



Pearson

Insight webinar #10 Designing an apprenticeship programme from square one

Hello. We're just setting up and will start shortly.
You should be able to hear the presenters sound checking.

Having problems?

Contact FECustomerTrainingEvents@pearson.com

OR 0845 373 0114



Housekeeping



Housekeeping

For technical support during the event

Use the chat window and our support team will respond.

We'll go into more detail on topics later in the series

We'll run further events every few weeks for as long as people find them usefull.

Slides will be sent to you post-event

quals.pearson.com/apprenticeships

Interacting

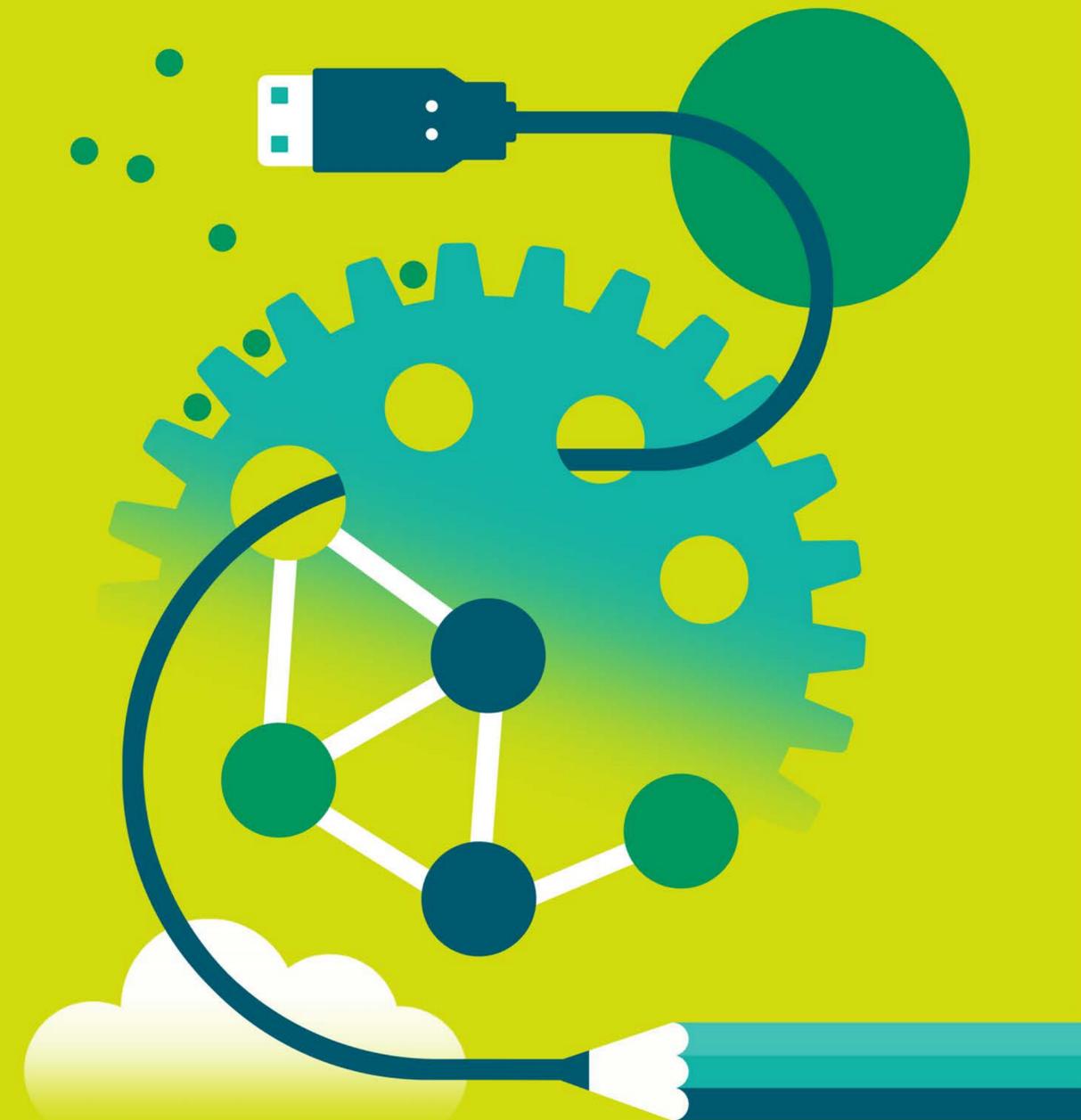
There will be a Q&A session at the end of the event

But your microphones are off by default.

You can ask a question at any time using the chat Window

We won't answer immediately but will pause between sections to summarise key points of interest.

Due to time constraints, we may not be able to answer all your questions during the webinar.





Pearson

Insight webinar for apprenticeships.

#10 Designing an apprenticeship programme from square one

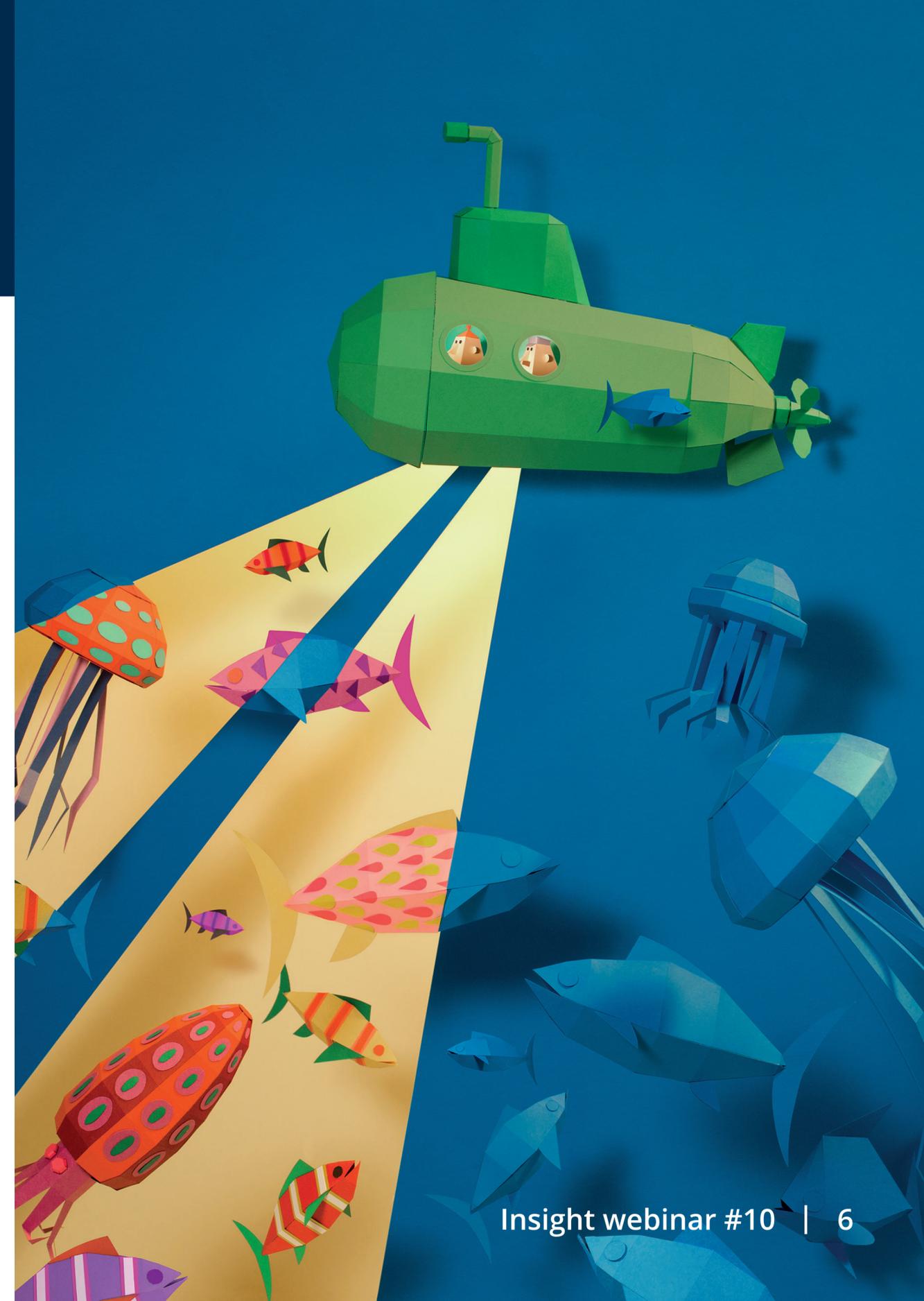
22 November 2017

Insight webinar #10 | 5



Today's Schedule

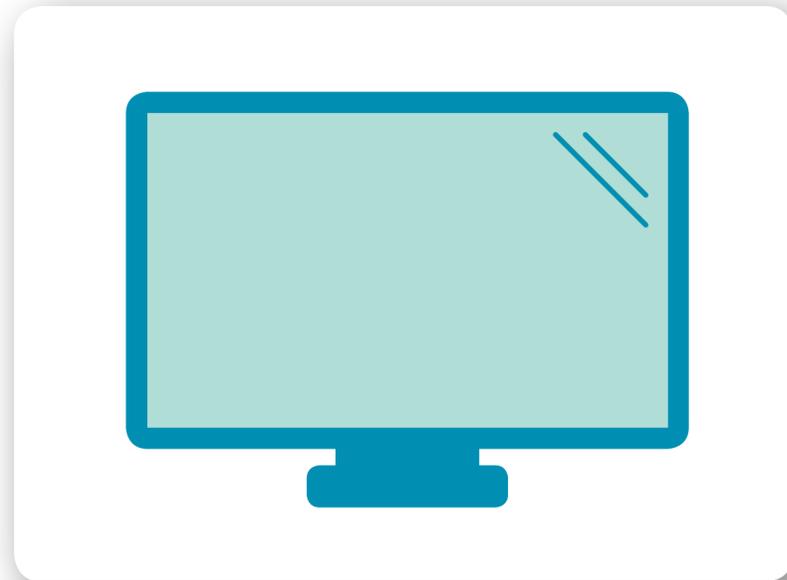
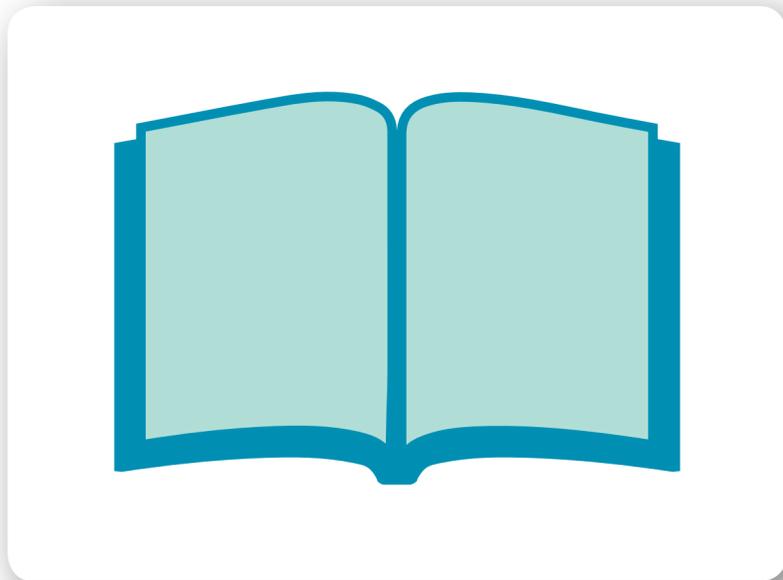
- 1 Strategy
- 2 Learning & Development
- 3 Finance
- 4 Procurement
- 5 Senior Leadership
- 6 Communications



About Pearson

edexcel 

 **BTEC**



 **Pearson**



Presenters



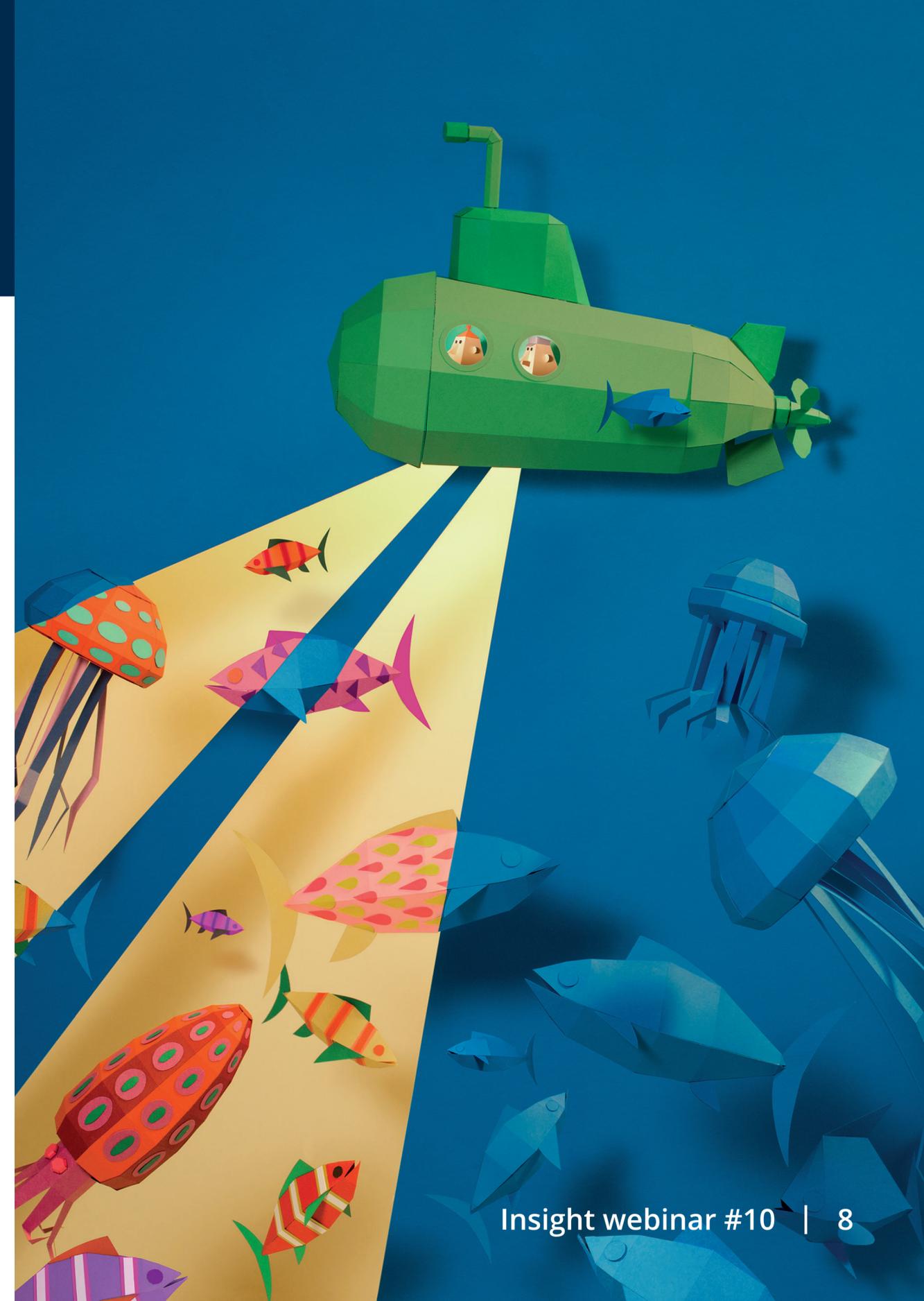
Neil Ingoe

Head of Marketing - Apprenticeships



Anne Ashworth

Head of Internal Apprenticeships



Pearson (the levy payer)

Our internal apprenticeship programme

Launched 2nd May 2017

30
apprentices

5
training
partners

Now

70
apprentices

8
providers

Level 2-6
13 standards / frameworks.

May 2018

100
apprentices (over target).

Recruitment

- ▶ Previously pre-levy only recruited employee on apprenticeship programmes
- ▶ Now recruiting into apprenticeships role
- ▶ Apprenticeships now a business entry route.



Strategy

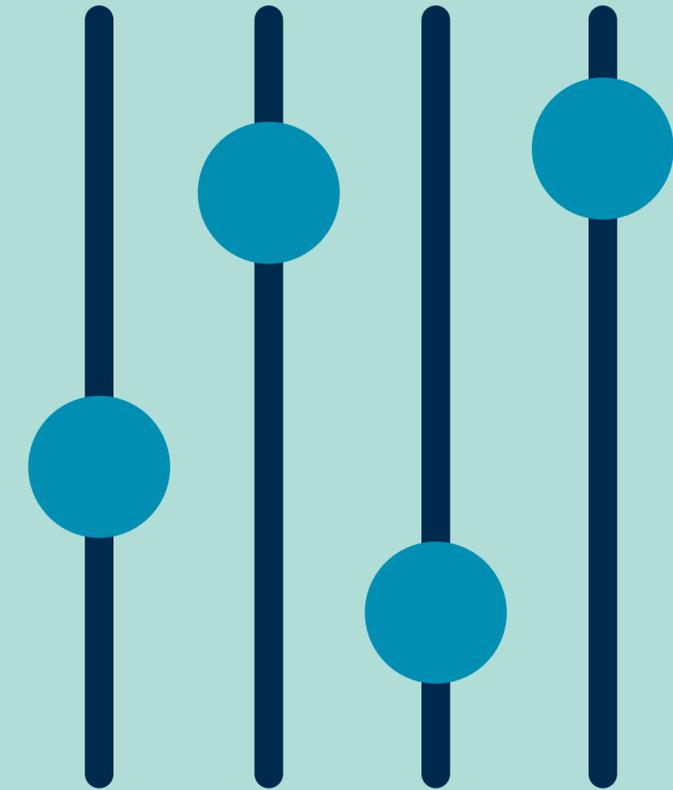


Define the objectives

Are there any specific needs or challenges to address?

- ▶ Adjusting workforce profile?
- ▶ Graduate recruitment?
- ▶ Specific business unit challenges?
- ▶ Social mobility

Levy compliance



Embracing apprenticeships

Keep the strategy high-level

- ▶ Throughout programme design, layers of detail will be added.
- ▶ Senior leadership will need to approve the final programme.
- ▶ Remember to keep your updates succinct and high-level.



Project planning

Understand your objectives and strategy?
Now you need a project plan.

Sponsor

- ▶ Project
- ▶ Programme Manager
- ▶ Key stakeholders

Stakeholder map

- ▶ Seriously impacted
- ▶ Lightly impacted
- ▶ Consulted / informed

Plan

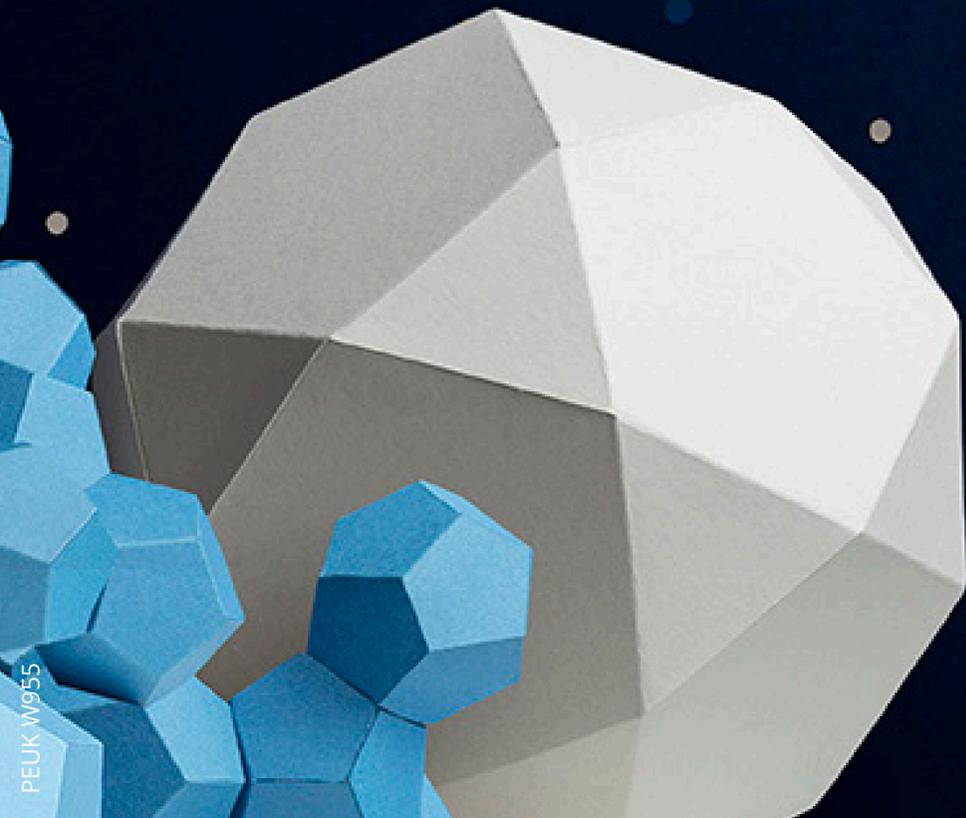
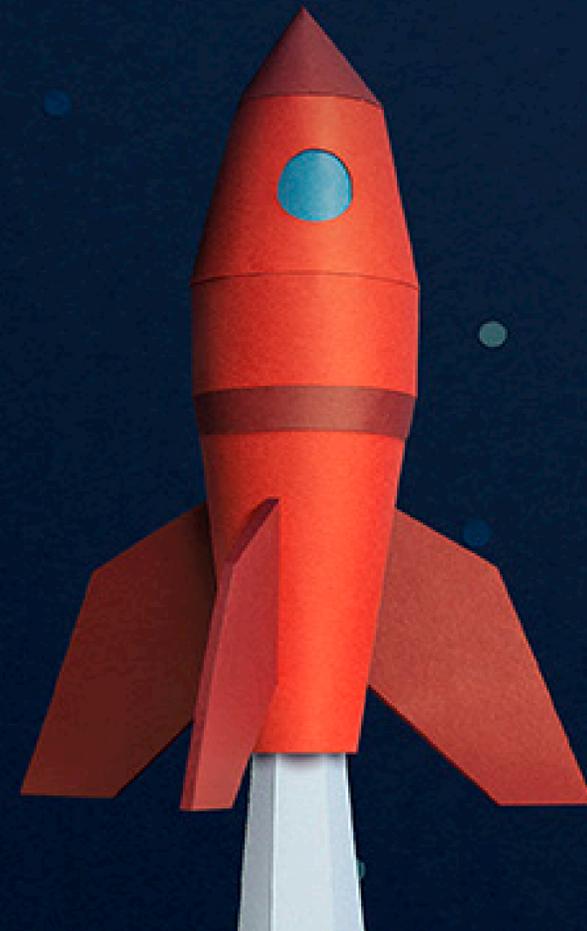
- ▶ Milestones
- ▶ Pilot stages
- ▶ Basic communications requirements

Key tasks

- ▶ **Recruitment and selection** - starts ahead of everything else
- ▶ **Procurement** (more later)



Learning and Development



Learning and development

Could your Learning and Development needs be met by apprenticeships alone or do you need a blended approach?

- ▶ Maximise your current programmes
- ▶ Identify synergies with apprenticeship standards and frameworks
- ▶ Enhance and evolve your strategy



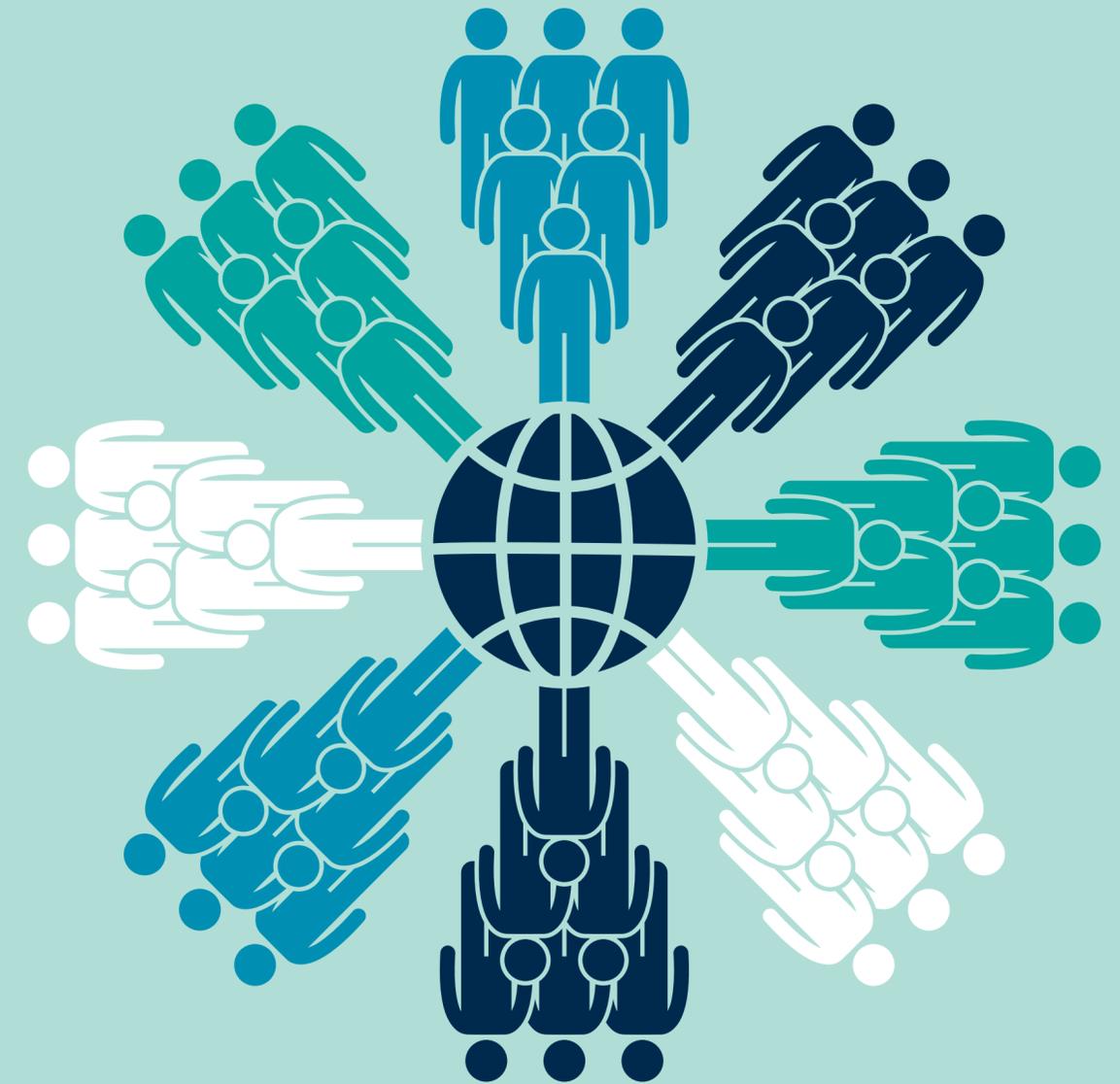
Learning and development

Role profiles

- ▶ Identify synergies with apprenticeship frameworks and standards.
- ▶ Eligibility criteria for apprenticeships
- ▶ Work with HR to plan apprenticeship conversations as a natural part of HR activity ie performance reviews, talent reviews etc

Culture (changes)

- ▶ Apprentice roles are training roles
- ▶ Manager / peer expectations
- ▶ Reward



Finance



Overview of finance perspective

Apprenticeship Levy – quick overview

- ▶ Payable where annual paybill exceeds £3m subject to a £15k allowance.
- ▶ Rate of levy is 0.5% and paid to HMRC through payroll submissions.
- ▶ Apprenticeship Levy is governed by the same regimes covering PAYE.
- ▶ HMRC will allocate the funds proportionately to the devolved Nations.

Watch the full event at quals.pearson.com/insight9



Key stakeholders

Who are your key contacts within your organisation in order to make a success of Apprenticeships System?

Payroll	Company Secretarial
Tax	Procurement
Finance	Legal
HR	Technology

Watch the full event at quals.pearson.com/insight9



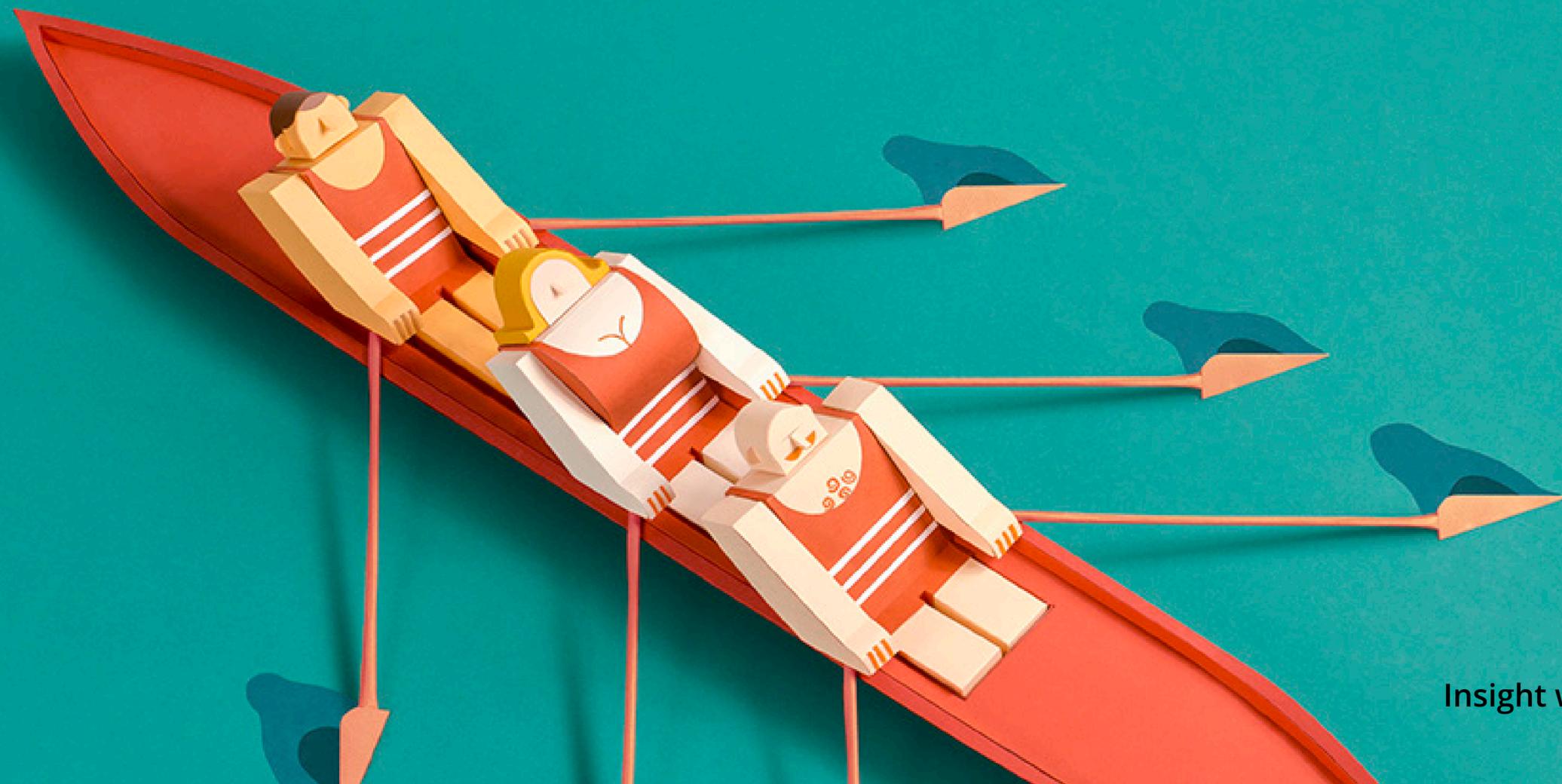
Top four tips

- 1 First priority is compliance with the Levy
- 2 Understand your internal governance and controls
- 3 Identify your stakeholders
- 4 Establish processes



Watch the full event at quals.pearson.com/insight9

Procurement



Provider selection

- ▶ Treat as a high-value service
- ▶ Work with your procurement team
- ▶ Follow guidance frameworks where appropriate (eg PSCR)
- ▶ Tailor your RFT process and scoring to suit your needs

Pre-requisites

- ▶ Register of Apprenticeship Training Providers
- ▶ Ofsted rating of 2 or better
- ▶ Track record in your sectors
- ▶ Companies House
- ▶ Adequate MIS / data protection infrastructure

Get to know providers'

- ▶ Culture (bespoke service vs volume)
- ▶ Capacity limitations
- ▶ Delivery models data protection infrastructure

Two-way relationship

What will you do for your employer to ensure your learners stay on track?

- ▶ Delivery models (20% off-the-job)
- ▶ Access to / funding for resources
- ▶ Account management
- ▶ Performance reporting
- ▶ Communication
- ▶ Joint development



Senior leadership



Senior leadership

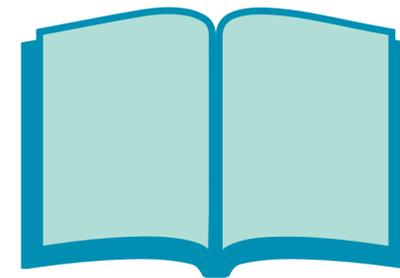
Permission



Accountability



Culture



- ▶ Keep your reporting simple and high-level
- ▶ Refer back to your objectives
- ▶ Identify voice(s) of the programme



Governance

Governance framework

- ▶ Programme set-up
- ▶ Ongoing / BAU
- ▶ Programme implementation
- ▶ Membership
- ▶ Return on investment KPIs
- ▶ Quality assurance



Communications



Planning your communications

- ▶ Secure a specialist
- ▶ Segment your audiences



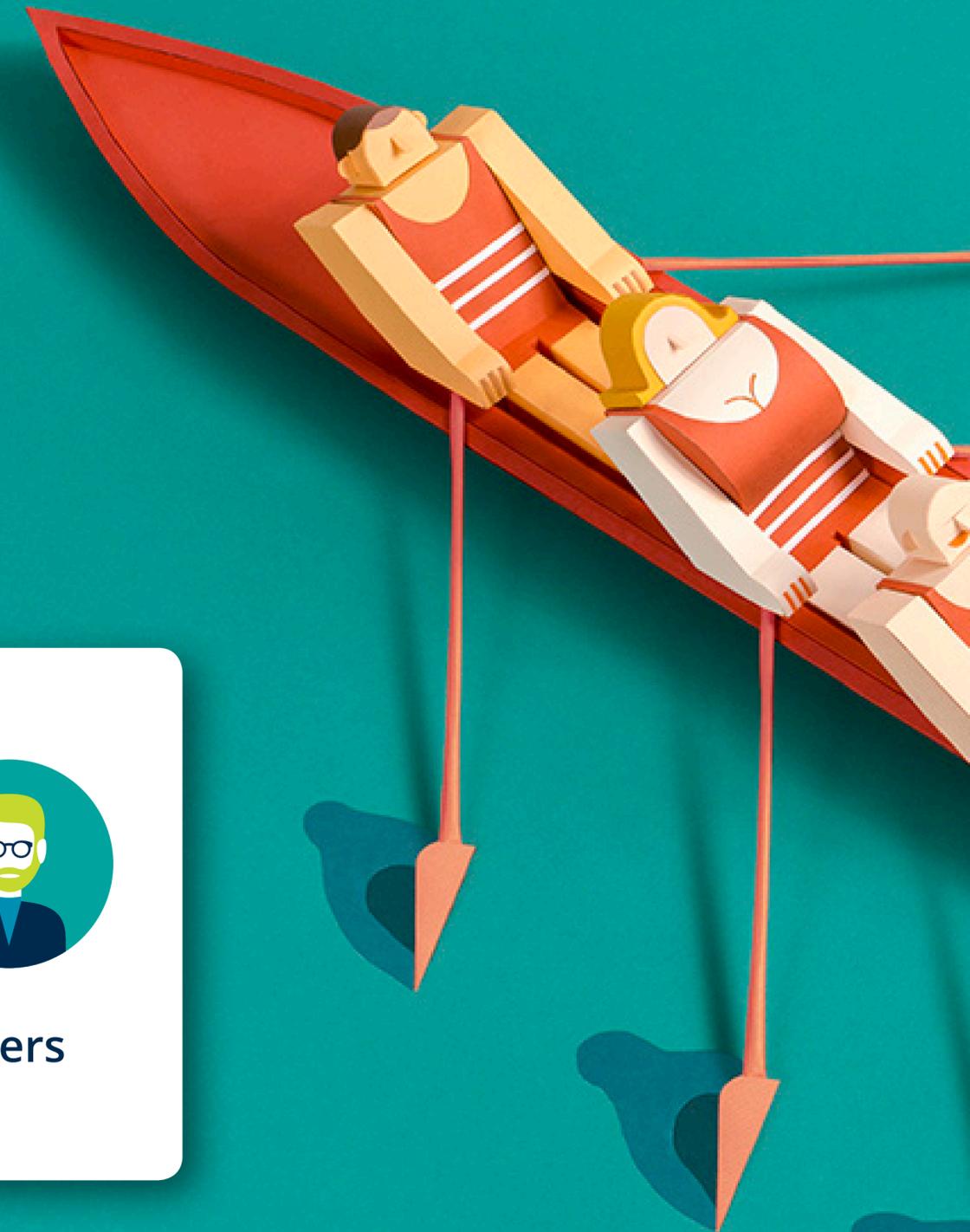
Potential apprentices
(recruitment)



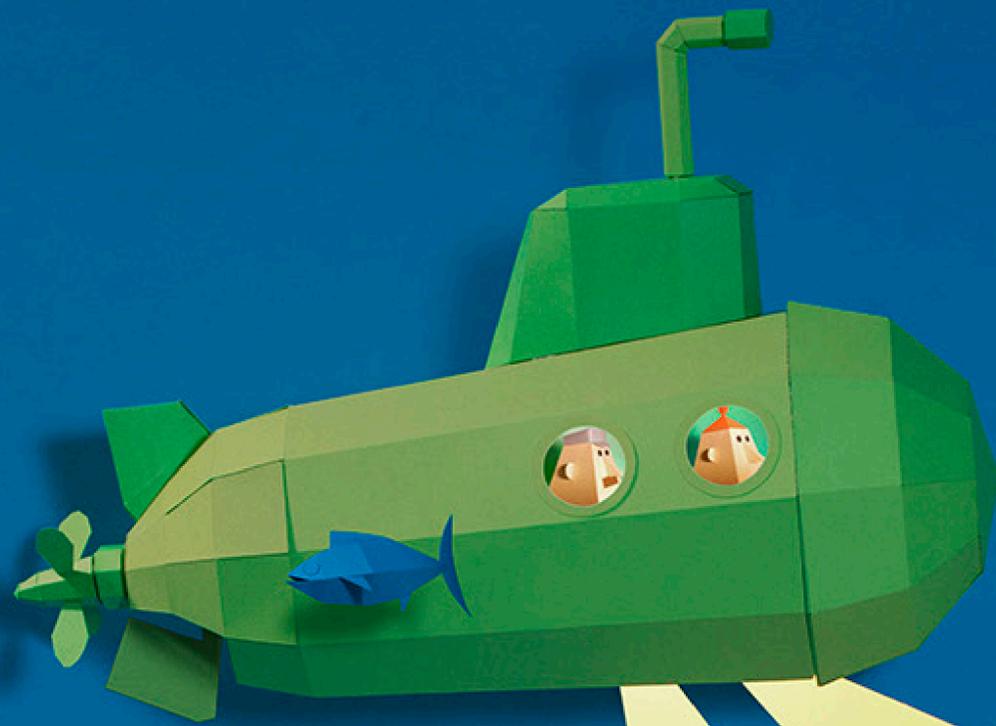
Apprentices
(onboarding)



Hiring Managers



Recap



Designing an apprenticeship programme from square one

The 6 steps to success...

1 Get your strategy right

Do the deep thinking, keep it high level, involve senior management and make a project plan.

2 Identify your Learning & Development needs

Get to know the standards and match roles, work with HR and consider how hiring apprentices will affect peers and managers.

3 Get to grips with the Financials

Learn how the levy works and how to use the Digital Apprenticeship System (DAS) to claim back funding.

4 Choose a provider

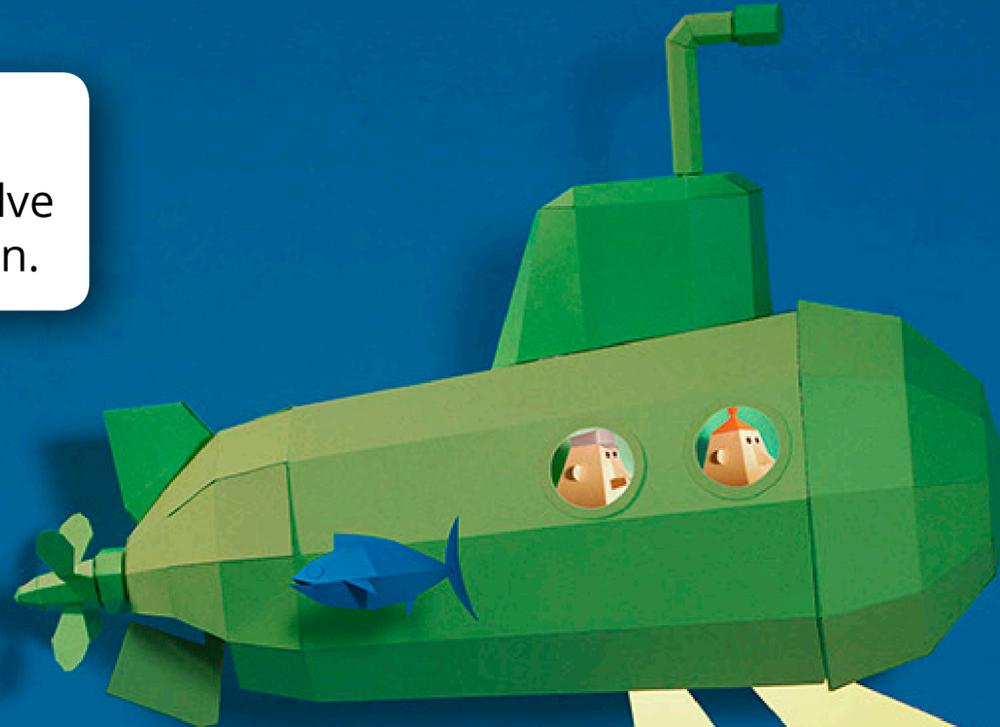
Work with your procurement team to rate and score potential provider partners - treat as a high value service.

5 Get senior management onboard

Keep it simple and strategic - set up rigorous governance of your programme.

6 Communicate!

Starting with recruitment, build great communication into every stage of your programme. Work out who will be affected and get a specialist to help if necessary.

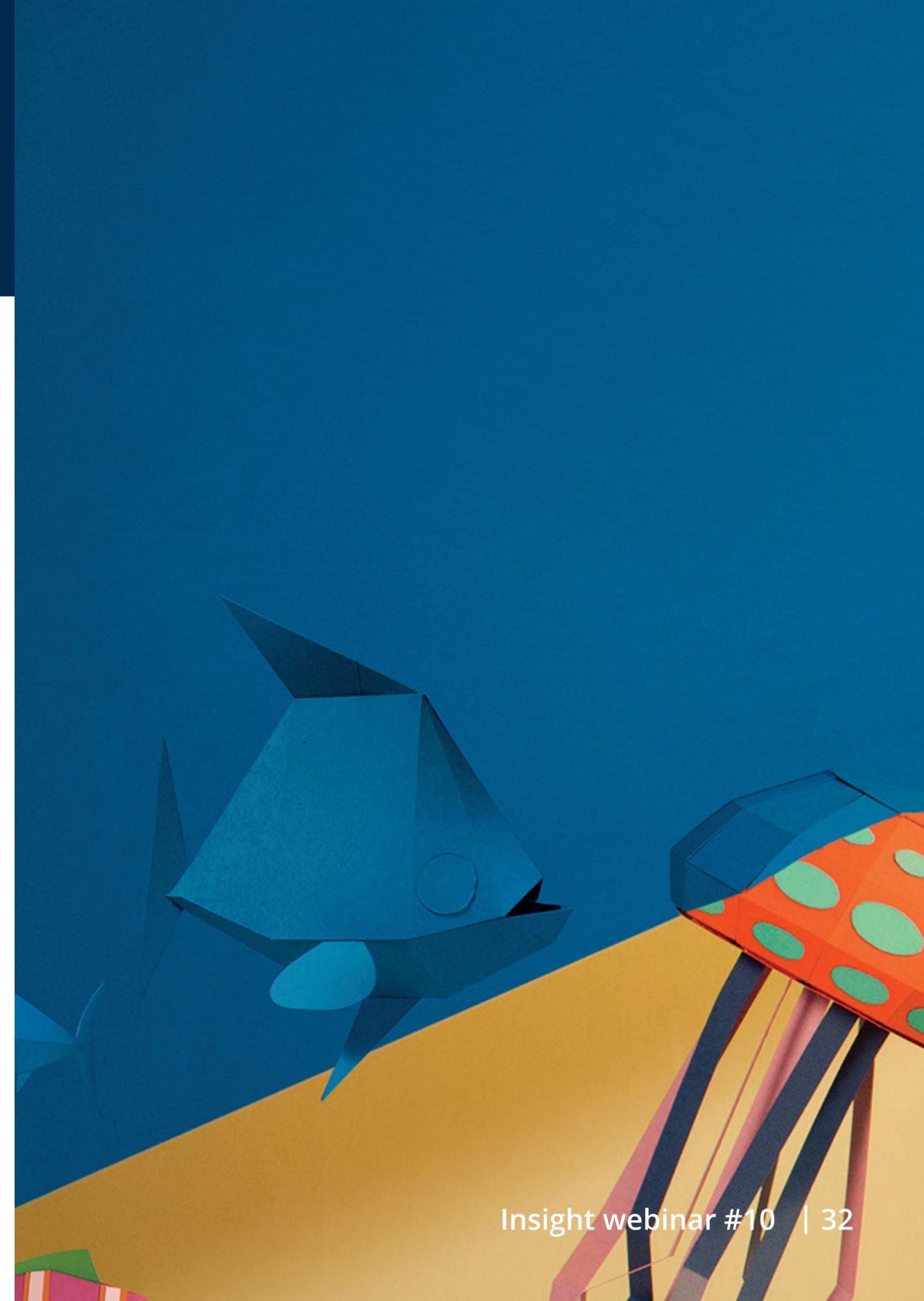


Keep in touch

 @pearsonappr

 Insight newsletter

Subscribe at quals.pearson.com/apprenticeships



ALWAYS LEARNING