



Insight#3. Targeting and winning employer clients

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
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Insight webinars for apprenticeships.

#3. Targeting and winning employer clients

5 October 2016



Housekeeping

Housekeeping

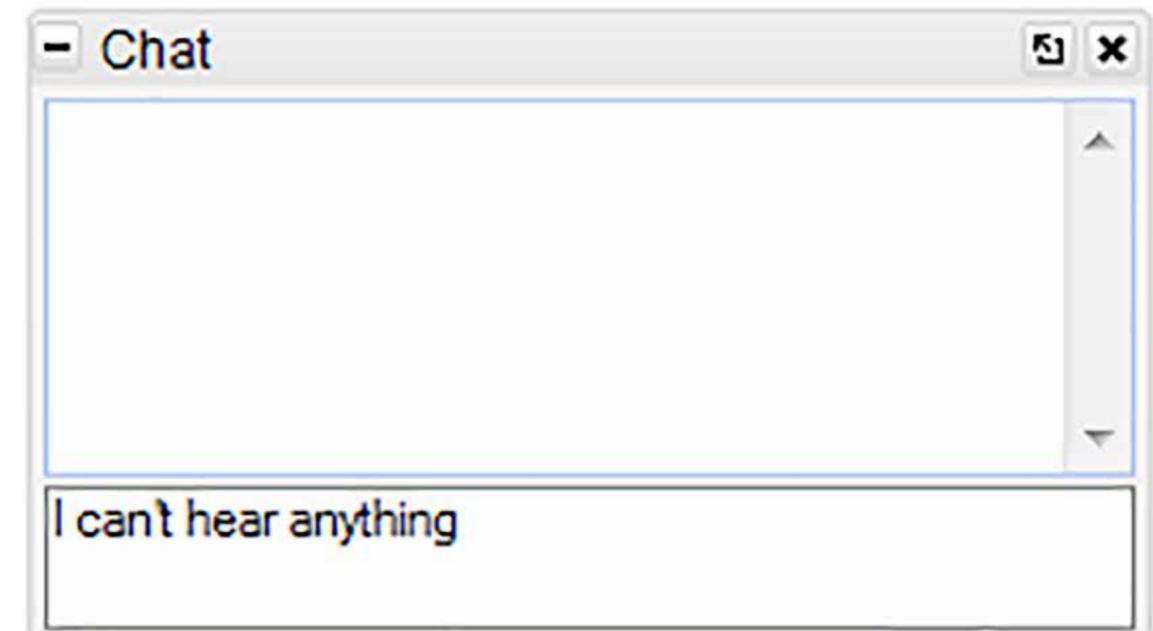
For technical support during the event

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 useful.

Slides will be sent you post-event



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.

Your presenters



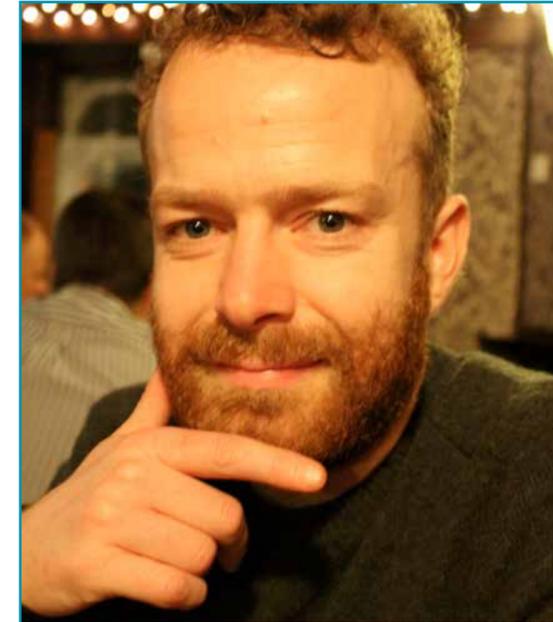
James Emmett

Director Strategic Partnerships



Gary Tovey

Stakeholder Relations Manager



Neil Ingoe

Senior Marketing Manager
(Event host)

Your presenters



David Corke

Director of Education and Skills
Policy, Association of Colleges



Mike Townsend

Employment and Skills Advisor,
Birmingham Metropolitan College

Today's schedule



- 9** **Interpreting the evolving landscape**
- 13** **What this means for colleges and providers**
- 18** **Responding to the opportunity**
 - David Corke, Association of Colleges
 - Mike Townsend, Birmingham Metropolitan College
- 24** **Support for providers**

Interpreting the evolving landscape

Interpreting the evolving landscape

Overall

Increased employer involvement

Learning model

- What an apprenticeship contains
- Overall outcomes
- Pedagogy

- Design of new occupational standards and assessment plans



Institutions

- Who administers apprenticeships
- How apprentices and employers are matched
- Certification
- Quality assurance

- Design of new occupational standards and assessment
- New employer led body – Institute for Apprenticeships (IfA) plans



- New procurement and management by employers through the Digital Apprenticeship Service (DAS)

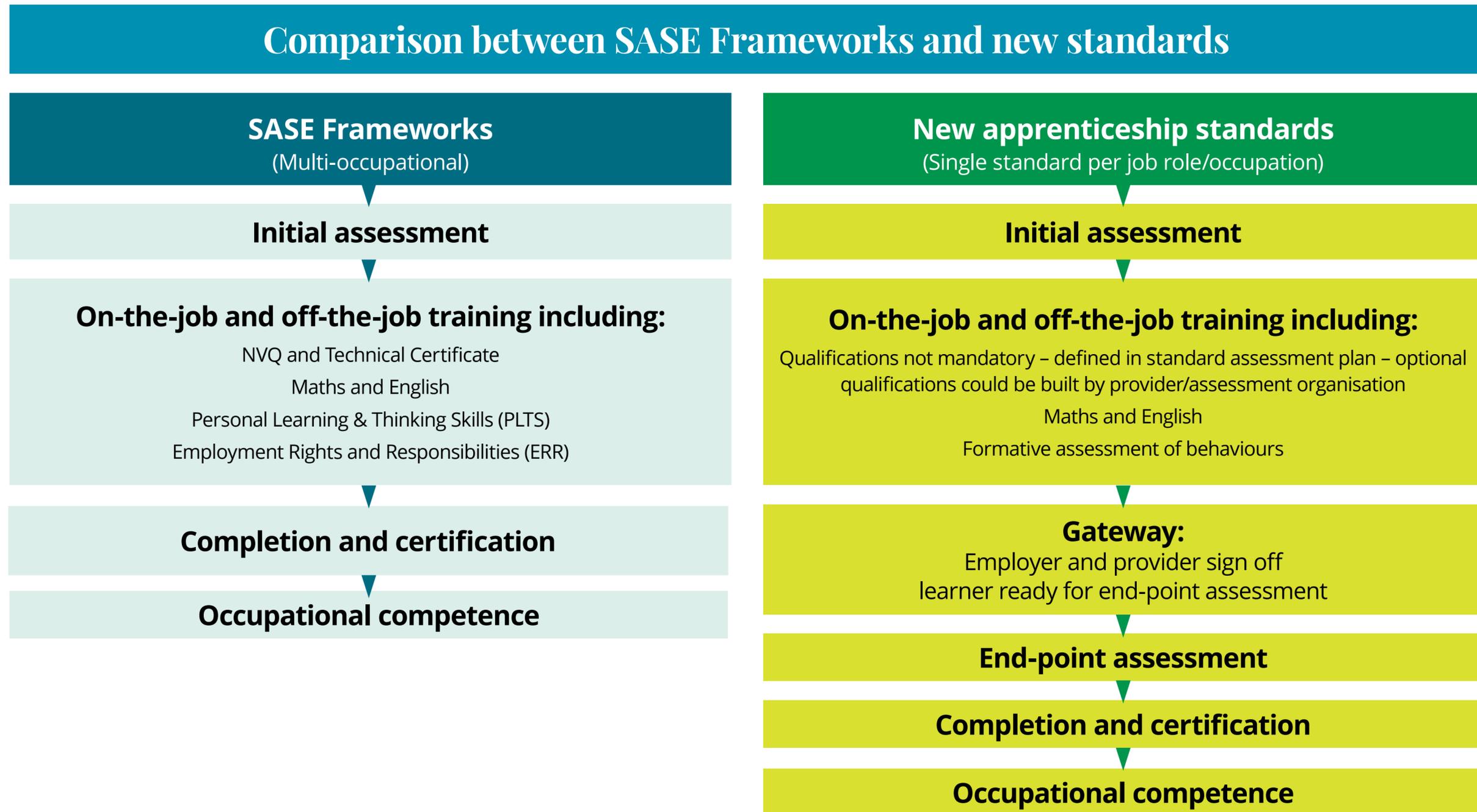
Funding

- Who pays
- Funding levels
- Mechanisms

- Greater ownership of funding – mandatory contributions, Levy, SME funding



Interpreting the evolving landscape



Interpreting the evolving landscape

Design

- Employer (large and SME) designed standards - to meet future skills requirements for occupations
- Process of designing standards
 - EOI
 - Standard Development
 - Sign Off
 - Assessment Plan
 - End point Assessment definition



Delivery

- Employers in the driving seat
- EPAOs chosen by employers
- Funding vs procurement by employers



Engagement

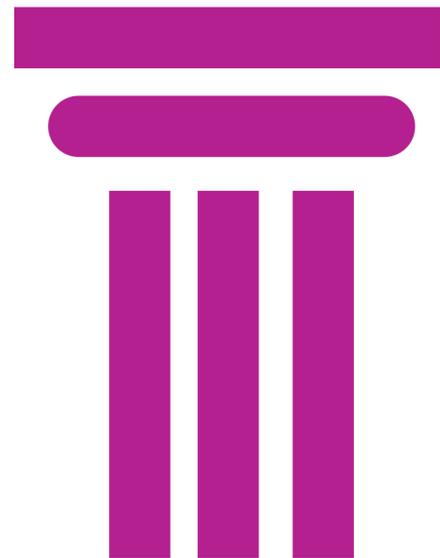
- Employer contributions (Levy and SMEs)
- Transition for existing Apprenticeship employers
- Introduction of new employers to Apprenticeships
- Impact of government skills plan (Sainsbury Review)



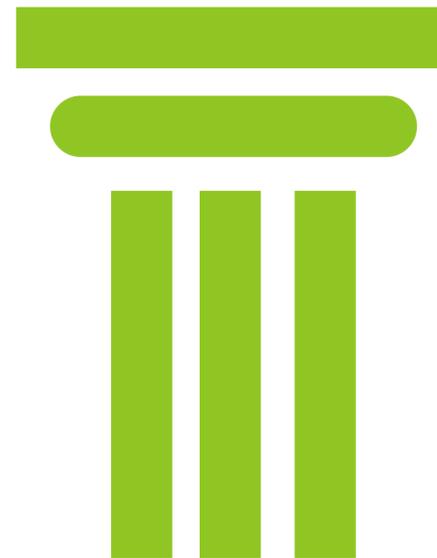
**What this means
to college and
providers**

What this means to college and providers

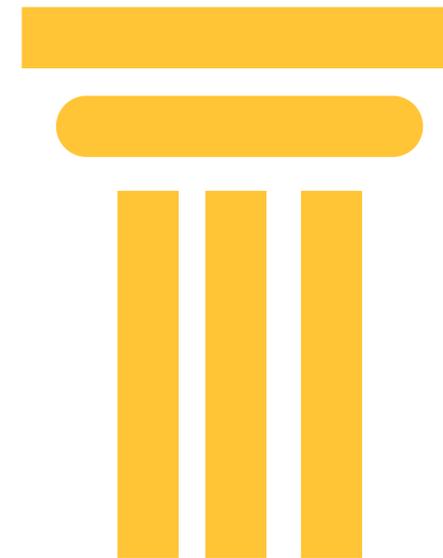
Funding channelled to the employer, not the provider



Large employer will self-fund through levy mechanism



Small employers will receive increased support, but employer contribution mandatory



Who are levy payers?

0.5% of pay-bill applicable to large employer, paid by employers who have annual paybills of more than £3 million (representing less than 2% of UK employers).

[More information](#)

Transition begins in April 2017.

What this means to college and providers

Up until levy introduced April 2017

After levy introduced April 2017

	Frameworks	Standards	Levy payers	Non-levy payers
Employer contribution	50% expected contribution, but not mandatory.	33% mandatory cash contribution.	100% contribution in the form of the levy, and government top up levy funds by 10%. Once levy spent, employers use same model as non-levy payers.	Small employer contribution of 10%.
How funding channeled	SFA contract: Government contribution paid to provider via SFA contract, employer contribution paid to provider according to agreed schedule.		Digital Apprenticeship Service (DAS): Government contribution and employer contribution paid to provider via employer, employer and government contribution paid in via DAS and drawn down by provider via DAS.	SFA contract: Government contribution paid to provider via SFA contract, employer contribution paid to provider according to agreed schedule Employer contribution paid to provider according to agreed schedule DAS to be introduced for non-levy payers by 2018 earliest, 2020 latest.
Funding rates	Rates assigned to qualifications within framework. Extra funding to recognise costs of apprenticeship added to competency qualification.	Each standard allocated to one of six funding caps, cap sets maximum core government contribution.	Each apprenticeship standard and framework allocated to one of 15. Six funding caps, cap sets maximum levy spend, or core government contribution. Under levy threshold = 90% of costs from government, bands expected to be confirmed in September.	

What this means to college and providers

Opportunities

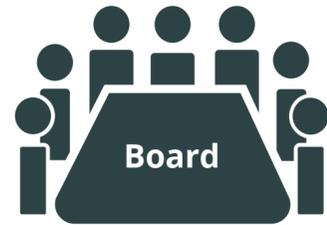
Levy payers – generally

- Levy payers - Levy paying employers who use up their levy will have 90% of the cost of apprenticeship training paid by government for any additional apprenticeships.
- More organisations will be able to offer apprenticeships with the opening of the new Register of Apprenticeship Training Providers

What this means to college and providers

Role

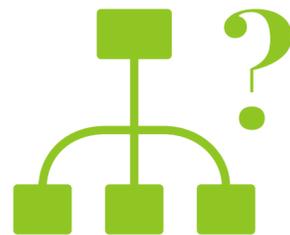
Target launch date: April 2017



Chaired and led by employers



Governance



Structure



Resourcing



Standards



Expressions of Interest and sign-offs



Quality



Certification



Funding



Digital Apprenticeships Service?

August 2016 - BETA mode

April 2017 - Launch

Will handle **£2bn-worth of transactions** per year. **3 million** individual apprentices by 2020.

Comparable websites

HMRC digital self-assessment - **5m users 2016**

HMRC Personal Tax Account (PTA) - **2m users**

Source: Jon Thompson, CEO, HMRC



**Responding
to the
opportunity**

Responding to the opportunity

Engagement

- Engagement of large and small and partnership
- Employer contribution
- Priority sectors
- Transition
- Joined up approach accross college/provider



Delivery

- On programme
- Gateway
- EPA
- Partnerships
- Business model
- Transition



Assessment

- On programme
- EPA
- CPD
- Up skill
- Transition



Responding to the opportunity

David Corke

**Director of Education and Skills Policy
The Association of Colleges**



**Association
of Colleges**
Promoting. Representing. Supporting.

Responding to the opportunity

Mike Townsend

**Employment and Skills Advisor
Birmingham Metropolitan College**

Responding to the opportunity

Quality – ensuring, comparability, transferability

Things to think about:

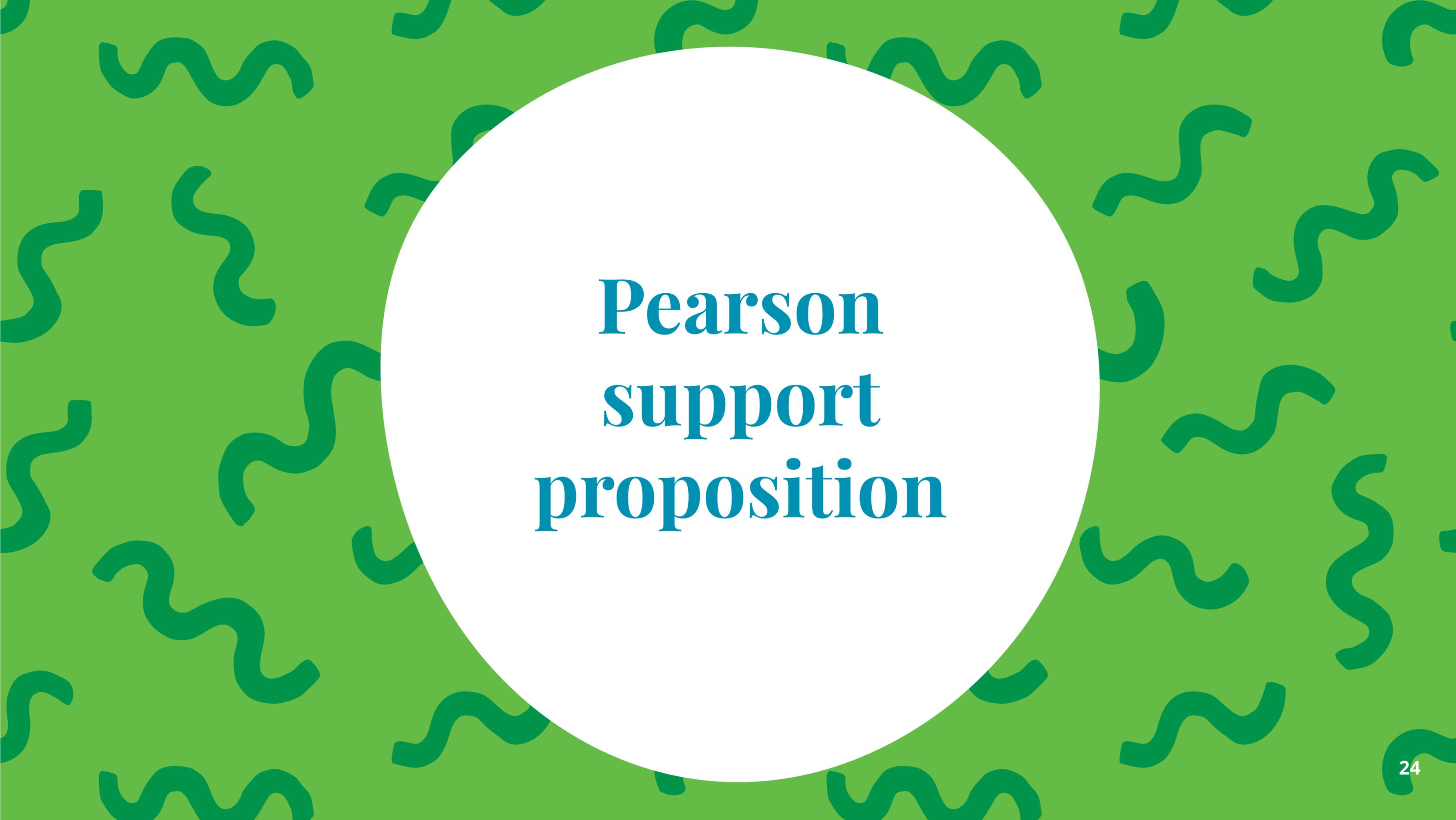
- How revolutionary is assessment of the new Apprenticeship standard?
- Standardisation
- Comparability
- Transferability
- The Learner
- Your business model

Responding to the opportunity

Quality – ensuring, comparability, transferability

Things to think about:

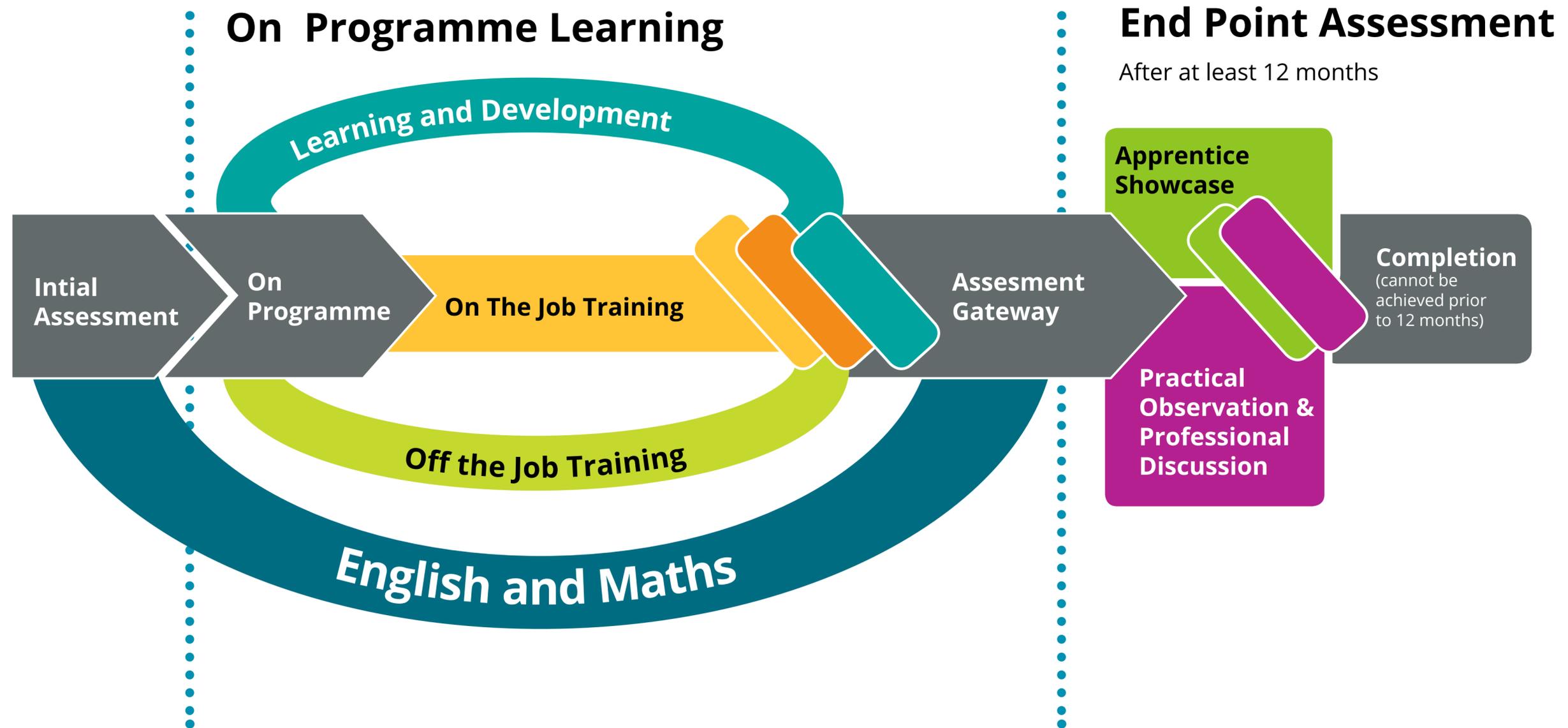
- Models & proposition- employers delivering themselves (RoATP) vs partnering and procurement for 'bits'
- How to identify what your proposition is
 - What does your employer care about?
- How to articulate your unique benefits as a provider
- What can you as a provider deliver more effectively?



**Pearson
support
proposition**

Customer Service Practitioner

End to End Delivery and Assessment



Questions

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ALWAYS LEARNING