Are you concerned about how you are going to transition your delivery from SASE to the new apprenticeship Standards?
PREPARING FOR THE CHANGES

RECAP:

• New Standards
• End-point Assessment
• Delivery of Independent End Assessment
• Funding and the Levy

Poll recap:

46% said they were concerned about employer engagement

41% said they were concerned about the contracts, systems and processes.

*Based on poll with 170 attendees in our ‘Back to Basics’ webinar on 5th February 2016
• An 8-step approach

  • **STEP 1:** Research and decide on occupation coverage
  • **STEP 2:** Test your findings by engaging with local employers
  • **STEP 3:** Choose which apprenticeships to offer
  • **STEP 4:** Develop your on-programme offer
  • **STEP 5:** Choose your end assessment organisation
  • **STEP 6:** Evaluate your capability and capacity
  • **STEP 7:** Consider pricing and affordability
  • **STEP 8:** Finalise contracts, systems and processes

• Q&A
You’ll be able to find out more by researching online or making contact with:

• Local Enterprise Partnerships (LEPs)
• Industrial Partnerships (IPs)
• Sector Skills Councils (SSCs)
• Trailblazer groups

Identify:

• What occupational areas you would like to sustain and grow
• What delivery model you would like to offer and what additional internal resources / training will be required for a successful delivery
1. Develop high level proposals for each occupation you offer
2. Test your offer/s with relevant employers and collect feedback
3. Listen to the feedback and amend your offer
4. Use the output as the basis of your new business proposal
What is your strategic direction?

- Defend existing business and revenue
- Grow business in the apprenticeship market
- Reduce delivery of apprenticeships
SASE or New Standards?
Evaluate which new standards are in development and the business opportunity for transition now or later.

Example: Decision to grow business in the healthcare sector following initial research

I am new to the sector
- What is currently available in SASE and what is/will be covered by the new standards?
- What are the financial advantages for delivering SASE vs the new standards?

I deliver SASE apprenticeships in the sector
- What is/will be covered by the new standards?
- What are the financial advantages to moving to the new standards?

If there is a new standard for the occupation, yet I choose to enter with SASE, would this be a false economy?

If you choose to continue delivering SASE until the funding is switched off, what are the risks?
<table>
<thead>
<tr>
<th>Title</th>
<th>SASE Framework title</th>
<th>SASE Pathway</th>
<th>Overall spend</th>
<th>Trailblazer Occupation</th>
<th>Trailblazer status</th>
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<tr>
<td>Level 3 Certificate in Retail Knowledge</td>
<td>Retail_Level 3</td>
<td>Sales Professional</td>
<td>£2,000</td>
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<td>Assessment Plan approved</td>
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<td>Sales Professional</td>
<td>£12,000</td>
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</table>
POSSIBLE BENEFITS OF DELIVERING THE NEW STANDARDS

• More funding available
• A more attractive proposition for employers
• New Standards may better meet small business requirements
• More attractive programme for learners potentially leading to a better quality of learners
• Staying ahead of competitors and establishing your centre as a leader in new apprenticeships
QUALIFICATIONS: A delivery model that includes the learning and practical training to prepare for the mandatory assessments specified by the Trailblazer group (internal and/or external).

OWN PROGRAMME: A provider or employer may develop their own bespoke programme of learning and training that prepares the apprentice for end assessment. A provider may chose to embed a qualification into their programme, where relevant to the standard, to add value.

OWN PROGRAMME WITH ACCREDITATION: A provider can chose to accredit their programme with an awarding organisation.

TO ADD VALUE TO YOUR OFFER FOR EMPLOYERS YOU MAY CONSIDER:

- Awareness days
- Employer support and training
- Employer engagement
- Support in initial assessment
- Support in recruitment
- Publicity
Grading methods vary in each standard – i.e., Pass/merit or pass/merit and distinction.
CHOOSE YOUR END ASSESSMENT ORGANISATION

STEP 5:


Who selects an End Assessment Organisation?
- Providers can recommend a listed organisation but the final choice is down to the employer
- The lead provider will contract with and pay the end assessment organisation as part of their overall agreement with the employer. The confirmed cost must be agreed with the employer
We expect City & Guilds to deliver end assessment in a variety of ways, as required by the sector’s model of assessment and partly by operational considerations such as volumes, peaks and troughs.

Our delivery options might be:

1. Contracting freelance assessors directly
2. Arranging for release and contracting assessors from employers, partner providers and colleges (to assess apprentices that they’ve had no part in training)
3. Subcontracting for use of assessors from partner providers and colleges
4. Hiring venues from partner organisations

To discuss partnering with City & Guilds in the delivery of end assessment please contact apprenticeships@cityandguilds.com
What you will need to deliver the new Apprenticeship Standards?

• Continually evaluate your current capacity and capability against your target capacity and capability considering;
  • Gaps in current capability
  • Changes in current work practices
  • Resource implications
  • Investment implications

**Current capability**

- Develop and deliver a change programme

**Diagram:**

1. Evaluate your capacity and capability
2. Define target capability
3. Gap analysis
4. Review
5. Action plan
6. Implement
You will need to develop a marketing plan that is in line with your business objectives

**Marketing Tips**

- **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.)
Is your pricing model robust?

- Establish a fully costed model ensuring that you consider:
  - Overheads
  - Programme content
  - End assessments
  - Economy of scale

Does your pricing structure give you flexibility?

- Your pricing structure must give you the flexibility to negotiate with employers and contractors.
  - This must fall within the maximum funding available, unless employers wish to contribute more towards training.

Something to consider…
Can the delivery model you choose be delivered with the funding & employer contribution available?
Are you working with the right employers?

Does the employer have:

- The capability and capacity to deliver the apprenticeship
- The ability to deliver the apprenticeship
- The appropriate support staff to deliver
- The commitment to deliver in time and cost

**Note**: Quality employers should have a clear understanding of Organisational Needs Analysis and the related Training Needs Analysis for their business

Do you have all the necessary processes in place?

- The payment system between yourself, the SFA and the employer
- Contract(s) with terms and conditions for employers and subcontractors
QUESTIONS?

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Join our group: Making Apprenticeships Work

www.cityandguilds.com/apprenticeships
apprenticeships@cityandguilds.com
Join us on 8\textsuperscript{th} March for our next webinar:

**Funding for new apprenticeships – where are we now?**

Providing an overview of the changes to funding, the new digital service and what providers will need to be ready for the change over from SFA contracts to payments by employers.

**Speaker:** Bryony Kingsland, UK Funding Manager, City & Guilds.

**FURTHER SUPPORT FROM US**

**REGISTER FOR THE NEXT WEBINAR**