discuss answers
- Document repository
- Evidence can be uploaded and downloaded
- Online reporting including success and failure of a learner and an overall course
- Assign a learner to specific assessors and administrators
- Management dashboards
- Electronic contact logs
- Flexible delivery
- Progress reviews
Employer Involvement

• At and before induction as the employer works with the training provider to develop a company training plan for their current and future needs of the business.
• During the regular progress reviews with the learner, which includes a three way review between the apprentice, assessor and the employer focuses on the learners attainment to date and the emerging impact on the business.
• As part of the delivery approach whilst the learner is receiving on the job training from the employer, possibly as part of an Academy Model.
• Providing opportunities for progression within the company and or onto further training on successful completion of the apprenticeship.
Success and Moving On

• Celebrate success and recognise their achievements
• Plan further training opportunities for the learners which may link with new promotion or career opportunities
• Keep in touch with the learner and employers. There will be success stories to be proud of as they move and emerging initiatives where the provider could support with training
Learning Curve Group can help you with the following:

- Advice, guidance and consultancy of delivery best practice
- Learning content for a wide range of subject areas that is available both online and in hard copy
- Qualification or course design and mapping to UK standards
- Accreditation of UK registered vocational and academic qualifications
- Accreditation of in-house provision
- Teacher Training
- Soft skills training options

For more information, email justine.crozier@learningcurvegroup.co.uk
Transatlantic Apprenticeship Exchange Forum
Aspire Achieve Advance Limited

26th October 2015

Petermarples@3aaa.co.uk

Innovative Models of Delivering Apprenticeships
Innovative Models of Delivering Apprenticeships

• Something about Aspire Achieve Advance
  • Largest provider of 16 – 21 Apprenticeships at level iii and iv in England
  • 38 Centres
  • Five key subject areas
    • IT
    • Digital and Social Marketing
    • Accountancy
    • Financial Service
    • Business Administration

• 7,000 Apprenticeship Starts in 2015/16
• Achievement Rates: 88% in 2015/16
• OFSTED Grade 1 across all areas at a first inspection – the only provider ever to achieve this milestone
Innovative Models of Delivering Apprenticeships

• What works for us and what has enabled us to create 38 centres and a £45m business in 4 years when others can’t in the 16 – 18 Age Group
  • Centre Based Approach – ‘Ruth’s Chris’
  • Consistency of Approach
  • Localised Delivery
  • Stick to the knitting – ‘creating expertise’ – Narrow and Deep
  • Roll on Models For New Starts – New cohorts start every month in every subject area in every centre – 4,560 cohorts starting each year (38x10x12)
  • Keep it very simple

• Listening to Employers
  • Our employers like off the job training rather than simple work based training and assessment – but that doesn’t suit everyone
  • You cannot deliver quality with 1,000’s of bespoke delivery models
  • Introduce Blended Learning Progressively

• Listening to Applicants and Apprentices
  • Match and Fill is Key
  • Flexible Delivery Models
  • Challenging and Stimulating learning Environments
  • Move Apprentices where the ‘employer fit’ does not work – 6%
Chris Payne
CEO
ITS Group is the holding company of

Independent Training College
and
Independent Training Services;
collectively delivering end-to-end training and development solutions for individuals and industry.
focus on the individual, the end user of teaching & learning trainee/apprentice/employee by delivering qualifications that enable people to establish and continually develop their job and career. Measured by progression.

provide tailored workforce development solutions for industry employer organisations of all sizes by training via Apprenticeships to join their organisation as a career and people already employed to further develop their career. Measured by productivity.
'It’s not about party politics;
...it’s about how to get people in power to do the right thing...
...It’s about being able to talk passionately about the need, and the practicality, of focusing more intently and explicitly on the development of 21st-century character strengths...
...It’s about sharing as widely and loudly as we can the stories of deep success…'

Guy Claxton and Bill Lucas
Creating a difference?

• Apprenticeships
  – Standards set by Industry
  – Framework set by government
• All look the same
• Difference?
  • Apprentice
  • Employer
Apprentice

- Attracted by a career pathway
- Progression both in qualification level and job promotion $
- Opportunities to achieve high level
- Quality of employer offer
The journey...

- rolling process [no academic term dates]
- All year round recruitment
- Initial assessment to inform programme
- Personalised based on need and pathway
- Teaching, training and learning ‘On & Off Job’
- Progress reviewed and monitored monthly
- Assessments continuous and competence based
- Celebrate achievement and progress to next level
Desirable capabilities – 7Cs

- Collaboration
- Curiosity
- Craftsmanship
- Confidence
- Communication
- Creativity
- Commitment
Case study

Kerry Brown, Nottingham

- Left school at 16 to work in an office
- Shown an interest in finance
- Started her foundation Accountancy Apprenticeship in 2007
- By 2014 achieved her higher apprenticeship and CIMA
- Promoted to Finance Director 2015
- Leading a MBO and plans to be CEO by 2016

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<thead>
<tr>
<th>Level</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<th>6</th>
<th>7</th>
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<tbody>
<tr>
<td>Role</td>
<td>Accounts Assistant</td>
<td>Assistant Accountant</td>
<td>Accounting Technician</td>
<td>Finance Manager</td>
<td>Finance Director Chartered</td>
<td>CEO/CFO Chartered</td>
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Employer

- Attracted by business solution
- Apprenticeships part of solution
- Understand the need ONA
- Measure impact
- Business KPIs
4 Benefits

3 Business

2 Sales

1 Marketing

Added Value

Agreement, Relationship, Growth

Target, Face to Face, Proposals

Research, Reach, AIDA

AIDA
Case study

Hotel Group, Midlands

• Holiday Inn Franchise
• Employ 500
• Four hotels
• NEW General Manager

Problem @ 2012

• Lose Holiday Inn franchise due to customer star rating 1

Symptoms

• Poor service
• Low morale
• Not profitable
Case study

Solution

• Tailored service
• Apprenticeship to attract new talent & develop existing
• Customer Service coach/mentors
• Leadership development for managers
• Co-funded with gov and employer investment

Impact @ 2015

• Increased turnover
• Profitable
• Professional managers
• High morale
• Customer Star rating 4
• Kept franchise
Quality Apprenticeship Model

Putting learning at the heart of apprenticeships

REAL EXPERIENCE, PRACTICE AND PROBLEM SOLVING...

- On the job training and learning from and with others (experts and peers)
- On the job education, training and on-line learning
- Coaching, mentoring, formative assessment, review and feedback
- A nurturing, supportive and visible learning environment where apprentices have a voice

...TO ACHIEVE PRODUCTIVITY AND AUTONOMY

MASTERY
- Routine expertise
- Resourcefulness
- Craftsmanship
- Functional skills
- Business-like attitudes
- Wider skills and behaviours
- Autonomy

SIGN OFF BY EMPLOYER

INDEPENDENT AND ASSESSMENT
- Qualification(s)
- Licence to practice
- Certification

CONTINUING OCCUPATIONAL & MANAGEMENT DEVELOPMENT
Our Approach

Off-Job Training
- Day Release
- Self Study
- E-Learning
- 1-2-1 Training
- Projects
- Underpinning Knowledge
- Support Materials

On-Job Training
- Job Rotation
- 1-2-1 Training
- Job Shadowing
- Coaching/Mentoring
- Work-Based Projects
- Application of Learning
- Feedback

Assessment
- Portfolio
- Testimony
- Tests/Exams
- Simulation
- Evidence
- Observations
Delivery model

- Apprentice
- 1 OneFile e-management system
- Employer
- Administration
- Training manager
ITS Group USP

• **Our People**
  – Industry Trained, Qualified, Experienced

• **Training /Teaching/Learning Focus**
  – Blended with VLE

• **Positive Impact for individual and employer**
  – Make A Difference
THANK YOU
our story
Software was created in 2005

Built over 10 years, with constant development
OneFile software is used by

Colleges
Training Providers
Public Sector
Corporations
Number of centers: 3,300
Number of users: 280,000
What is OneFile
• Designed for all criteria-based qualifications
• Hub for all individuals involved in the apprenticeship process
• Centralized database for assessment information
• Electronic portfolio to store all achievements
• Learner management and reporting system
Benefits
Access for all
anytime, anywhere

Savings on paper
Half a ream per learner

Savings on travel
Av. 90 miles Per learner

Savings on time
With instant reporting

Train remote learner
With e-learning resources

500 sheets

Savings on paper

Savings on travel

Savings on time

Train remote learner
customer travel savings
25 million miles saved in travel

10,416 journeys down Route 66

Over 1,000 journeys around the world

£3.1m saved in gas ($4.8m)
Impacts
• Saving 84% on printing costs
• Return on investment of up to 1,328%
• Save 30 hours admin time per apprentice
Learn more at

www.onefile.co.uk
INNOVATIVE MODELS OF DELIVERING APPRENTICESHIPS

Understanding the Apprentice

Effective use of data

Practical methods of delivery

Behavior is important

Assessment methods

Employer is pivotal
Transatlantic Apprenticeship Exchange Forum

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