

8 step guide to differentiate your apprenticeship offer

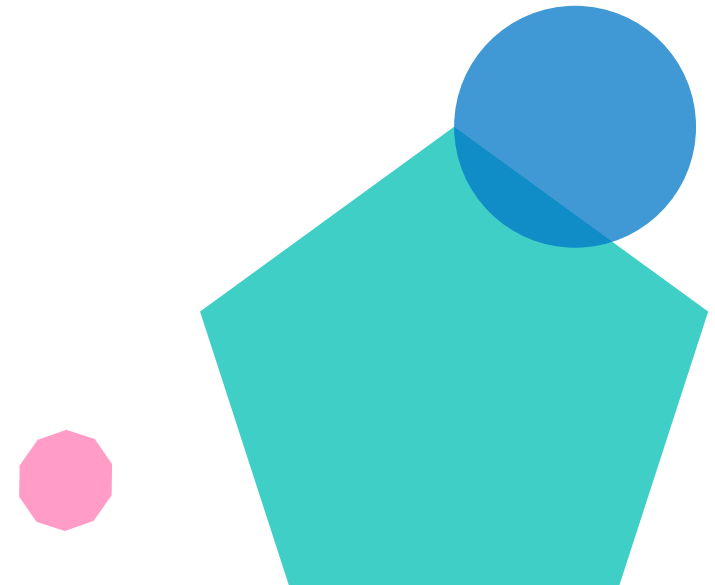
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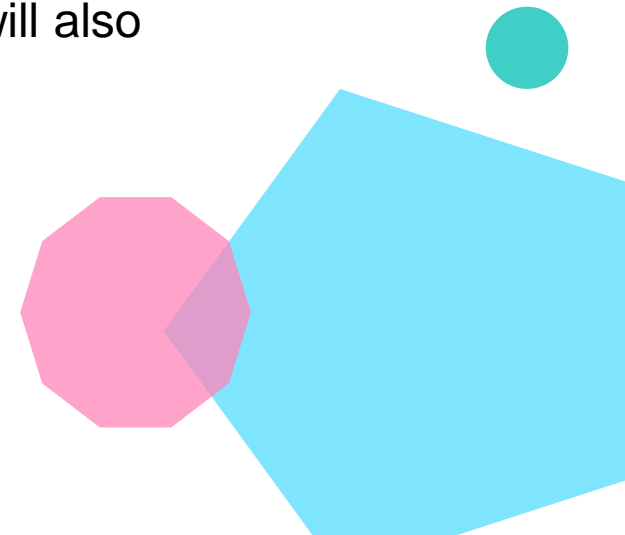
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- Any questions?



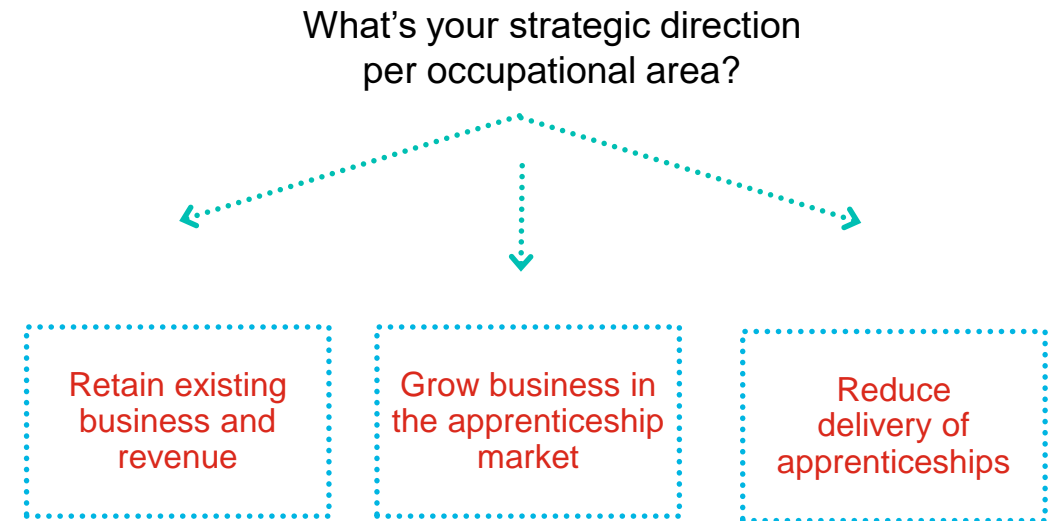
Update on key facts

- The government is committed to increase the quantity and quality of apprenticeships in England – reaching three million starts in 2020.
- The employer apprenticeship levy was introduced by the government in April 2017. Putting purchasing power in the hands of employers will mean greater competition and a need to differentiate your offer.
- The levy applies to any employer with a pay bill over £3m – 0.5% of pay bill. SMEs will also be supported through the levy.
- At the same time, Government are in the process of reforming technical education in England meaning the provider landscape will alter significantly.



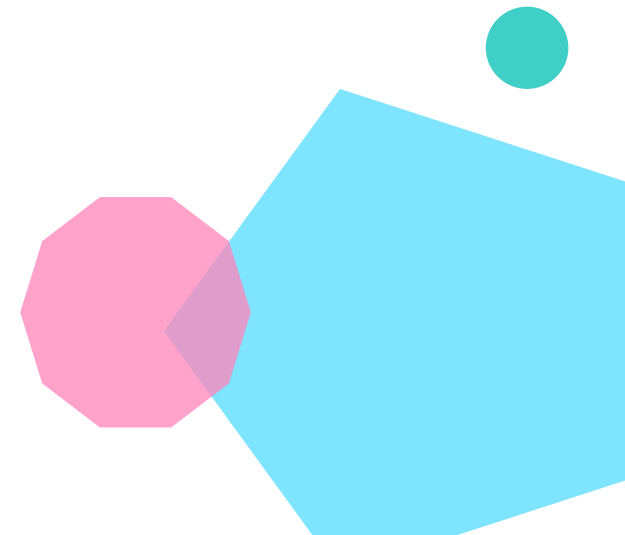
Step 1: Your apprenticeship strategy

- Do you have a five-year plan? It's important to see this in the long-term.
- Does your future strategy align with government priorities? E.g. changes coming as a result of changes to technical education?
- Will you specialise in specific occupations or offer a variety of apprenticeships?
- Do you understand your market?
- Are you aware of the financial implications beyond May 2017?



Step 2: Review your current offer

- Current delivery model review – what's working and what isn't?
- Have you undertaken any evaluation?
- What's your predicted growth of apprenticeships over the next five years and who are your competitors?
- Do you have an approach to target more 16-18 year olds?
- What occupations will grow in your market?
- Where would you like to sustain current business and grow new offers?



Step 3: Financial planning

- Have you mapped your existing apprenticeship framework volumes to the New Standards?
- Have you linked this to the new funding rules from May 2017?
- Which standards can you start to pilot now?
- What are the financial implications of offering the New Standards early?

Prog Type	Framework name	Approx. Annual Recruitment	Current Funding Based on Average between 16-18 and 19+	New Proposed Funding (FRMW)	Standard name	New Proposed Funding (Standard)	Standard Approved	End Point Assessment
Level 2	Catering & Professional Chefs	50	£4,975	£2,500	Commis Chef	£6,000	✓✓✓	City & Guilds
Level 2	Health & Social Care	20	£4,133	£1,500	Adult Care Worker	£2,000	✓✓	City & Guilds
Level 3	Health Dental Nursing	5	£5,074	£2,500	Dental Nurse	£6,000	✓✓✓	City & Guilds
Level 2	Hospitality Services	25	£3,940	£1,500	Hospitality Team Member	£3,000	✓✓✓	City & Guilds
Level 2	Plastering	10	£8,798	£6,000	Plasterer (Only Level 3 Now Available)		✓✓	City & Guilds
Level 2	Plumbing & Heating	75	£6,847	£5,000				
Level 3	Science Lab Tech	22	£12,420	£9,000	Laboratory Technician	£18,000	✓✓✓	
Level 3	Supporting Teaching & Learning in Schools	15	£5,825	£2,500				City & Guilds
Level 2	Vehicle Maintenance & Repair	10	£8,344	£7,028	Motor Vehicle Service and Maintenance Technician (Light Vehicle)	£18,000	✓✓✓	City & Guilds
Level 2	Warehousing & Storage	5	£2,736	£1,500	Warehouse Operator		✓	City & Guilds

Step 4: Engaging with employers

- Evaluate your relationship with your employers. Current and future?
- Set out your employer engagement plan both levy fee-paying and non-levy fee-paying employers.
- Understand their business – what are their skills gaps now and in the future?
- Shift from transactional to strategic. Long term planning and thinking of your business in the context of their supply chain.
- Analyse future inward investment and plans to target employers not already engaged.
- Examine what sets your offer apart from your competitors. How are you going to differentiate?



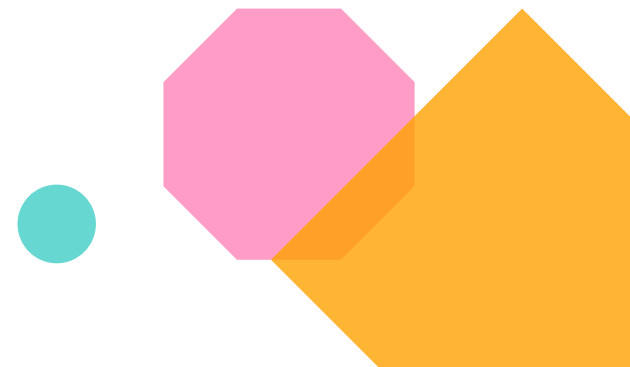
Step 5: Defining your offer

Consider the following options:

- **Qualification-based:** A delivery model that includes the learning and practical training to prepare for the mandatory assessments specified by the Trailblazer group.
- **Bespoke programme:** A provider or employer may develop their own bespoke programme of learning and training that prepares the apprentice for end assessment.
- **A bespoke programme with accreditation:** A provider can choose to accredit their programme with an awarding organisation.

Add value to your offer for employers

- Awareness days
- Employer support and training
- Employer engagement
- Support in initial assessment
- Support in recruitment
- Publicity



Step 5: Defining your offer

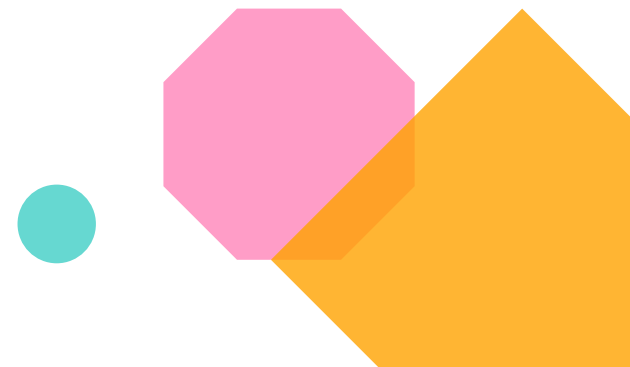
Who selects an Assessment Organisation?

- Providers can recommend a listed organisation but the final choice is down to the employer.
- The lead provider will pay the assessment organisation as part of their overall agreement with the employer. The confirmed cost must be agreed with the employer.

Refer to the Register of Apprentice Assessment Organisations (RoAAO):
<https://www.gov.uk/government/publications/register-of-apprentice-assessment-organisations>

City & Guilds is a Registered Assessment Organisation for new apprenticeship Standards.

Find out more [here](#).



Step 6: Pricing and affordability

When reviewing pricing and affordability, ensure that you consider:

- Overheads
- Programme content
- End assessments
- Economy of scale

What is your apprenticeship offer?
Which apprenticeships you can deliver
and what's the minimum amount
you can deliver them for?

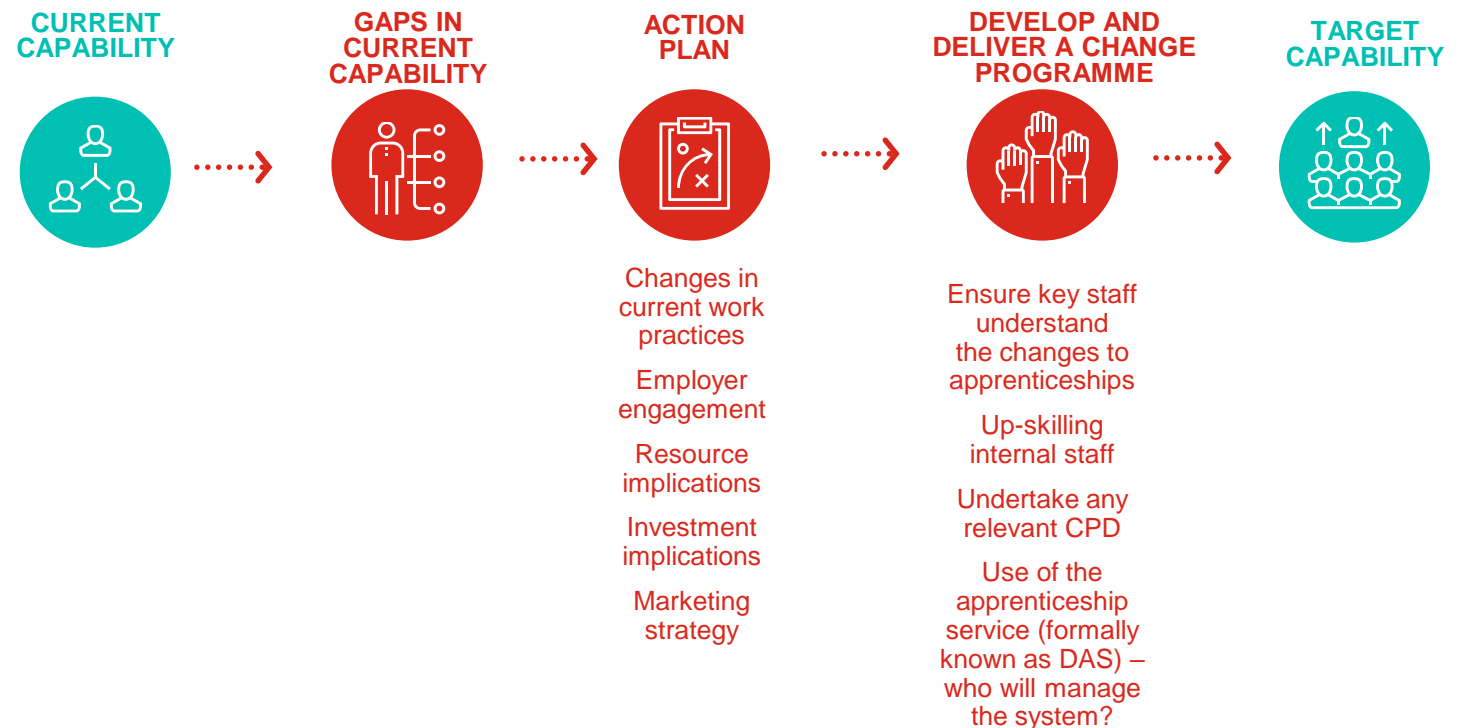
Cost for End-Point Assessment:

- This must fall within the maximum funding available, unless employers wish to contribute more towards training.
- Your pricing structure must give you the flexibility to negotiate with employers and contractors and offer value for money.
- If an employer wants you to deliver 10-20 apprenticeships, how much discount can providers afford to offer?
- What and how many apprenticeships can the employer get for their levy?
- When do you walk away?

Step 7: Capability and capacity

Examine your current capacity and capability versus your target capacity and capability. This may be only way you can differentiate your offer!

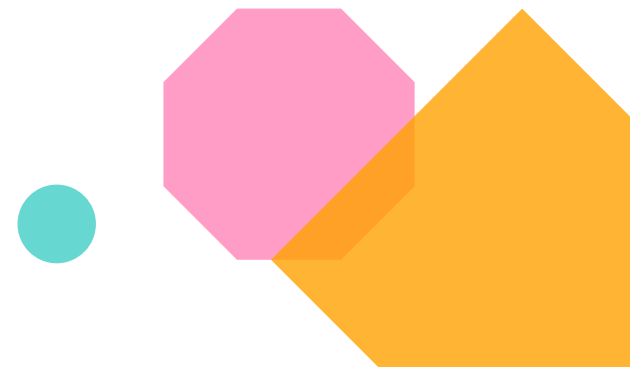
- Experience
- Technology
- Internal capabilities
- Business development training
- Resources
- Schedule
- New contractual agreements with employers
- Evaluation



Step 8: Developing a marketing plan

You will need to develop a marketing plan that is in line with your business objectives.

- What is your customer value proposition?
(consider features, products, processes etc.)
- What makes you different from your competitors?
- What is your USP (unique selling point)?
- How will you engage with customers?
What marketing channels are most appropriate?
(consider direct marketing, events, advertising, websites, social media, partnerships etc.)



Taking things further with us

For more in-depth support we can offer a range of paid for consultancy services.

Areas of apprenticeship consultancy and training:

- **Apprenticeship readiness:** Review your organisational readiness for the reforms, taking into consideration skills and capabilities, local and national position and future funding requirements.
- **Defining your apprenticeship offer:** Designed to help you identify employer demand against local skills gaps now and in the future. Determine how this can be used to help shape your Apprenticeship offer for the new occupational standards.
- **Employer engagement CPD:** Specifically designed for sales and business development managers within further education, to help develop strategic relationships with levy and non levy paying employers, including developing a USP and pitch preparation.
- **Support for teaching and learning CPD:** Training to support assessors moving towards a more Teaching and Learning based role. This will improve Teaching and Learning practices with a clear focus on the apprentice learning experience.

THE APPRENTICESHIP CONSULTANCY PROCESS

Understanding
your needs

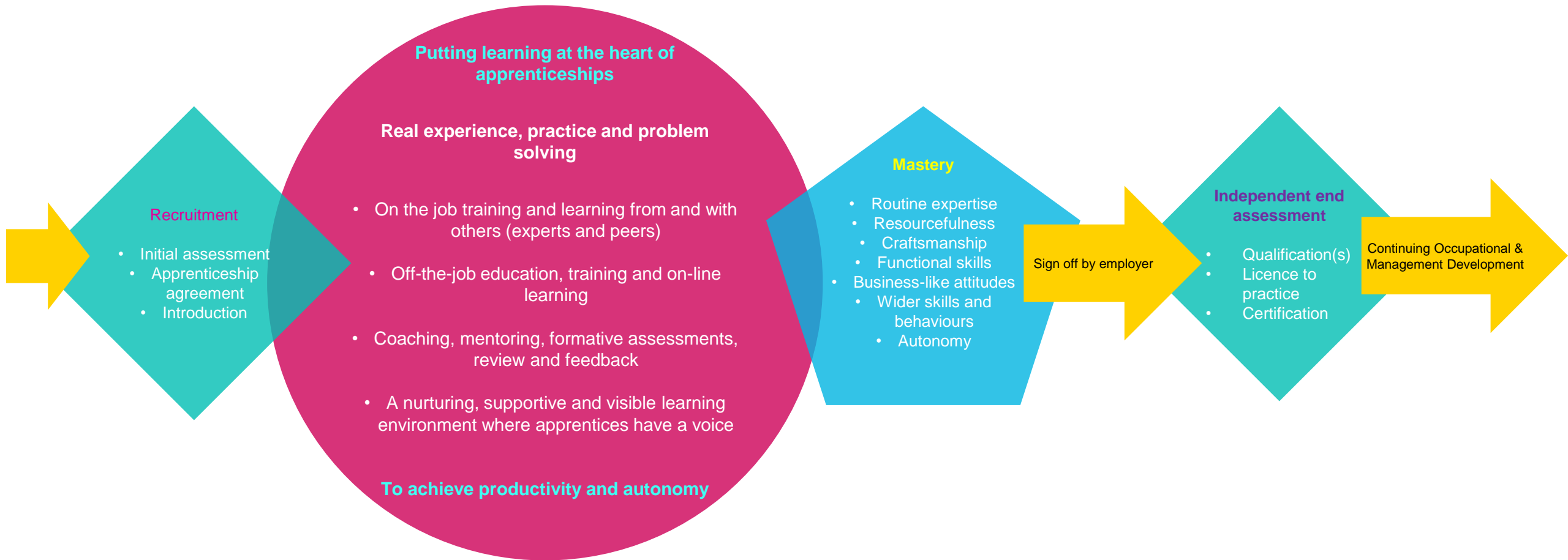
Research
and review

Define and
develop solutions

Implement
change

Evaluate
impact

Quality Apprenticeships: Our employer model



Any questions?



Thank you

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