

EMPLOYER ENGAGEMENT POLICY	
Statement of Policy	<p>Heathercroft Training Academy (HTA) believe that engaging and working in partnership with employers is essential to ensure both the long-term viability of the business and the quality of service offered. Employer Engagement enhances their employees learning development, ensures that training and development is relevant to their chosen sector and provides vital support to help employed learners attain their career goals.</p> <p>The purpose of this policy is to set out our commitment to engage employers in their employees training and development, to keep them informed of their learners progress and development and advise employers how best to support their learners whilst they are on their learning journey. It also sets out the procedures whereby this is achieved.</p>
Scope	<p>This policy applies to:</p> <ul style="list-style-type: none"> • All training offered by HTA including Apprenticeships, Traineeship courses and Functional skills • All staff employed by the organisation
Aims	<p>The Aims of this policy are to ensure employers have a sound understanding of:</p> <ul style="list-style-type: none"> • the methods of engagement we will use • the way in which training is delivered and the standards of service they can expect • our approach to developing and training apprentices; the flexibility of our programmes and the mechanisms, formal and informal, by which we obtain feedback about learner and employer needs. • our support mechanisms for both them and their employees • “who’s who” in the Company and how to contact us with general enquiries, compliments or complaints • the way we and the ESFA monitor employer satisfaction levels
Duties and responsibilities	<p>The Executive Board: The Board is responsible for ensuring that this procedure is implemented, but in practice will delegate these responsibilities to the HTA Business and Performance Manager.</p> <p>The Business and Performance Manager. (BPM) The BPM has overall responsibility on behalf of the Board for managing relationships with employers and is authorised to act independently and take decisions in respect of these, and informing the Board of actions taken. The BPM is also responsible for ensuring that all employees have access to this document, on the website or in hard copy as appropriate, and that the policy and procedures are reviewed annually.</p> <p>She also has overall responsibility to ensure that all employees adhere to the procedure. All staff are sufficiently trained to deal with any questions or general enquires. If however they need to refer the system in place is to email the BPM for advice and guidance.</p> <p>Team Leaders and IQA Team Leaders are responsible for ensuring staff engage effectively with employers and provide up to date information on all aspects of training; and funding. monitoring the effectiveness of employer engagement in their specialist field to ensure employees within their teams adhere to this policy and</p>

supporting staff to work in partnership with employers to address any issues learners may have.

This will require Team leaders/IQA' to remain informed of all changes affecting training and cascade information regarding changes to their staff.

Staff
All staff have a responsibility to act in accordance with this policy and engage with employers in a manner which is helpful and supportive, and which presents a professional image of the company at all times. Failure to do so may be considered as an act of misconduct and may result in disciplinary action

Tutors/Assessors
Tutors/Assessors are responsible for involving employers (or their representatives) in progress reviews and maintaining good working relationships with employers and learner workplace mentors.

Background Information

HTA are in regular contact with the majority of our employers, we have longstanding relationships built through positive tutor engagement, which ensures a regular source of repeat business.

Contact is maintained with employers, by telephone or face to face, and through the use of emails and newsletters. If we have not worked in an establishment for some time we will contact them every six months to check whether they have any new training needs, if appropriate we will complete a training needs analysis on their behalf.

Employers are always informed of any changes which may impact on their learners or of new funding opportunities and developments, supported to access any available funding and assisted to develop and implement systems required to obtain funding.

Master template emails cover frequently asked questions e.g. how to access the Apprenticeship service.

Employers are encouraged to become closely involved with their learners training and are informed of learner's progress and support needs. We also encourage employers to celebrate learner's achievements by holding small presentation ceremonies at their own establishments on as and when learners achieve their qualification,

Most employers we work with are well aware of HTA's programme delivery methods and the standards of service they can expect. New employers are given training, both initially and on an ongoing basis, to ensure they understand the requirements of the award, the HTA model of delivery, the importance of meeting deadlines and the support they can offer their learners

Annual programme review meetings, one for each qualification offered, ensures feedback from employers is used to inform training delivery and drive changes and improvements to enhance our service. Data also informs the companies Self-Assessment Report and Quality Improvement Plan.

Policy implementation

National Promotion of Apprenticeships

HTA are listed and continuously maintain their presence on the Find Apprenticeship Training website (FAT) Referrals are made through the National Apprenticeship Service and followed up by the BPM. HTA maintain their Provider Portal which updates all courses on the National Careers Service (NCS). HTA promote all courses offered at careers events attended and links to further information can be found on our website: www.hts.ac.uk

HTA will engage and work in partnership with employers through effective

Marketing & Employer Engagement Methods

1. We market our service offer to potential partner employers via the HTA website, company produced marketing material and flyers, newsletters and face to face training review meetings
2. For new employers a Training Needs Analysis (TNA) meeting is conducted to ensure the training delivered is relevant and beneficial to the company needs
3. From the TNA, Partner employers are offered training packages which respect the needs of the business as a whole and which have a positive impact on the business
4. Partner employers are made aware of new training and development opportunities for their employees via email

alerts, tutor visits and BPM training review meetings.

5. Partner employers take part in bi-monthly reports of learner progress, giving them the opportunity to comment on improvements, what's going well and make any other suggestions with regards to the training input.
6. We measure employer satisfaction through annual employer surveys.
7. The BPM is responsible for handling escalations of concerns, enquiries, complaints or compliments promptly and efficiently and reviewing standards of customer service regularly
8. HTA manage and maintaining a data base of employer contacts, communicating with those employers on a regular basis to keep them updated of any new events or legislation
9. HTA celebrate Employee achievement within the workplace which reinforces our brand and promotes Apprenticeships with the employer and staff
10. HTA invite employers to take part in quarterly 'Keep in touch' meetings
11. HTA attend local employment recruitment events
12. As new Standards are introduced and delivered HTA consult with employers regarding the changes, their responsibilities and the impacts on their staff

Management Processes for employer engagement

- Providing high quality assessors and trainers through robust recruitment, selection, training and development processes.
- The recording and capture of training undertaken by the employer and HTA, for example Off The Job Hours
- Acting promptly to respond to feedback and/or complaints in order to improve services
- Continuing to evolve and improve the training offer, offering teaching and learning strategies which motivate, stimulate and encourage the learners as well as meeting the employer's requirements
- Building bespoke training courses to meet the needs of partner employers.
- Keeping up to date with government policy and advice, External Quality Assurance Agency, Sector Skills guidance; awarding bodies and qualification frameworks and Informing partner employers of changes relevant to their business

Delivery Processes

Delivery of takes place in the workplace and involves

- Working regularly with employers/ mentors
- Engaging employers in choosing optional units to ensure the needs of the business are met.
- Completing 8 weekly progress reviews with learners and their line managers.
- Implementing appropriate measures in response to feedback
- Setting SMART targets and performance indicators which measure and monitor success and lead to an improving trend.
- providing verbal and written feedback, information, advice and guidance to employers on supporting learners in the workplace

Quality Assurance Processes

- Completing robust Internal Quality Assurance processes to ensure quality of delivery
- Regular performance reviews and observations of teaching and learning
- Regular review and development of the curriculum/programme delivery and the resources available for training.
- Implementing feedback from Learners and Employers which informs curriculum planning and development leading to new courses being trailed

Training	There are no specific training requirements for the application of this procedure.	
Cross reference	Teaching Staff Observation Policy	
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