

Questions and Answers

8-step guide to differentiate your apprenticeship offer

16 May 2017

What is going to happen to the SME following the withdrawal of the procurement process?

ESFA are likely to be making further announcements after the general election.

How difficult is it to differentiate from competitors?

There are two main ways you can differentiate your apprenticeship offer. The first is to ensure you have the right relationship with your employers, strategic and not transactional and secondly by ensuring you have the right resources particularly staff and physical resources.

Is there a link to the levy details?

We have created useful guides for providers and employers on the new levy, you can find them here:

- [Employers](#)
- [Providers](#)

Can non-mandatory qualifications be funded if there is clear overlap with the competence, knowledge and behaviours contained in the apprenticeship?

No. Any non-mandatory component of your apprenticeship offer will need to be funded through other methods and be agreed between you and your employer.

What is the cost of end assessment and how will we establish designated sites?

Cost varies per standard and will adjust depending on, for example, if an assessor must have significant 1-2-1 time per learner, in any event cannot exceed 20% of the funding band. Note that the 20% does not have a direct correlation with the cost of delivering the end-point assessment. Providers cannot charge their employers more than the cost they pay themselves. All paperwork has to be kept and if the ESFA discovers any overcharging, they will claw back this money. Regarding site, we are currently researching to see if there is a market demand for centres to hire their venues. We have access to special centres already, whatever venue is used, it must conform to the occupation specification and our independent assessors will sign off the venue on the day. The cost of the EPA is related to the value on the occupation, independent assessor and the cost to provide the environment that EPA is to be carried out in.

Do you think the 20% off the job is going to stay, do you think there will be any relaxation of this in the future? What have other training providers suggested as a way of recording the 20% off the job?

The 20% off the job ruling is here to stay.

How do providers now gain approval for running new standards?

I suggest that you speak to the ESFA as they control the register of providers. Application to the ESFA needed to enter the RoATP.

What are the costs of the City & Guilds consultancy packages?

Our provider consultancy offer will support your college/provider develop a feasible and robust offer for your employers. This will involve reviewing your current apprenticeship strategy, assessing your readiness to deliver the new standards, looking at pricing and affordability based on planned delivery over the next 12/18 months. We will present our findings to your senior leadership team which will include a series of recommendations. The cost of the service is £2000+ VAT which include 2.5 days of consultancy. We also run a range of CPD for you staff that will capacity build your college/provider prepare for the transition to the apprenticeship standards and new funding systems.

What is your interpretation of the 20% off the job training?

This is a compulsory part of the programme and ensures the apprentice gets the right blend of learning and development. The 20% contribution of the on-programme evidence will need to be auditable on request to the appropriate agency.

Can you use the pre-standards City & Guilds qualifications to deliver new apprenticeships using the standard?

Yes. But if it is not mandatory in the apprenticeship standard the registration and certification will need to be funded separately.

Do you know if new framework is approved for animal management and vet nursing?

The new standards are not yet approved for delivery.

Are you able to give an indication of how many new registrations there have been since 1/5/17?

The [apprenticeship starts statistics](#) are freely available on the gov.uk website. We've already passed apprentices through end-point assessment (in fact, we were the first awarding organisation to do this).

We are currently looking into our contractual obligations with employers, as it stands it looks like the only person that can sign the contracts to agree with an employer that we will engage is the Principal. Do you agree or can you delegate this authority?

Your organisation will have a policy on who is responsible for signing contracts generally according to their value. I suggest you speak to your finance and procurement department.

We are on the register waiting for C&G to confirm approval to offer how will this take place?

New related products and services will be made available on Walled Garden or contact your City & Guilds Business Manager for further information regarding future products and services.

There is a big stigma around cold calling employers, what is the best way of attracting new employers?

Many large employers will be levy paying and therefore will be wanting to spend their levy as fully as possible in an efficient and effective manner. You will find employers much more receptive to a conversation now they have the purchasing power.

Is the Digital Marketing Standard out yet? If so, does it have a specific embedded EPA/Qualification?

It is published and available, and includes on-programme qualifications (usually referred to as knowledge modules) which are mandatory, plus the EPA. The EPA is made up of a synoptic project, summative portfolio, interview and employer reference. Prior to the EPA apprentices must achieve three knowledge modules, at least one of which must be an internationally recognised vendor qualification (e.g. CIM Marketing, Google Analytics) - these are non-Ofqual regulated qualifications. You can read about [our offer for the digital marketer standard](#).

Will there be publication of delivery packages e.g. hospitality?

As standards are approved and we have full information about how the trailblazer groups need them to be delivered, we will finalise our on-programme and end-point assessment information. These are summarised on our [factsheets](#) and prices will be released on [Walled Garden](#). You can also speak to your business manager for information on pricing and to find out when we'll be releasing information.

Will learning assistant still exist for new standards?

Yes, we still use Learning Assistant. For many standards we are updating our resources to either meet changes in the standard or just as part of our continuing work to deliver professional, accessible learning resources. This includes updating learning assistant.

We are also running a range of [webinars for Digital Week](#) on our online resources.