



EMPLOYERS FORUM

EF : Employer Engagement Strategy 2018/2019

This policy applies to all members of EF (including staff, employers, learners, volunteers, parents/carers and visitor users)

Version 2.0

Date 16/12/19 – updated

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Introduction

The Employers Forum has been in existence since 1997 and has for the last few four years been training apprentices and helping to recruit these for employers.

Via Employers Forum Training (EFT). We provide professional courses and apprenticeships for individuals and companies and offer training in the following sectors:

- Health & Social Care
- Catering/Hospitality
- Business Administration
- Customer Services
- Team leading

The standards we will offer are:

- Standards for adult care workers and L2 and L3 Diplomas in Adult care;
- Standards for Business Administration and the L3 Diploma; Standards for Hospitality & Catering and L2&L3 qualifications.
- The standards will be delivered at off job locations in employers premises and sometimes at off job workshops based at the providers premises.

1.0 Initial Engagement and Promotion

The EFT uses a wide range of methods to promote the benefits of apprentices and to engage employers which are but not limited to:

- Business events
- Sector specific trade shows and events
- Periodic visits to employers by EFT staff to offer support and advice
- Website detailing courses available and how to make contact with the relevant person
- Literature
- Business breakfast mornings
- Social Media platforms

After Initial contact we always, have a one to one meeting with the Employer to follow up initial interest and define needs.

We offer employers advice about various services they can access to get more information about providers and ways to advertise vacancies for apprentices. Included are Find Apprenticeship Training (FAT), National Apprenticeship Service (NAS) and Institute For Apprenticeship (IFA).

2.0 Assessment of Employers Needs

Employer Engagement is provided by qualified staff members who are allocated to support & offer guidance throughout the apprenticeship process. The Account Managers complete a detailed Training Needs Analysis (TNA) for every employer to make an assessment of their training needs, subsequently suitable learners can be recommended for interview. Employers have the opportunity to discuss and agree a timeframe, day release, completion date, units required & any other special request, these could include benefits for the employer's business model or services offered.

3.0 Delivery Model

The EFT will continuously engage with the employer for the duration of the apprenticeship, including coaching and mentoring. Every employer is assigned 3 different members of staff, an Account Manager, Health & Safety Officer and a Visiting Assessor. The Accounts Manager would be primarily responsible for decision making, providing feedback to and from the employer and escalation/resolution of any mismatch of expectations.

The EFT schedule Account Manager visits to the employer at a minimum of once every 10 weeks to review their learner's progress at the employer's premises, this includes action planning using SMART targets, off the job training and additional support targets have all been met. The employer is expected to play an integral role in completion of this process. There is clear opportunity for the employer to ask any questions and to have a direct input into their learner's training programme; adjustments to the apprenticeship can then be made.

In addition the assessor/tutor meets the learner at least fortnightly to provide tuition, learner feedback and carry out reviews and observations. During these visits the tutor meets the employer to keep them update on progress.

4.0 Demonstrating the Business Impact of Training

Increasingly providers need know how their training services improve the employer's 'bottom line'. Organisational Needs Analysis and Training Needs Analysis processes help evaluate the impact being made on their services. This is becoming more and more important as employer contributions become more prevalent.

5.0 Utilising Market Data

The EFT use a wide variety of data sources to drive the employer engagement policy, ranging from labour market information, statistics from partners, sub-contractors and informal business networks. We analyse this data and identify the market requirements in relation to Sheffield and South Yorkshire.

6.0 Benefits

The benefits of apprenticeship are:

For apprentices, benefits include:

- Success stories
- Earn while you learn
- Improved future employability
- Employers increased productivity
- Up to date technology and skills

For employers, benefits include:

- Match the skills of employees to the skills you need
- Improve your company productivity
- Upskill existing staff
- Reduce staff turnover

7.0 Feedback

The EFT encourages feedback from employers to further improve the training services offered to employers. A variety of sources are used to capture this information, for example Account Manager's meeting, employer surveys, Assessor visits, which take place at least fortnightly, verbal feedback or contact via any of other preferred communication methods chosen by employer or learner.

Contract meetings are held with employers every 10 weeks if they have apprentices on the apprenticeship programme. Regular meetings afford sufficient time to discuss and agree changes to contractual requirements or concerns that the employer may have.

Any complaints or disputes are dealt with as a matter of urgency in-line with the Employers Forum Complaints and Dispute Resolution Policy.

8.0 How we work with Employers to develop and train apprentices

We work with employers to design programmes by initially completing a detailed Training Needs Analysis (TNA). Programmes are prepared in discussion with employers; they have the opportunity to agree timeframes, units/standards required, off job training arrangements, completion dates. The EFT Account Manager see's employer once every 10 weeks to review their learners progress. The employer plays an integral role in completion of this process. There is opportunity to ask any questions and to have a direct input into their learners' training programme, adjustments to the apprenticeship can then be made.

Learner's record of progress and reviews are kept in a learner portfolio. Time spent together with standards/units covered is recorded on Individual Learner plans, learner registers and review sheets.

Learners get on-going mentoring/support via their Assessors and line manager. Assessors meet/learners at least fortnightly.

9.0 How we manage relationships with employers and also who has lead responsibility

The EFT Account Manager will continuously engage with the employer for the duration of the apprenticeship, including coaching and mentoring. Every employer is assigned 3 different members of staff and Account Manager, Health & Safety Officer and a Visiting Assessor. The Accounts manager would be primarily responsible for decision making, providing feedback to and from the employer and escalation/resolution of any mismatch of expectations.

The EFT Account Manager schedule visits to the employer at a minimum of once every 10 weeks to review their learner's progress in the Training Centre and at the employer's premises, this includes action planning using SMART targets, off the job training and additional support targets have all been met. The employer is expected to play an integral role in completion of this process. There is clear opportunity for the employer to ask any questions and to have a direct input into their learner's training programme, adjustments to the apprenticeship can then be made or escalated if identified.

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The EFT Account Manager has the responsibility for managing relationship with the employers and taking decisions in consultation with the assessor and employer.

10. Our procedure for dealing with queries/communications

The procedure for dealing with questions depends on the nature of the question. If it relates to a day to day training matter which the assessor can deal with they provide the employer with information. If the question is more a complaint then the Accounts Manager will pick this up.

The procedure in the EF complaints policy will be followed. We aim to deal with questions within 5 days. A check is done with employer to ensure question is answered. General communication of information is via email, telephone, text and face to face. We adhere to the Forums data protection policy and the procedures/confidentiality guidance in the policy.

