

APPRENTICESHIP WORKFORCE DEVELOPMENT PROGRAMME

**Strategy Document – Find an Apprenticeship Training
Provider**

WEST OF ENGLAND INSTITUTE OF TECHNOLOGY

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Find an Apprenticeship Training Survey Strategy

Introduction

In 2021, the government introduced a mechanism whereby employers could provide feedback on the training provider they engage for apprenticeship delivery. The intent of this feedback was to enable employers to decide which Training Provider they use, which in turn would support the increase of high-quality apprenticeship training. In 2022, the government also introduced the option for apprentices to provide feedback, again to support the apprentices in choosing high-quality training.

This strategy document will identify the key elements **[Provider Name]** will need to ensure it delivers high-quality apprenticeship programmes that take into account feedback from employers and apprentices. The strategy will help form a strategic plan to meet the overall outcome.

Vision

To ensure **[Provider Name]** provides a high-quality apprenticeship offer that results in feedback from employers and apprentices, which exceeds the Accountability Framework measures and achieves an Excellent rating in each category.

Strategic Objectives

1. understand the survey outcomes, including the strengths and areas for improvement for all apprenticeship programmes
2. understand the requirements of the surveys and the potential impact on apprenticeship programmes
3. identify and implement improvements to teaching. Learning and assessment as a result of feedback
4. understand and implement processes that will positively impact survey feedback scores
5. achieve excellent ratings for both employer and learner feedback and improve the ranking on the government's Find an Apprenticeship Training Provider website.

Key Information

The surveys available to employers and apprentices are part of a key strategy to drive improvements in apprenticeship training and link with the Find an Apprenticeship website (including Find an Apprenticeship Training Provider website). In order to implement actions to improve the outcomes of the survey, there is critical information that needs to be understood first. These are:

- surveys can be completed every three weeks by the employer and the apprentice. Survey responses impact scores for 12 months before being discarded

- **[Provider Name]** needs to ensure there is a balance in the responses from employers and apprentices. Studies show that surveys such as these attract a higher proportion of responses from those who have not had a positive experience
- employer surveys can be accessed either through the digital account or by email to the digital account holder. These do not go to the line managers unless they are the digital account holders
- the employer score is available on the View Your Education Dashboard, but the apprentice score is not. As of September 2023, the only way to get this information is to ask the ESFA. The rating is available to view at any time.
- the 'TripAdvisor' style scores range from Excellent (four stars) to Good (three stars), then Poor (two stars) and finally, Very Poor (1 star)
- the scoring for the ratings and the Accountability Framework does not exactly align. 2.3 will show as 'Good' on the website, but under 2.5 is 'Needs Improvement' in the Accountability Framework
- the employer survey has three questions. The apprentice survey has two.
- the breakdown of the results for each survey can be accessed by looking at your course information on the Find and Apprenticeship Training Provider website. These will help form the basis of any quality improvement actions.
- staff in **[Provider Name]** are largely unaware of the surveys, do not know their use and do not know how to support these to the best effect.

Priority Actions

To ensure that **[Provider Name]** receives the best possible response from employers and apprentices, a strategic plan will need to be developed that includes the following actions and activities:

1. **[Provider Name]** will need to ensure the apprenticeship DAS account team is knowledgeable about the survey for employers.
2. **[Provider Name]** will need to identify partner organisations to share best practice in the areas for improvements identified from the breakdown scores as a way to improve apprenticeship programmes.
3. strategies are required to support apprentices and employers to complete the survey.
4. further information and training will need to be provided to staff and further information to employers and apprentices.
5. there needs to be a two-pronged approach. The first is to identify actions from the breakdown of scoring on the government's Find an Apprenticeship Training Provider website and implement quality improvement actions to address these. The second is to review our processes to ensure these capture the best possible results without manipulating answers given by apprentices and employers.

Quality Improvement Plans

The areas for improvement identified in the breakdown of the scores for both the employer and apprentice surveys will need to be regularly reviewed and actions implemented to address issues impacting the quality of teaching, learning and assessment. Quality improvement does not have to be developed alone. **[Provider Name]** will use the local provider network to engage with other providers to share best practice.

Equality, Diversity, and Inclusion

All employers and apprentices must have their say on the quality of apprenticeship training. **[Provider Name]** will encourage responses from a diverse range of employers and apprentices by:

- ensuring changes to processes, generating a balanced response to include all apprentices. If required, apprentices with LDD are provided with additional training or resources and can access a device to complete the survey
- engage with the right staff at our employers and ensure the feedback reflects the delivery and not what the Digital Account holder has knowledge of
- all apprentices and employers are informed about the surveys and how to complete them
- any improvement actions identify equality and diversity impact measures
- setting up peer-sharing partnerships will develop best practices to support the region's apprentices and employers.

Financial Considerations

The survey results could impact the ability to deliver our apprenticeship portfolio. The ESFA will consider the outcomes of these surveys, and if the scores are in the poor or very poor category, they could suspend the delivery of apprenticeships. This could result in employers engaging with different providers and losing business on other apprenticeship standards where employers employ apprentices on multiple apprenticeship standards.

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