



Employer Engagement Practice Policy

Welcome Skills Limited, is an independent nationwide provider of education and training specialising in the Hospitality sector. The company has been operating for over 20 years and is registered on RoATP. There is a strong team of 10 staff in place with the day to day running of the company overseen by the Managing Director and Senior Management Team is located in Croydon, Surrey. It is easily accessible for learners and staff.

The organisation offers a variety of qualifications which comprise of both academic and vocational pathways in the following subject areas;

- Maths, and English
- Food and Beverage
- Professional Cookery
- Hospitality
- Customer Service

The organisation has provision which includes apprenticeships to both levy and non-levy paying employers. Welcome Skills Limited has a direct contract with the Education and Skills Funding Agency (ESFA) for Non Levy paying employers for apprenticeships. Welcome Skills also has sub contract arrangements for courses in hospitality. We also hold the Investors in People and Matrix quality standard for information, advice and guidance.

Our mission statement:

To establish and grow a profitable, reputable, innovative and high quality training company which specialises and supports a multicultural hospitality industry.

To achieve this mission, the Managing Director and senior management team are committed to the following strategic priorities as set out in the companies 3-year strategic plan. We will:

1. Consistently deliver an exceptional learning experience.
2. Establish Welcome Skills as an employer of choice in the local area.
3. Ensure a sustained investment in technology (hardware/software) to improve internal efficiency and enhance the learning experience.
4. Diversify our income and grow existing and alternative revenue streams.

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Purpose

The purpose of this document is to set out our commitment to engage employers in their employee's training and development and to keep them informed on their progress and development.

Scope

This document covers all vocational curriculum offered by Welcome Skills , including apprenticeships, vocational qualifications, functional skills, short courses and specialist subjects at award and certificate level and at various levels.

All employees involved in the direct delivery of vocational qualifications and training as well as those employees that support this key process indirectly.

Strategy

At Welcome Skills we pride ourselves on the professional relationships we currently hold with employers which has resulted in a repeat business. In addition to current employers, we actively seek to develop relationships with new employers ensuring that we continue to prioritise employer engagement.

Both direct and indirect delivery staff are encouraged to liaise closely with employers to support continued delivery of the curriculum we offer as well as ensure our learners are ready to work to industry standard in their chosen area.

We develop close links with employers across all our programmes to offer both work placements and apprenticeship opportunities which support our learners in gaining the underpinning knowledge, understanding and skills at a technical and occupational level. Learners in industry progress well throughout their qualifications, being able to apply their work experience to their qualification and likewise apply their theory of what is learnt studying their qualification out in industry. Learners develop their behaviours and attitudes which are necessary to lead successful careers.

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Strategy Implementation – Procedures

Welcome Skills Limited will engage and work in partnership with employers through:

Marketing & Employer Communication Processes.

- Marketing our service offer to both current and potential partner employers through the use of our website, social media i.e. Twitter and LinkedIn, promotional material such as leaflets, catalogues and posters, and at events.
- Advertise our offer and locations on the 'Find an Apprenticeship website, and other websites and advertise this platform through promotional material such as leaflets and posters, social media, i.e. LinkedIn and Twitter, internet and discussions with potential employers.
- Work with employers to advertise their vacancies through the Find an Apprenticeship website.
- Ensuring we maximise our attendance at events and conferences throughout the geographical locations we work with.
- Use market intelligence to identify sector specific employers to market our offer to.
- Working with all employers on a training needs analysis, to support employers in identifying any gaps with training and development that supports business needs and those opportunities which will have a positive impact on the business.
- Making partner employers aware of new training and development opportunities for their employees through the bi-monthly e-newsletter, telephone calls and employer meetings.
- Provide timely feedback to employers on the recruitment process when we are sourcing candidates for their apprenticeship or work placement vacancy.
- Inviting employers to take part in quarterly (more frequent if required) 'Keep in touch'/contract review meetings to discuss learner progress and performance, formally recording these meetings.
- Support employers in identifying new apprenticeship opportunities, working with employers to shape roles, responsibilities and qualifications to meet this.
- Ensuring employers are provided with contact details of key personnel within marketing. Handling employer enquiries made through telephone, website and on email within 24 hours and reviewing standards of customer service regularly.
- Managing and maintaining our MIS database of employer contacts.
- Be impartial, advise and give robust and thorough information and guidance when liaising with employers.
- Ensure learners are 'matched' accordingly, based on programme of study and aspirations, to work placement or apprenticeship opportunities.
- Ensure that activities undertaken are GDPR compliant.
- Ensure logos such as the ESFA logo appear on marketing and promotional material

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- Offer employers flexible delivery models which include delivery outside the 9.00 am - 5.00 pm working day including weekends.
- Provide employers with the ‘Employer Handbook’ detailing frequently asked questions and key procedures such as the Complaints Policy and Appeals Process.
- Provide employers with the contact details for Welcome Skills Employer Engagement Manager, info@welcomeskills.co.uk, should the employer wish to provide feedback, raise a concern or a complaint.
- Review our marketing literature annually to ensure it remains up to date.
- Co-ordinate and host employer events, inviting local employers to the centre to showcase our offer and provide information on apprenticeships.

Management Processes

- Providing high-quality assessors and trainers through robust recruitment and selection and training and development processes.
- Ensure that there is adequate number of assessors and trainers to support delivery of qualifications across numerous locations.
- Acting promptly and in accordance with the complaints policy to respond to feedback and/or complaints received in order to improve services and maintain employer relationships.
- Ensure survey results and feedback from employers are shared with the board of trustees and within key meetings such as the management meetings.
- 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.
- Maintaining a qualification portfolio which meets the needs of employers.
- Keeping up to date with government policy and advice, awarding bodies, sector skills guidance; awarding bodies, local enterprise partnership, Institute for Apprenticeships and qualification frameworks Informing partner employers of changes relevant to their business.
- Managers will present at key conferences and local events on the apprenticeship reforms, encouraging employers to take on apprentices or up skill existing staff through apprenticeship provision.
- Share best practice amongst the workforce.
- The Business Development Manager is responsible for ensuring periodic meetings take place with employers and updating this on the MIS database.
- Managers will regularly support the marketing team, meeting with employers to gather feedback, share best practice and work with employers on curriculum development.
- Managers will work with employers to re-engage learners who may be slow to progress or require support.

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- Promote success and recognise achievement by hosting, sponsoring and attending celebration events.
- Managers will keep up to date with changes in specific sector areas and disseminate information down to the marketing and delivery staff.
- Managers will work with employers on CPD opportunities for both Welcome Skill's company staff and the employers team.
- Carry out quarterly audits to ensure Welcome Skills continues to deliver a good service.

Delivery Processes

- Working with employer mentors to support delivery, discuss progress and review learners.
- Completing progress reviews with learners and their line managers.
- Setting SMART targets and performance indicators which measure and monitor success and lead to an improving trend.
- Be responsible for ensuring 20% off the job training is undertaken and meets requirements.
- Highlight to managers learners who are not progressing, or those who require support.
- Work with the employer to identify suitable work tasks that the learner can undertake in order to achieve their work placement and apprenticeship.
- Delivery staff to champion apprenticeships and act as a positive role model when working out in industry.
- Support employers with contributing to learner's progress.

Quality Assurance Processes

- Completing robust Internal Quality Assurance processes to ensure the quality of delivery.
- Regular performance reviews and observations of the trainers delivering training.
- Periodic review and development of the resources available for training.
- Measuring employer satisfaction and gathering feedback through yearly employer surveys.
- Following employer feedback produce 'You Said, We Did' posters and circulate to employers.
- Reviewing processes for complaints and ensuring employer complaints are dealt with in a timely manner and in line with the Complaints Policy.
- Review the employer handbook on an annual basis.
- Use feedback from employers to inform the quality improvement process and suggest new ways of working which would be contained with the annual quality improvement plan.
- Analysis of data for employers including achievement rates and progress for managers to provide to employers on a periodic basis.

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Roles and Responsibilities

Welcome Skills is responsible for ensuring that employers are engaged in their employee's learning and development and qualification journey.

1. Employer Engagement Manager

The Employer Engagement Manager is responsible for ensuring that a copy of this document is available to all employees and that the policy and procedures are reviewed annually. The Employer Engagement Manager and the Quality Manager are responsible for ensuring the adherence of this policy by all employees. In addition, managers are responsible for supporting trainers and assessors with issues with learners and involving employers as and when appropriate. The Employer Engagement Manager is responsible for ensuring that the marketing team promote the company to employers and that quarterly meetings take place with employers. They are also responsible for reviewing this policy in addition to analysing data and providing employers with bi-monthly reports, and ensuring yearly questionnaires are completed.

2. Assessors/Trainers

Assessors/Trainers are responsible for involving employers (or their representatives) during the learner's induction, production of the learners individual learning plan and progress reviews whilst maintaining good working relationships with learner workplace mentors. Assessors and trainers will champion apprenticeships and work in conjunction with the marketing team to promote the company and its services to employers.

3. Individual's Responsibility

Individual employees are required to act per the policy, to enable employer engagement. Failure to do so may be considered as an act of misconduct and may result in disciplinary action being taken.

Monitoring and Review

The impact of this Policy will be monitored through rigorous performance reporting to the Director and Senior Management Team

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