

A Provider Perspective on Employer Engagement

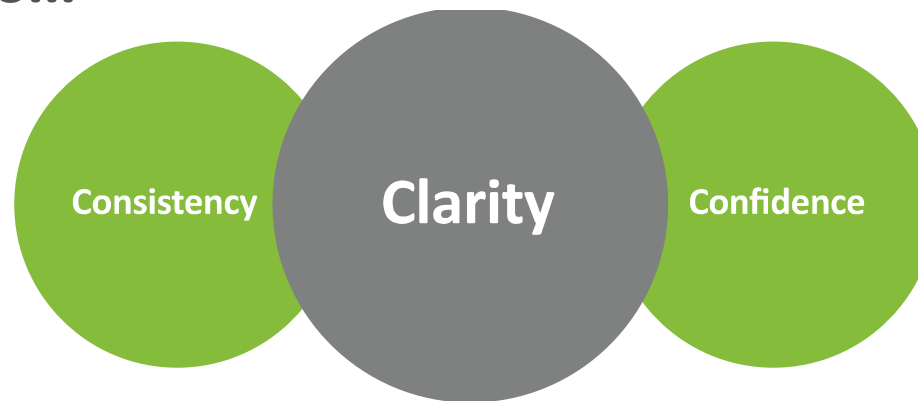
Debbie Gardiner, CEO



Qube learning

Apprenticeships | Traineeships | Recruitment

The Three Cs...



Consistency

- Funding arrangements
- Standards
- IAG

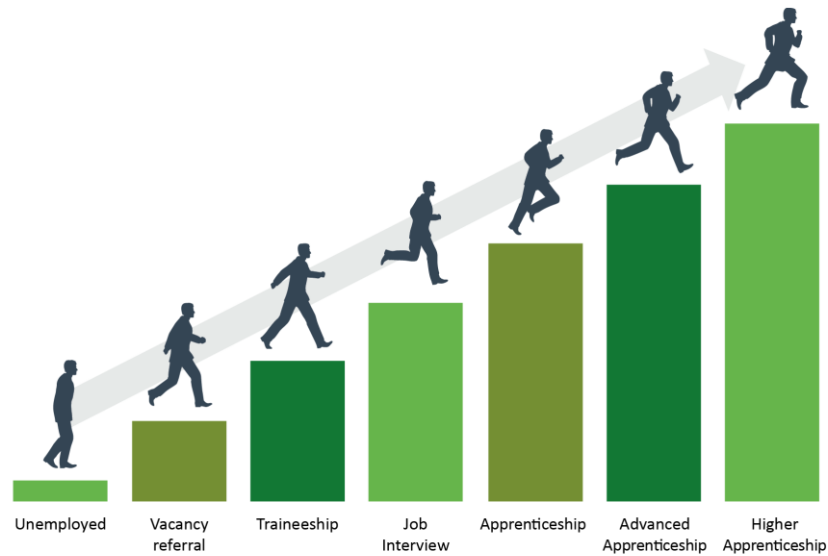
Clarity

- Clarity & transparency of message
- What's changing, when & why
- Impact on employers, learners & the UK economy
- Avoid confusion

Confidence

- Builds confidence with employers

The Steps To Success



The Employers' Priorities



Increased Productivity and Return on Investment (RoI)

- Increased sales & revenue
- Reduced costs & wastage
- Increased profit margin
- Increased market share
- Improved external benchmarking ratings
- Improved reputation
- Reduction in complaints
- More motivated workforce
- Improved efficiency
- Reduction in staff turnover & recruitment costs
- Succession plan; developing future managers & leaders

What impact will the Funding Reforms have?

Employer Engagement Today

- Blended & flexible approach; one size doesn't fit all
- Driving financial contributions with large employers for Adult Apprenticeships
- Providing an end to end service
- Working with partners
- Corporate account management
- SMEs supporting the localism agenda
- Apprenticeship frameworks – are they what employers want?
- Private & public sector

Employer Engagement Post the Funding Reforms



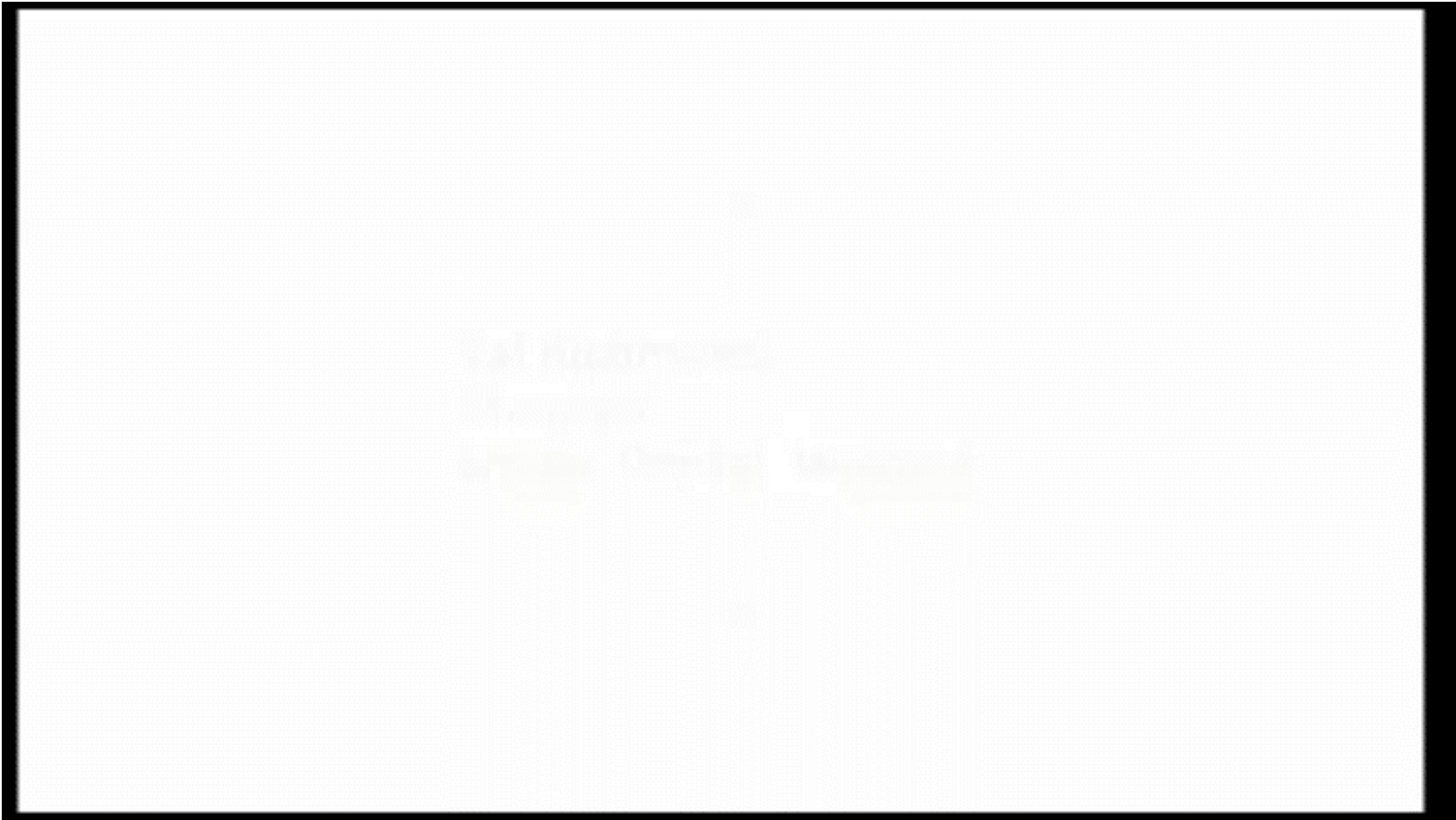
- Blended approach; one size doesn't fit all - funding changes
- Large employer Levy for all age Apprenticeships
- SMEs mandatory employer contribution = 1/3rd
- End assessment carried out by another approved provider
- Working with partners – how will it change?
- Corporate account management/delivery partner/funding management agent – roles & relationships will change
- SMEs supporting the localism agenda – cashflow issues
- Standards developed through Trailblazer employer led groups – are they what employers want?
- Private & public sector; same rules for large employers & SMEs

BIS/SFA Priorities



Do they match the employers' priorities?

- 16-18 Apprenticeships
- 19-23 Apprenticeships
- 24+ Apprenticeships
- 16-18 Traineeships and job outcomes
- 19-24 Traineeships and job outcomes
- English & maths
- 24+ Advanced Learning Loans
- The localism agenda driven through City Deals & LEPs
- High quality – minimum Ofsted grade 2
- Employers at heart of Apprenticeships



Employer Engagement & Evaluation



Listen to what they want & need

Provide high quality IAG at all levels

Be clear about what business improvements they want to address;

- What is the current performance?
- Agree performance measures & time scales
- How will you monitor the impact of individuals & teams?
- How has productivity improved?
- Formal & informal feedback

What does the employer want the RoI to be?

How can you leverage this to raise brand awareness for Apprenticeships & Skills to reach more employers & learners?



Thank You