

WEST OF ENGLAND INSTITUTE OF TECHNOLOGY

**Improving Apprenticeship Surveys A Guide for Training
Providers**

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**WEST OF ENGLAND
I N S T I T U T E O F
T E C H N O L O G Y**

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Find an Apprenticeship Training Provider Survey Guidance

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 would support the increase of high-quality apprenticeship training. In 2022, the government also introduced the option for apprentices to provide feedback, again to help the apprentices in choosing high-quality training.

This guidance document will identify the key points of information, considerations and examples of how improvements can be made through Teaching, Learning and Assessment and changes to processes in your organisation to support improvements in survey results.

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 the Find an Apprenticeship Training Provider website). Critical information needs to be understood on the survey process, how to access the results, improve your score, and meet the Apprenticeship Accountability Framework requirements. This includes:

- the 'TripAdvisor' style scores range from Excellent (four stars) to Good (three stars), then Poor (two stars) and finally, Very Poor (1 star) [Appendix 2](#)
- 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
- surveys can be completed every three weeks by the employer and the apprentice. Survey responses impact scores for 12 months before being discarded
- employer surveys can be accessed either through the digital account or by email to the digital account holder.
- 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 star rating and breakdown scoring is available to view at any time.
- 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
- an apprentice must access their 'My Apprenticeship' account to complete the survey.
- the employer survey is accessed through the digital account. It is, therefore, the digital account holder who will likely complete the survey. These do not go to the line managers unless they are the digital account holders

Key Actions

There are two main reasons why training providers need to pay attention to and react to the Find and Apprenticeship surveys. These are:

1. It impacts your Apprenticeship Accountability Framework outcome and could contribute to the removal of future contracting with ESFA
2. It provides good information and evidence on the areas for improvement in the delivery of apprenticeship provision.

Because of this, Training Providers should take the following actions:

1. Implement a strategy and strategic plan to improve your scoring to achieve excellent or to retain an excellent score.
2. Ensure all delivery and digital account staff employed by your organisation know about the surveys, what is included, how they are delivered and where the results can be found (to view your results, navigate to [Apprenticeship training courses \(education.gov.uk\)](https://www.apprenticeshiptraining.gov.uk), input an apprenticeship you deliver, enter your location postcode and find your organisation (CTRL+F and input the organisation name). Click through and then click the link for 'Employer review details' and 'Apprentice review details'). [Appendix 3](#)
3. Consider how you will ensure the responses are balanced and that you elicit responses from employers who have had a positive experience. A higher weighting of responses to these surveys come from those who have had a negative experience
4. Consider how your Digital Account administration staff can support ensuring your employers complete the survey. Identify with the relevant staff what information they can provide and when they should provide it.
5. Ensure all information relevant to the survey, such as progress information, is provided to the company's digital account holder, as this is the person who has access to the survey at the apprentice's employer.
6. Ensure your data on the Find and Apprenticeship Training Provider website is accurate. This will help with your ranking.
7. Monitor your scores on the Apprenticeship Accountability Framework dashboard on View Your Education Data (VYED). This will provide your specific score for the employer rating and, hopefully soon, your apprentice rating
8. Provide information to your apprentices on how they can complete the surveys. They will likely need support logging into their My Apprenticeship Account, where the apprentice can access it.
9. Consider strategies to get the apprentices to complete the survey. This could be setting aside time at a progress review or the end of their off-the-job training day once a year or more often if this will be beneficial.
10. Update Quality Improvement Plan (QIP) to take into account the results of the survey. Focus on teaching, learning and assessment actions, as well as actions to improve the survey process

11. Through your Training Provider Network or similar, set up a group to share best practices in areas of strength and weakness to improve your provision.
12. Integrate the survey into your employer and apprentice feedback mechanisms so employers and apprentices do not encounter survey fatigue.

Quality Improvement Plans

To improve the survey scores and outcomes, a quality improvement plan should include actions that will not only improve the process of engaging apprentices and employers in the survey but actions that include the quality of teaching, learning and assessment to improve the quality of your programmes. In [Appendix 1](#) below, it shows two examples of quality improvement actions which could be used to improve the apprenticeship delivery and the internal process to positively impact the survey scores.

Conclusion

The Find an Apprenticeship Training Provider surveys could significantly impact the ability to deliver apprenticeships for Training Providers. The ESFA continues to develop these surveys and tries to engage as many apprentices and employers as possible to determine where funding is provided. With the focus on only funding high-quality apprenticeship training, these metrics become more important and add to the ever-increasing scrutiny by Statutory bodies such as ESFA, Ofsted, OfS, IfATE and, of course, the Awarding Organisations. An effective strategy that understands how to best respond to the survey and maximise the outcomes will support the organisation's ongoing funding, quality improvement and delivery of apprenticeships.

Appendix 1 Quality Improvement Actions

Example of a Quality Improvement Action Plan - Delivery

Area for Improvement <i>Ends: exactly what end-state you're trying to achieve (think about the impact on apprentices) Specify which courses/areas/output these apply to</i>	Target or success measure <i>(Include reference to benchmarks where applicable)</i>	Actions <i>Ways: what you and the members of your team will do, in detail</i>	Support Required <i>Means: resources, people, enabling tasks/activities, data, etc. that will be required</i>	By Whom	By When	Monitored By	QIP Updates January / April / July
Employer 'Find an Apprenticeship Training Provider' Surveys increase to at least 3.3 (4 stars)	The breakdown of statements from the survey increase Progress review scores and communication with Employer increase above 50% within 6 months Employers are provided with further guidance on how to complete the surveys The Progress Review process is reviewed and appropriate amendments are	Record number of responses and the breakdown of scoring every month to check that improvement actions are effective. Setup an MS Forms survey to elicit further feedback on the progress review process with employers and apprentices at the start of the review. Convene a working group of managers, staff, apprentices and employers to comprehensively review the progress review process. Complete any amendments to any agreed changes within 8 weeks and identify a small number of staff to trial this for 4 weeks, gaining feedback from service users. Review service user feedback and make any other amendments. Deliver training to staff on	Apprenticeship Admin Apprenticeship training courses (education.gov.uk) Apprenticeship Admin Head of Apprenticeships, Delivery staff, employers and apprentices, Account managers, quality team Account management team to identify employers, Delivery staff to identify apprentices. Admin Team to collate MS Forms feedback. Head of	Admin manager Admin manager Head of Apprenticeships Quality Manager / Head of Apps	1 day 2 days 10 weeks 4 weeks	Head of Apps Head of Apps Deputy Principal Head of Apps	

	<p>made to the process to improve engagement, communication and compliance.</p> <p>All staff undertake CPD activity to improve their engagement of employers on progress reviews and feedback from outcomes of a Progress Review</p> <p>100% of all progress review forms are signed by employers to evidence they have received them.</p> <p>Microsoft Power Automate is implemented to provide updates to employers at each stage of the onboarding, delivery and EPA process.</p>	<p>the changes to the progress review process and implement across all delivery.</p> <p>Review impact of new Progress Review process after 8 weeks. Gather feedback from service users. After review, make any necessary changes.</p> <p>Setup another MS Forms survey to gather further feedback from employers.</p> <p>In a working group, review communication strategy and operations to determine the effectiveness of employer communication.</p> <p>Seek training on PowerAutomate and how this could be used to automate communications with employers</p> <p>Identify automated communications and implement these across the Application, onboarding, delivery and EPA phases of apprenticeships.</p> <p>Provide CPD training to all staff on communications strategy and the types of communication with employers.</p> <p>Review the effectiveness of the actions above against the scoring on Find and Apprenticeship Training Provider. Review any actions above that have not been effective and use the process again.</p>	<p>Apprenticeships to manage and chair meetings with Quality Team</p> <p>Quality Team & delivery staff</p> <p>Admin team</p> <p>Admin team to gather relevant documents</p> <p>Digital Team to provider training and information</p> <p>Digital Team</p> <p>Quality Team</p> <p>Quality Team</p>	<p>Quality Manager</p> <p>Admin Manager</p> <p>Head of Apps</p> <p>Digital Manager</p> <p>Digital manager / Apps Managers</p> <p>Quality manager</p> <p>Quality manager / Head of Apps</p>	<p>9 weeks</p> <p>1 day</p> <p>4 weeks</p> <p>1 week</p> <p>3 weeks</p> <p>2 weeks</p> <p>3 weeks</p>	<p>Head of Apps</p> <p>Head of Apps</p> <p>Deputy Principal</p> <p>Head of Apps</p> <p>Head of Apps</p> <p>Head of Apps</p>	
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Example of a Quality Improvement Action Plan – Improving Processes

Area for Improvement <i>Ends: exactly what end-state you're trying to achieve (think about the impact on apprentices) Specify which courses/areas these apply to</i>	Target or success measure <i>(Include reference to benchmarks where applicable)</i>	Actions <i>Ways: what you and the members of your team will do, in detail</i>	Support Required <i>Means: resources, people, enabling tasks/activities, data, etc. that will be required</i>	By Whom	By When	Monitored By	QIP Updates January / April / July
Employer 'Find an Apprenticeship Training Provider' Surveys increase to at least 3.3 (4 stars)	All staff provided with CPD training on Find an Apprenticeship training Provider surveys. 50 employers submit surveys each month as a result of staff support. All completed progress review forms are sent to the digital account holder. All digital account holder details for all	Provide all staff with information on the surveys and how they can be completed. Staff know and understand the questions. Where there has been a positive progress review meeting, employers are encouraged to complete the survey by delivery staff. Survey link sent with review. Digital Account Admin to promote the apprenticeship with employers where there has been positive feedback. Systems to be reviewed to include a link to the survey. Determination to be made by the delivery staff member if this is included in the Progress Review documentation sent by email. CRM field updated to identify the Digital Account Holders, name, phone and position. Complete for all live employers	Quality Manager, Rooms, Digital Leaflets Admin Team, Digital Leaflet E-portfolio provider, Digital Team Admin Manager, CRM provider (bulk upload)	Quality team Head of Apprenticeships Digital manager Admin Manager	2 weeks 3 months 8 weeks 8 weeks	Head of Apps Deputy Principal Head of Apps Head of Apps	

	<p>employers is held on CR</p> <p>FaTP survey is integrated into own employer survey</p> <p>Find an Apprenticeship Training provider data is accurate</p>	<p>Survey link is included in our own internal employer survey to reduce survey apathy. Integrated survey sent out twice per year.</p> <p>Check data on the FaTP website is accurate and up to date. Any amendments to be notified to ESFA to correct.</p> <p>Survey data on FaTP is review monthly to check effectiveness of improvement actions</p>	<p>Quality Manager</p> <p>Admin Team</p> <p>Quality Team</p>	<p>Data Manager</p> <p>Head of Apps</p> <p>Head of Apps</p>	<p>3 months</p> <p>1 week</p> <p>4 weeks</p>	<p>Head of Apps</p> <p>Deputy Principal</p> <p>Deputy Principal</p>	
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Appendix 2 – FATP Scoring

Ratings (same for both surveys):

VYED:

.gov.uk website:

3.3 to 4 stars

★★★★ Excellent

2.3* to 3.2 stars

★★★★☆ Good

1.3 to 2.2 stars

★★☆☆ Poor

Up to 1.2 stars

★☆☆☆ Very Poor

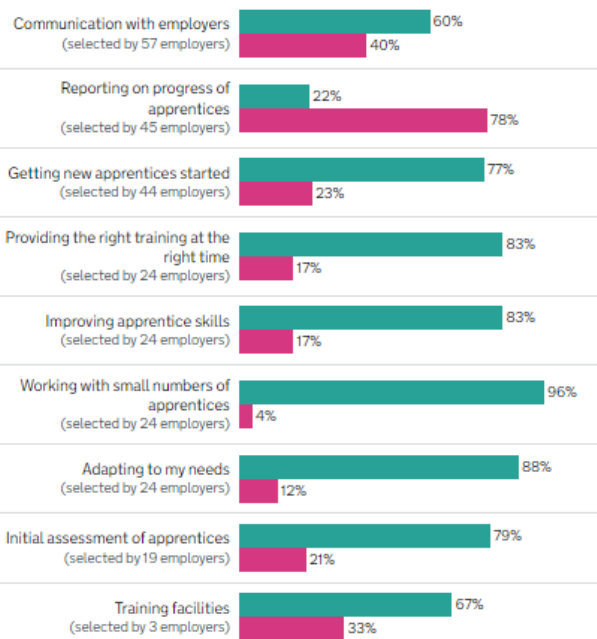
- FaTP scoring for good is 2.3 or above. Apprenticeship Accountability Framework scoring for good starts at 2.5.
- VYED – ESFA's View Your Education Data

Appendix 3 – Example of Score Breakdown

Employer review details

[Change to table and accessible view](#)

- Percentage of employers that selected this as a strength
- Percentage of employers that selected this as needs improvement

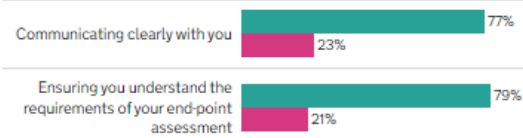


Apprentice review details

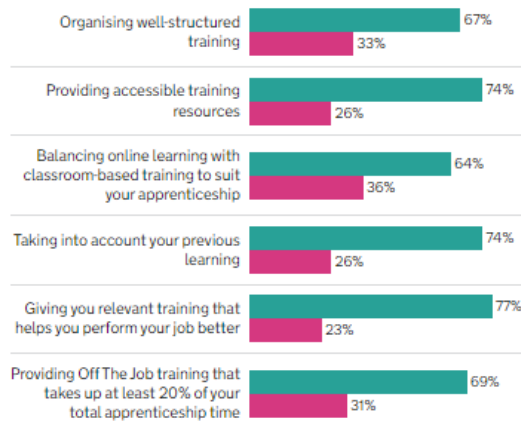
[Change to table and accessible view](#)

- Percentage of apprentices that agreed with this statement
- Percentage of apprentices that disagreed with this statement

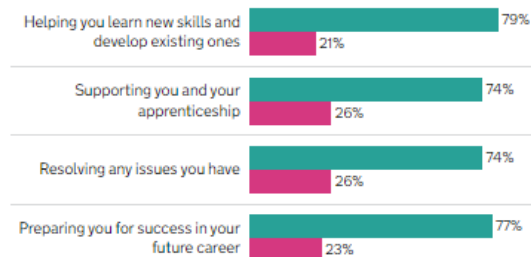
Communication



Organisation



Support



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