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Employer Engagement Policy

Document Title	Employer Engagement
Originator:	Director
Date of approval:	June 2022
Responsible Person:	Director
Policy due for renewal:	June 2023
Version Number	10.1.2

Introduction

Engagement for new and existing clients is managed by a senior director within the business who leads on client onboarding, supported the Client Engagement and Client Admin teams and staff at all levels of the business as required.

It is our passion to help and support businesses to more actively engage with the apprenticeship scheme to grow their business through training new staff and upskilling existing staff where appropriate.

We believe in making sure learners are put on to the right courses, clients are informed of their responsibility and that government funds are used appropriately.

Aim

Our aim is to:

- Support employers to improve the skills of their workforce by providing appropriate training and qualifications
- Online monitoring and progress support for employers
- Dedicated account management providing regular updates
- Provide appropriate training needs analysis
- Provide appropriate information, advice and guidance on areas such as Off the Job training, alternative apprenticeship programmes etc.
- Webinars and industry updates
- Advertising apprenticeship vacancies

Employer Engagement

Our courses are promoted on the find apprenticeship service scheme and other branded sites. Here we only promote courses we are able to deliver, in locations that we have coverage, and / or are able to expand into with the right opportunity.

We believe in using our experience as an employer to help every single client to source a provider, navigate the funding system and be aware of their responsibilities in a commercially appropriate manner.

It is our passion to get back to people quicker and in greater depth and we do this by:

We respond to clients requests signposting them to appropriate government guidance, advice and links. Not only do we talk about our courses, but we immediately send through the latest resources and guidance that are appropriate to clients.

If we are unable to help, we always sign post to alternatives, and we believe in encouraging our prospects to do the right thing. Always.

We aim to respond to initial enquiries within an hour on email and over the phone and we usually follow up within a week of enquiry.

If clients call in, we always aim to speak to them immediately and if we aren't able their details are taken, and a holding email sent for one of the directors to then contact back within an hour.

At the moment, we do not engage in the cold targeting of business and are responsive to enquiries generated through our inbound marketing strategy only.

This means our current client engagement is driven by the requirements of the interested party contacting us. Face to face meetings, telephone calls, remote conferences, internal awareness days, tender writing and free learner on-boarding are just some of the ways we engage with our new and existing clients.

Apprenticeship Planning and Delivery

We offer tailored packages of learner and employer support to ensure the training we provide aligns to workforce strategy. This include working with employers to identify skills gaps and bridging these gaps with the training provided. This can be done by:

- Providing a period of onboarding for lead tutor and other trainers with employers, to ensure they are aware of business needs and requirements.
- We consult with line managers and HR leads at the start of the process to amend schemes of work and content of courses to the requirement of the business and will recommend optional units / specific vendor qualifications and projects based on the outcome of these consultations.
- As well as building the knowledge around the organisational strategy we would also ensure that staff behaviours are aligned with organisational values which we work with learners to analyse and understand and reinforce during all training and observations. This helps learners to understand not only what they need to do but how to approach it and why that approach is important for the wider business goals.

- The exact support we provide for everyone will depend on the standard, the individual's role and the needs of the learner. But each tailored package of support will meet all assessment / standard criteria. The way in which we report on quality and progress as well as the frequency of reporting can be tailored to meet the needs of the organisation. This will be agreed prior to commencing the apprenticeship and will be reviewed throughout the process.

- We passionately believe in engaging with line managers from start to finish of the course. The reason for this is that the more the tutor understands the role the apprentice is doing the more aligned to each role projects / assessments are set. This means that alongside line managers inputting into the course content at the start they will also, through regular meetings with tutors be able to influence assignments.

Course Checking & Promotion

Level of support offered to employers would be led by their requirements but would include:

- Initial Enquiry:
    - Understand business goals
    - Understand staff motivation
    - Understand team structure
    - Explain challenges
    - Send over details of selected courses

- Promotional Support (if required):
    - Webinars/meetings to introduce standards to management (area specific)
    - Provide internal promotional materials
    - Webinars/meetings with potential learners

- Internal Applicants:
    - Job description check
    - Telephone conversation with line manager
    - Telephone conversation with learner
    - Skills scan
    - Prior learning Checks
    - Where necessary, follow up with tutor to run further skills assessment

- External Applicants
    - Job description check
    - Telephone conversation with line manager
    - Once job handover completed uploaded to Apprenticeship site
    - Strong recommendation for additional promotion
    - If direct link out to employer, then bi-weekly report on numbers
    - If we collect applicants, then bi-weekly CV output
    - Once employer has shortlist then CV check to identify risks with prior learning and other eligibility criteria
    - Skills scan before the applicant is offered the role
    - If required, follow up with tutor to check knowledge is appropriate
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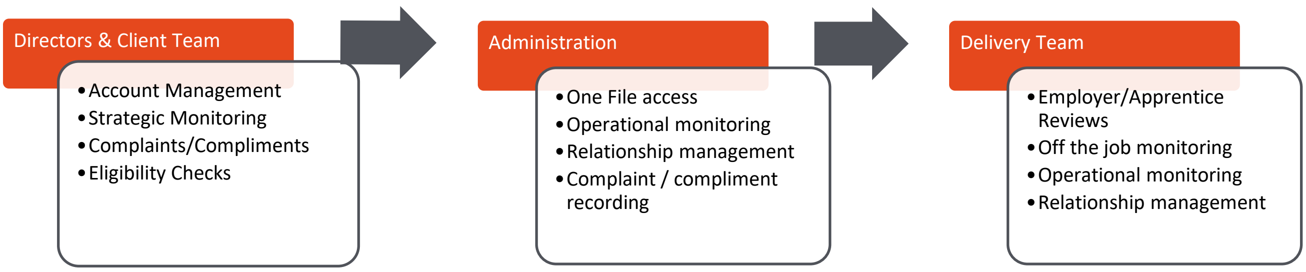
Roles and Responsibilities



Account Management

As a small business our culture and ethics are shared across the team with a focus on getting back to clients quickly and efficiently with clear and accurate information. We do this by:

- Delivering monthly status updates for clients detailing the learners we have and their progress. This is a good way to make sure any issues are flagged and tracked, and to maintain a regular dialogue with the employer.

- We set managers up with Observer access to our OneFile system, so they can generate their own progress reports for their learners. Employers often find this a useful tool and one they can use at any time, even outside office hours. This is a handsoff way of delivering management information and is supplementary to the main management information provision.

- Each client has a named Account Manager and a deputy account manager who would be constantly available over phone, email or face to face to review the ongoing delivery, both of training and value, with the appropriate people at clients. This can include meetings (based on requirements) and other ad-hoc contact as was appropriate. As Directors of the business are members of the Account Management team, they have the experience and authority to respond quickly and make appropriate decisions.

We passionately care about our clients and learners and always put them first. We believe in being as flexible as possible to ensure a great customer service. Our size means we are quick to respond, quick to change and offer a personalised flexible service.

Monitoring

Our aim is to identify and resolve possible issues before they are escalated. All learning is tracked through OneFile and we run monthly checks against learner progress to identify people who are falling behind. These are then flagged to tutors who give an in-depth status update and a resolution is agreed. Where necessary this will be flagged to the learner's line manager or to the appropriate HR/L&D contact for additional support.

We use monitored group email addresses for client and learner communication so any issues are immediately picked any flagged to the correct person. This also means that any problems can be immediately picked up by Directors and other senior team members and all relevant people have full visibility on issues raised and can track the resolution and ensure all clients receive a prompt reply.

We believe in getting back to clients on the same day of receiving any complaint / problem. Here we begin looking into any issues and working towards resolving things. We never promise there won't be problems we do promise that we will deal with them quickly and efficiently. Our aim is to resolve any issues within 2 weeks but, of course, in most cases we would aim to be much quicker. Our Complaints and Appeals process can be seen here.

Responding to Queries

We respond to client's questions within 24 hours if they are an existing customer or have an existing query. If it is a new business, we aim to get back to them within an hour. This is dealt with primarily through conversations with the engagement team for new clients/ account management issues and delivery team for learner specific / delivery program queries. Here we always respond on email cc'ing info@gingernuttraining.co.uk or delivery@gingernuttraining.co.uk to ensure that clients receive prompt responses and appropriate teams are kept in the loop.

How we continuously monitor and improve employer engagement through cyclical reviews, regular feedback from employers, the use of complaints data, frequently asked questions and contract review meetings

We use a CRM platform called Salesforce to ensure that clients are spoken to on a regular basis. This tool can record the summary of conversations, plan of future contact and client records in a GDPR complaint fashion.

We also report on delivery performance % progress, off the job hours, next meetings and everything to do with the program through OneFile. Here we give clients live logins to view all information instantaneously and use the platform in regular meetings to run though things.

Review meetings are held both over the phone and in virtual meetings and alongside the opportunity to speak to account managers / centre managers HR leads are also, encouraged to catch up with tutors as often as they like through the same channels.

Within all standard email templates and resources, we always link out to specific guidance for frequently asked questions such as off the job guidance.