



SDN SEASON OPENER

Apprenticeship Summit 2021

9am start

#SDNSeasonOpener

Welcome

Tech check

Broadcast sessions

(no need for mics or cameras)

Any technical issues
send a chat to 'Strategic
Development Network'

How this session will run

PollEverywhere

Lots of interaction throughout the session.

Log in via a browser on your computer or
smartphone.

Select or type your answers when
prompted.

Breakout Sessions

Choice of two topics, per session. Select
your topic, click join, when prompted.

How to join

Web



- 1 Go to **PollEv.com**
- 2 Enter **SDNEVENTS718**

When poll is active, respond at pollev.com/sdnevents718

Text **SDNEVENTS718** to **07480 781235** once to join

How many apprentices does your organisation currently train?

Under 100

101 - 500

501 - 1000

1001+

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Today's agenda

Welcome	Colin Bentwood	9.00 am
Cognassist	Louise Karwowski	
Apprenticeship strategy and the year ahead	Anna Sutton	
Your priorities for 2021-22	Louise Doyle	
Topic 1 <i>Business Development</i>	Arit Eminue	
Topic 2 <i>Curriculum</i>	Chris Cherry	
Breakout 1 <i>Choice of Topic 1 or 2</i>	All	10.30am
Break	All	11.00 am
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Topic 3 <i>Quality</i>	Louise Doyle	
Topic 4 <i>Compliance</i>	David Lockhart-Hawkins	
Breakout 2 <i>Choice Topic 3 or 4</i>	All	12.20pm
Summary	Colin Bentwood	12.50pm
Close		1.00pm
Booked Surgeries	SDN	2.00pm

Introductions



Colin Bentwood

SDN Managing Director

Chair



Louise Doyle

SDN Strategic Associate

Apprenticeship quality



David Lockhart-Hawkins

SDN Strategic Associate

Funding and compliance

Introductions



Chris Cherry

SDN Strategic Associate

Curriculum design



Arit Eminue

SDN Senior Associate

*Business development and
employer engagement*



Anna Sutton

SDN Senior Associate

Apprenticeship strategy

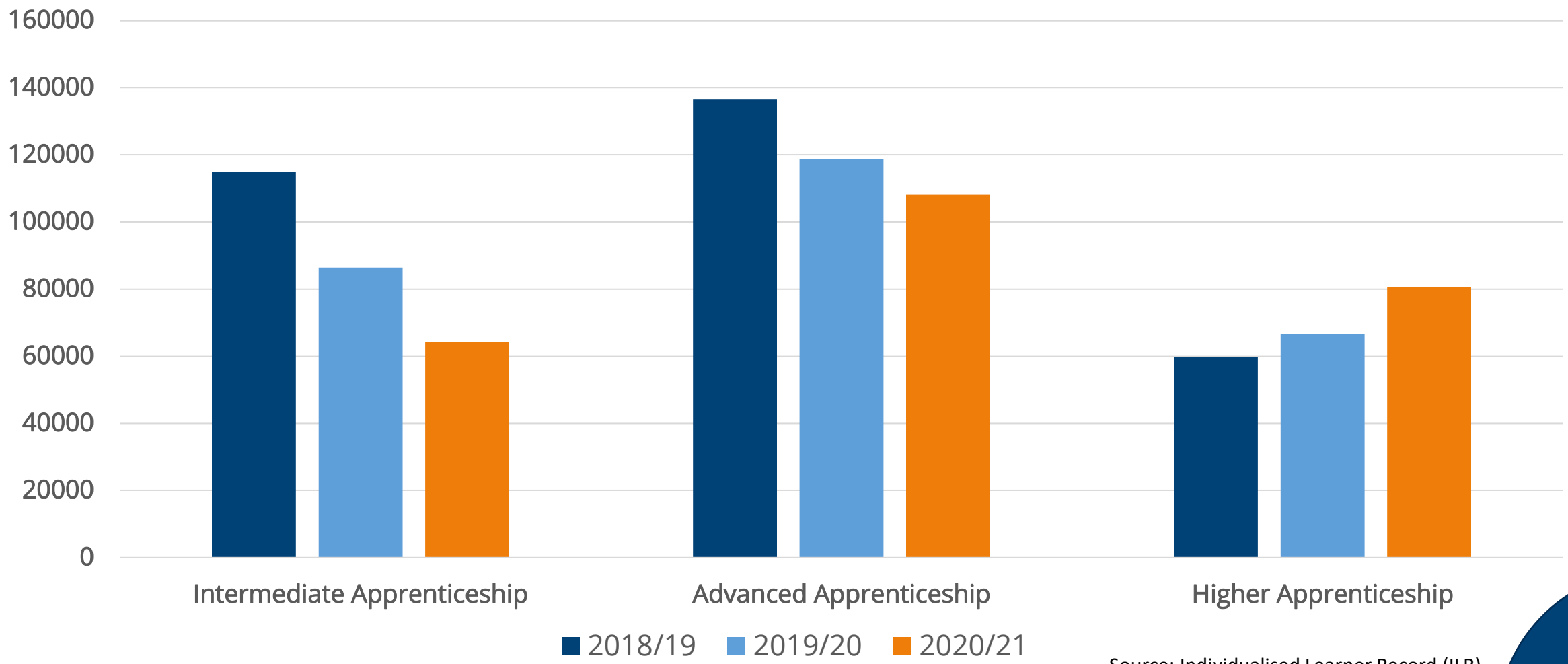


Apprenticeship strategy and the year ahead

Anna Sutton

Latest apprenticeship starts by level

Starts (Aug to Apr)



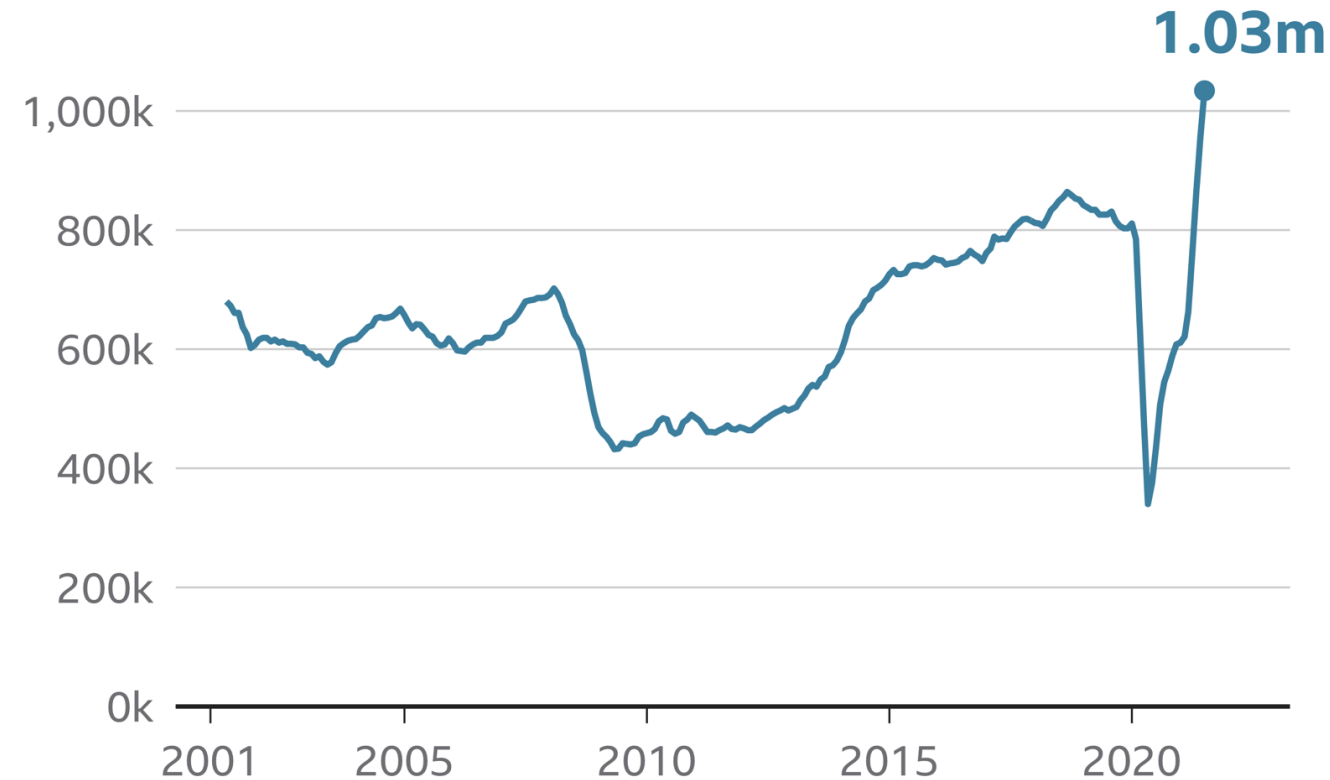
Source: Individualised Learner Record (ILR)

Job vacancies

June to August 2021

Vacancies jump above pre-pandemic level

Total number of vacancies in the UK

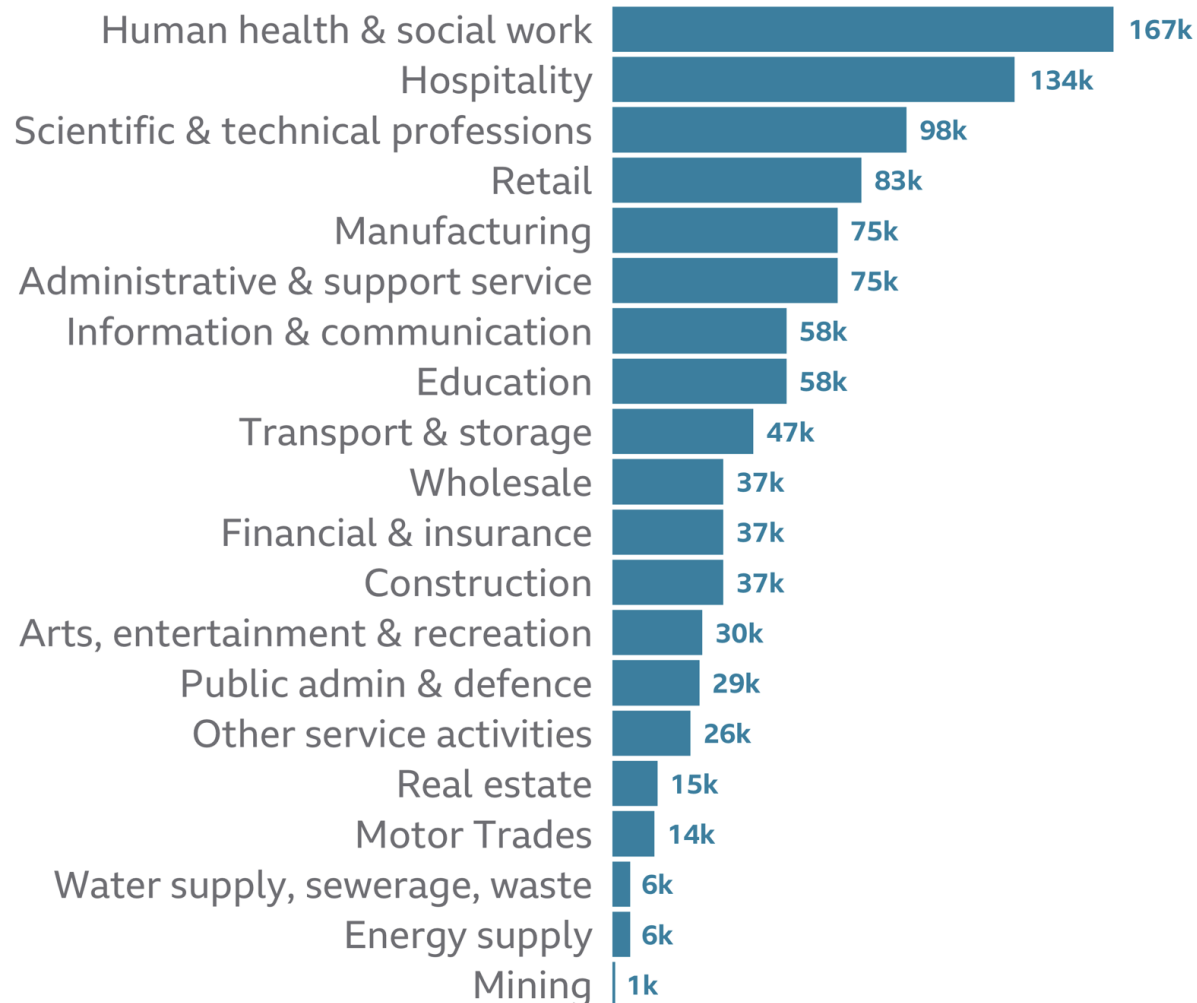


Source: Office for National Statistics

BBC

Who's hiring?

Job vacancies by sector, June to August



The hire a new apprentice payment

£3000 for new apprentices of any age who have an employment start date of 1 April 2021 to 30 September 2021 and, an apprenticeship start date of 1 April 2021 to 30 November 2021.

Source: Office for National Statistics



Apprenticeship Strategy

Maintain
RoATP Status

Subcontracting

Market
Entry / Growth

Governance
and
Safeguarding

Data and MI

Quality

Compliance

Business
Development

Finance

Staffing and
Resources

Delivery

Curriculum
Design

Provider Priorities

Which 3 areas do you expect to be your priority over the next 12 months?



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Which 3 areas do you expect to be your priority over the next 12 months?

- Maintain RoATP Status
- Subcontracting
- Market Entry / Growth
- Governance and Safeguarding
- Data and MI
- Quality
- Compliance
- Business Development
- Finance
- Staffing and Resources
- Delivery
- Curriculum Design

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Your priorities for 2021-22

Louise Doyle

If you could only focus on one thing this year, what would it be?

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TOPIC 1

Business Development

Arit Eminue



RETHINK

What makes our apprenticeship business special?

REASSESS

What does effective employer engagement look like?

RE-ESTABLISH

What are my top three priorities?

Rethink: What Makes Our Apprenticeship Business Special?



Rethink: What Makes Our Apprenticeship Business Special?



A compelling USP encapsulates:

- Why employers should buy from you
- Built around your employer needs and values
- The heartbeat of your organisation

Reassess: What Does Effective Employer Engagement Look Like?



1. Your target employer
2. Your offer
3. Your sales approach

Gold Star Employer

Apprenticeship volume



Quality of experience provided to the apprentice

Your offer meets their needs

Ambassador for your business

Nice people to work with

Gold Star Employer

Apprenticeship volume



How have employer needs evolved?

How does your offer meet their needs?

How did you engage them?

Where can you find more of them?

Your Sales Approach

Know your process and methods

Account management that adds value

Replicate what works

Re-establish: What are my top three priorities?

USP

Structuring our sales
process

Account
management

Defining our gold
star employer

Reviewing our offer

Marketing and
Communications

Something else

What are my top three priorities?

USP

Structuring our sales process

Account management

Defining our gold star employer

Reviewing our offer

Marketing and communications

Something else

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Re-establish: What are my top three priorities?

- What's the first realistic step?
- By when?
- Who else needs to be involved?
- Who will hold you accountable?



TOPIC 2

Curriculum

Chris Cherry

A Curriculum for the Future



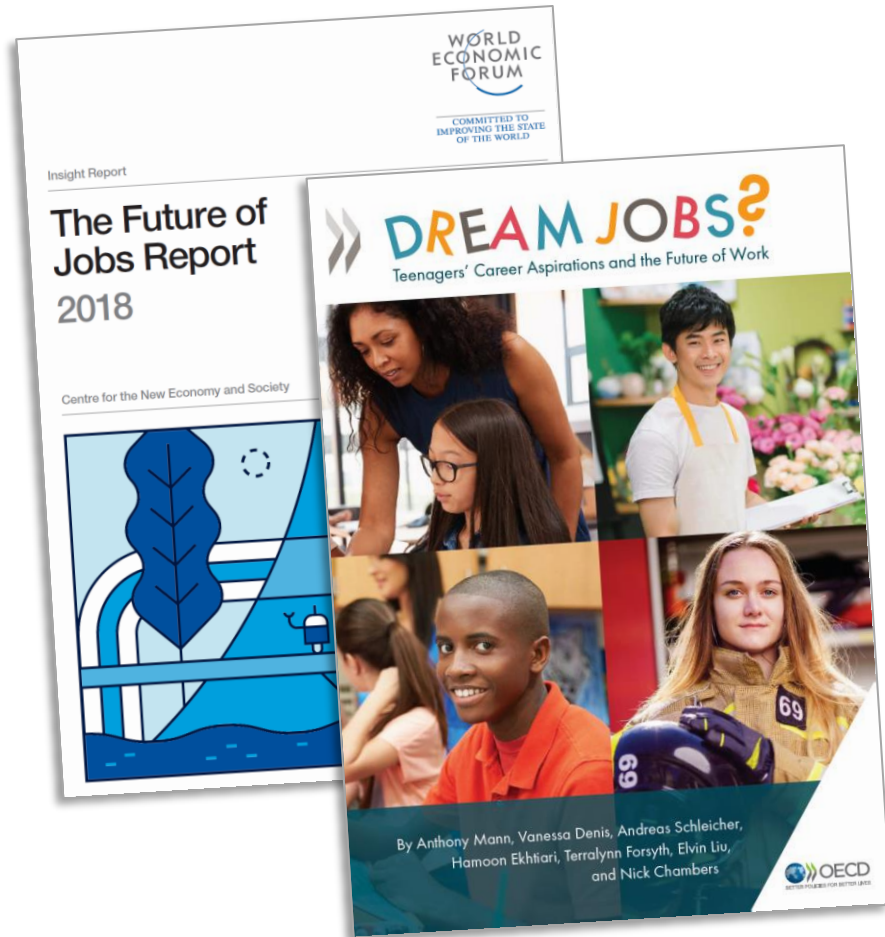
The curriculum sets out the *aims of a programme* of education and training

It also sets out the *structure* for those aims to be implemented, including the *knowledge, skills and behaviours* to be gained at each stage

It enables the *evaluation* of learners' knowledge and understanding against those *expectations*

A Curriculum for the Future

Trends in young people's choices...



- European 15-21 year-olds are starting to prefer experiences over careers
- Western European 16-19 year-olds identify careers that allow skills development over qualifications (with some exceptions)
- Worldwide, long training programmes are increasingly less attractive (3-4 years)
- 'Drag and drop' skills are more preferentially selected
- Locked-in careers are being more closely scrutinised (salary, flexibility, opportunity)
- Flexible working is becoming a normal element of choice
- Flexible workplaces are becoming more actively chosen

A Curriculum for the Future

Breakout Question 1:

**How can we develop an
apprenticeship curriculum that can
do all these things?**

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Which word describing the curriculum means the most to you?

Direction
Learning
Signposting
Intention
Programme
Assessment

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Who in your organisation is likely to actually create a curriculum? (role)

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Diagnostic
Assessment

SEND

Functional Skills

Induction

Mandated
Qualifications

Statutory
Requirements

Commitment
Statement

Off the Job

PA





Intent

Implementation

Impact



Intent

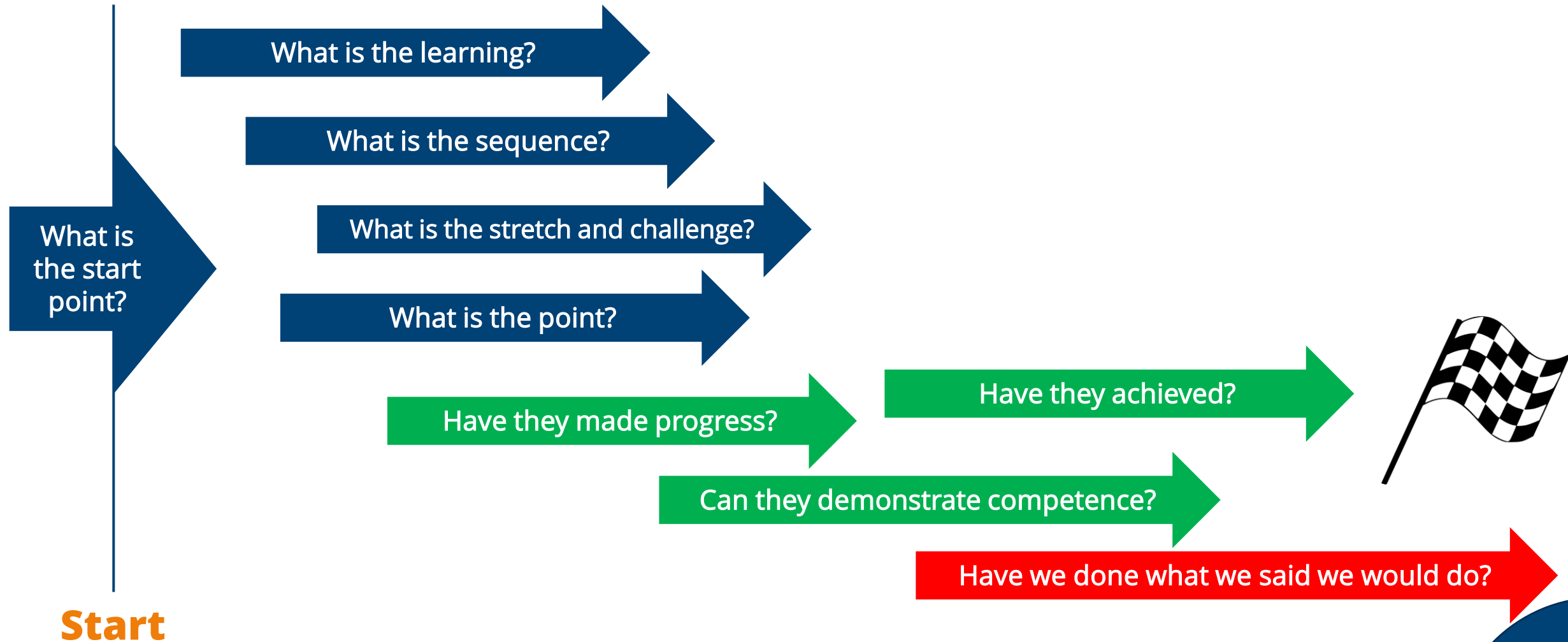
Implementation

Impact

Breakout Question 2:

How can we construct a compliant, challenging and universal curriculum that clearly signposts a start, middle and end of a programme?

Measuring our Curriculum



What is the main driver for designing a curriculum in apprenticeships?

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A Curriculum for the Future

Learning Outcome

Learning Task

KSB

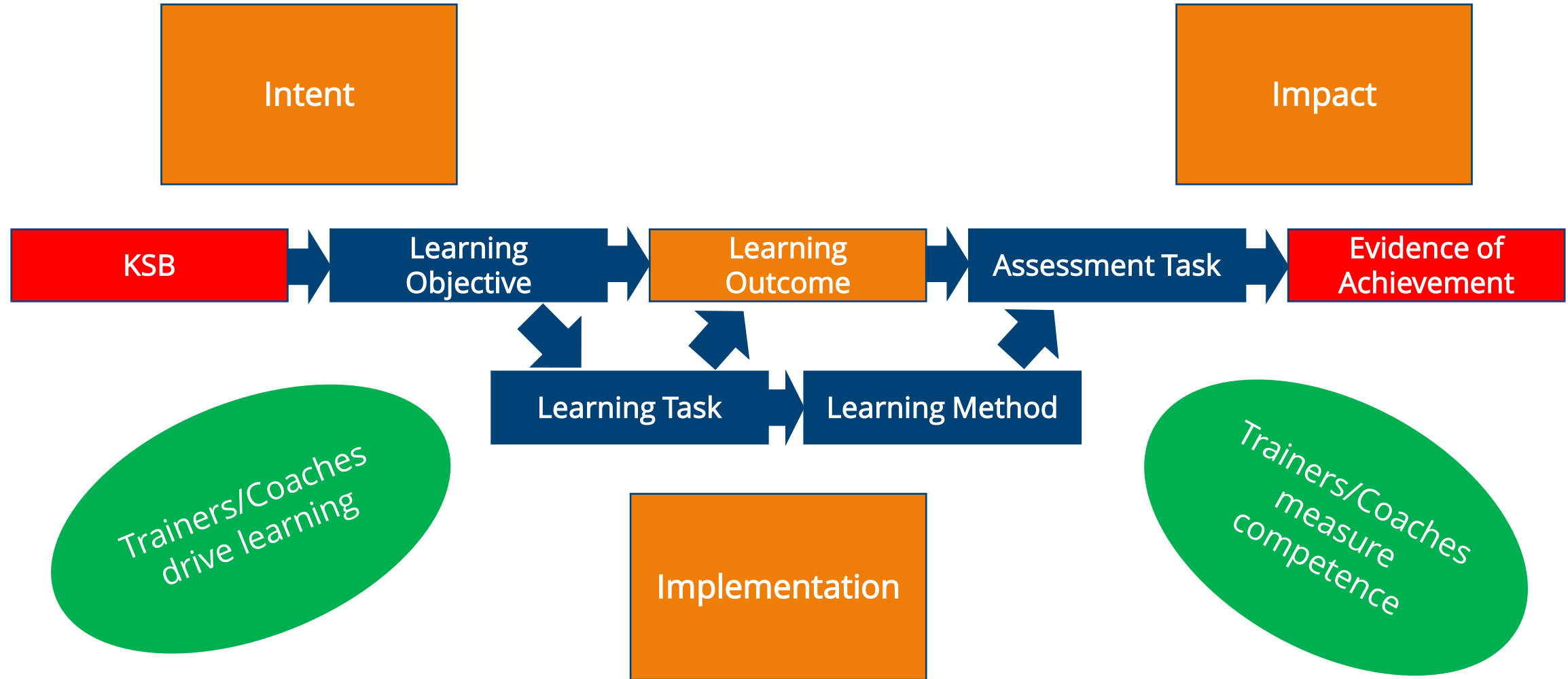
Learning Method

Assessment Task

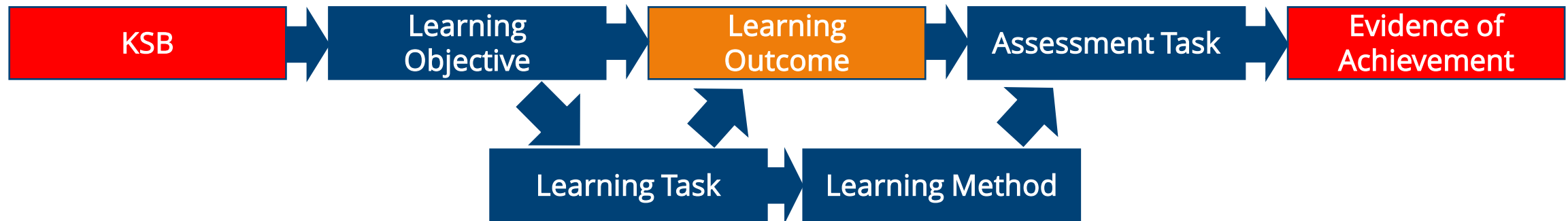
Learning Objective

Evidence of
Achievement

Developing a Curriculum



Developing a Curriculum



Breakout Question 3:

How can we future proof an apprenticeship curriculum that can do all of these things?

Breakout

30 Minutes

Topic 1

Business development and working with employers

Arit Eminue

Topic 2

Apprenticeship curriculum

Chris Cherry

Break

Please return for 11.30

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CPD and support 2021-22

Tim Chewter

At a glance...

Apprenticeship development

- Support with your RoATP application
- Developing your provision as a new provider
- Safeguarding, Prevent and EDI

Business development

- Apprenticeships in a hybrid world
- ...meeting the needs of employers
- ...techniques and technology
- Rethinking your BD strategy
- Supporting staff to build employer relationships

Curriculum and assessment

- Curriculum design
- Progress reviews and target setting
- Developing apprentice behaviours
- Leading the Gateway process
- Preparing apprentices for EPA

Quality

- Self Assessing Brilliantly
- Preparing for your Ofsted Early Monitoring Visit
- Preparing for your Ofsted inspection
- Developing your SAR and QIP
- Preparing for your Ofsted inspection as an HEI

Compliance

- Compliance fundamentals - what this means for your role
- Learning Support compliance for 2021/22
- Compliance for leaders 2021/22
- AEB and Loans compliance
- Apprenticeship costings

One to one support

Reviews, audits, specific projects, improvement, staff training

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Based on our current situation, how would you feel about attending a face-to-face event again?

I'd really value this

I'm not sure

I'm sticking to online
events for now

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Register, express your interest or give us a call

SDN Events Programme – Autumn 2021



Topic	Type	Date	Action
Self-Assessing Brilliantly - (in partnership with Mesma) new-free	Webinar (1 hour)	29 September	Register
Apprenticeship curriculum design	Masterclass (3 hours)	5 October	Register
Preparing well for Ofsted Apprenticeship Early Monitoring Visits new	Workshop (1 day)	8 October	Register
The fundamentals of Apprenticeship Compliance and what this means for your role new	3-part webinar series (4 hours)	14 – 26 October	Register
Preparing for a full Ofsted inspection new	Workshop (1 day)	22 October	Register
Level 3 Award in Undertaking End-Point Assessment	Online course + 2 ½-day assessments	25 October – 2 December	Register
Safeguarding Essentials & Designated Safeguarding Officer	Workshop (2 days)	3 & 10 November	Register
Apprenticeship Learning Support Compliance for 2021/22 new	Webinar (2 hours)	28 October	Express interest
Self-assessment and quality improvement workshop new	Workshop (1 day)	16 November	Register
Prevent Duty	2-part webinar series (2½ hours)	15 & 22 November	Express interest
Preparing your apprentices for end-point assessment	5-part webinar series (5 hours)	8 – 22 November	Express interest
Apprenticeships in a hybrid world – meeting the needs of employers new	4-part webinar series (4 hours)	TBC Nov	Express interest

SDN Services



One-to-one support

Our team of industry-leading consultants help providers to:

- Set up or reapply to become an **approved apprenticeship provider** (RoATP)
- Establish robust **compliance** and audit systems
- Develop **curriculum** and delivery materials
- Design robust initial and formative **assessments**, and progress reviews
- Prepare apprentices for the **gateway and end-point assessment**
- Develop effective **business development** and marketing approaches
- Improve the **quality** of your provision

[Chat to the team](#) to find out more.

Developing resources

From large-scale toolkits to individual training and assessment materials, SDN has been at the forefront of [resource development](#) for providers, EPAOs and employers. [Let us know](#) how we can help develop the resources and tools you need.

Our work with government

SDN is a trusted partner with government departments, and provider, employer and industry bodies. Our team has been instrumental in helping thousands of providers and employers across the country to understand, prepare and deliver skills programmes and initiatives such as apprenticeships and T Levels. Find out more [here](#).

"It's amazing the difference SDN's support has had in moving us forward. The breadth of SDN's expertise has provided all we need from a single partner."

"This was by far the best support we received – SDN were incredibly knowledgeable, professional and efficient. Although there was a great deal to get our head around, SDN made it all seem achievable."



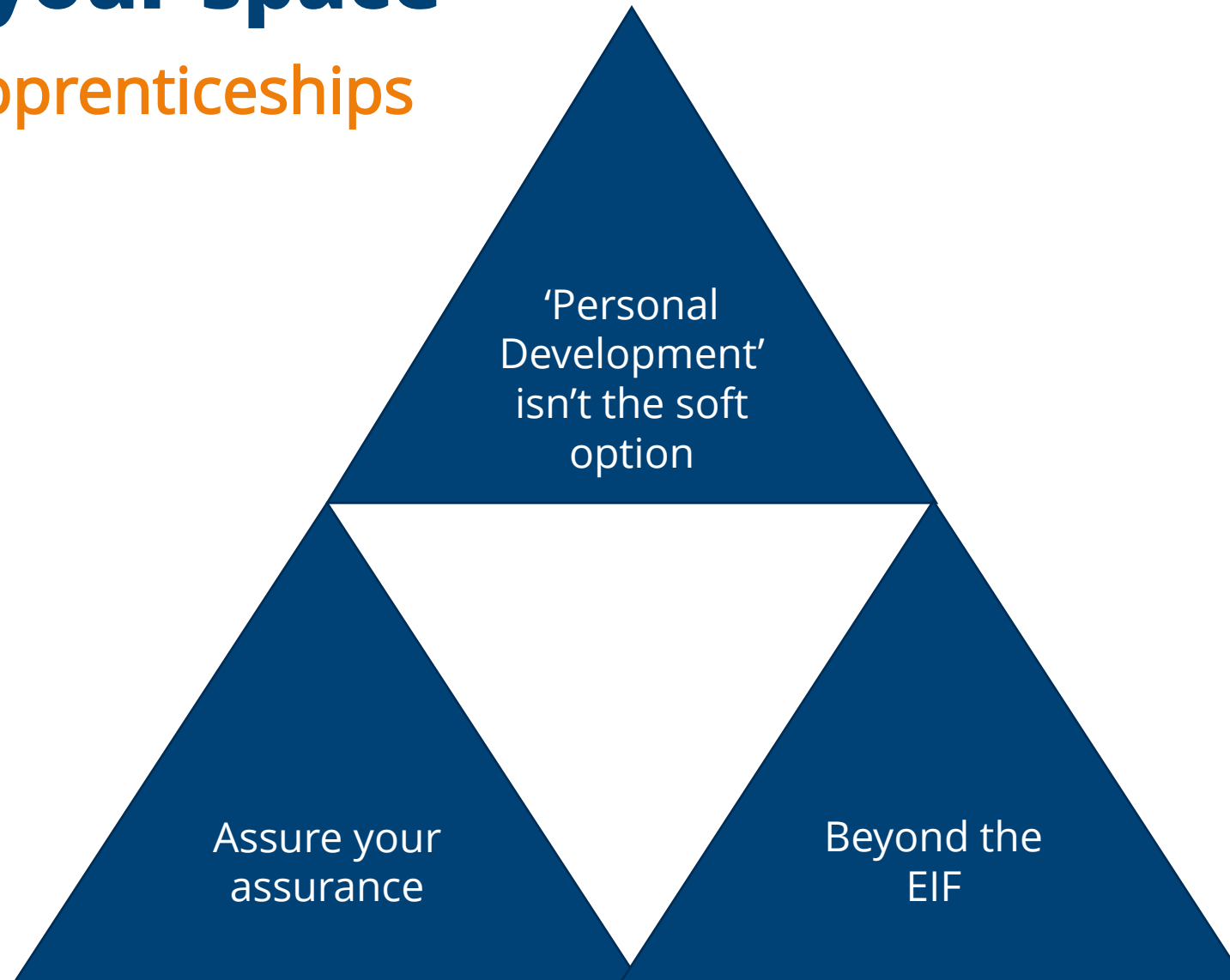
TOPIC 3

Quality

Louise Doyle

Owning your space

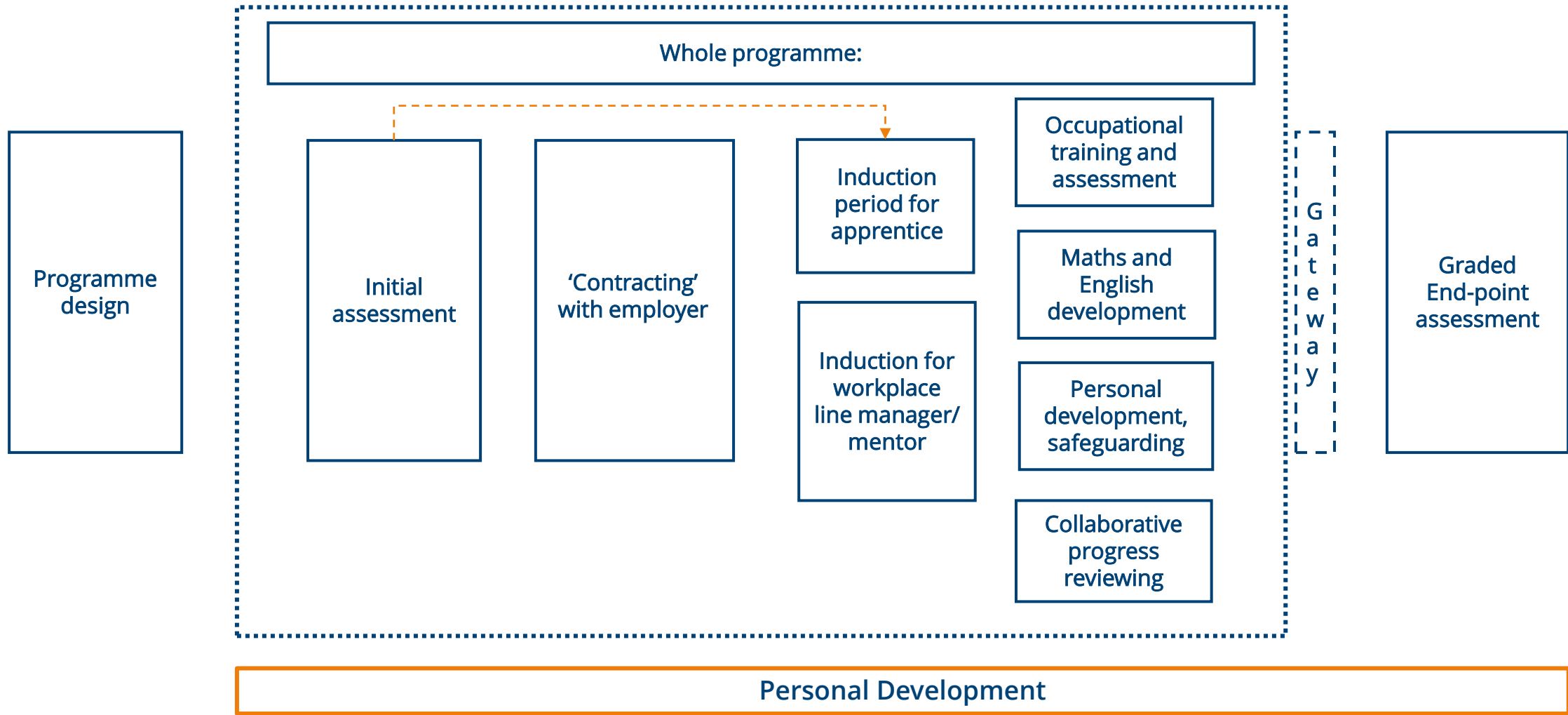
Quality in Apprenticeships



Personal Development

- the range, quality and take-up of extra-curricular activities offered
- how well leaders promote British values
- how well leaders develop learners' character through the quality of education that they provide
- where appropriate, the quality of debate and discussions that learners have
- learners' understanding of the protected characteristics and how they can promote equality and diversity, and how they celebrate the things we have in common
- the quality of careers information, education, advice and guidance, and how well these benefit learners in choosing and deciding on their next steps
- learners' understanding of what constitutes healthy relationships

Assure your assurance



Beyond the ELF



What would it be like to be an apprentice on the world's best apprenticeship?

What would it be like to be an apprentice on the world's best apprenticeship?

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Beyond the ELF



If you could improve one thing about your own provision that would move you towards delivering the world's best apprenticeship what would it be?

If you could improve one thing about your own provision that would move you towards delivering the world's best apprenticeship what would it be?

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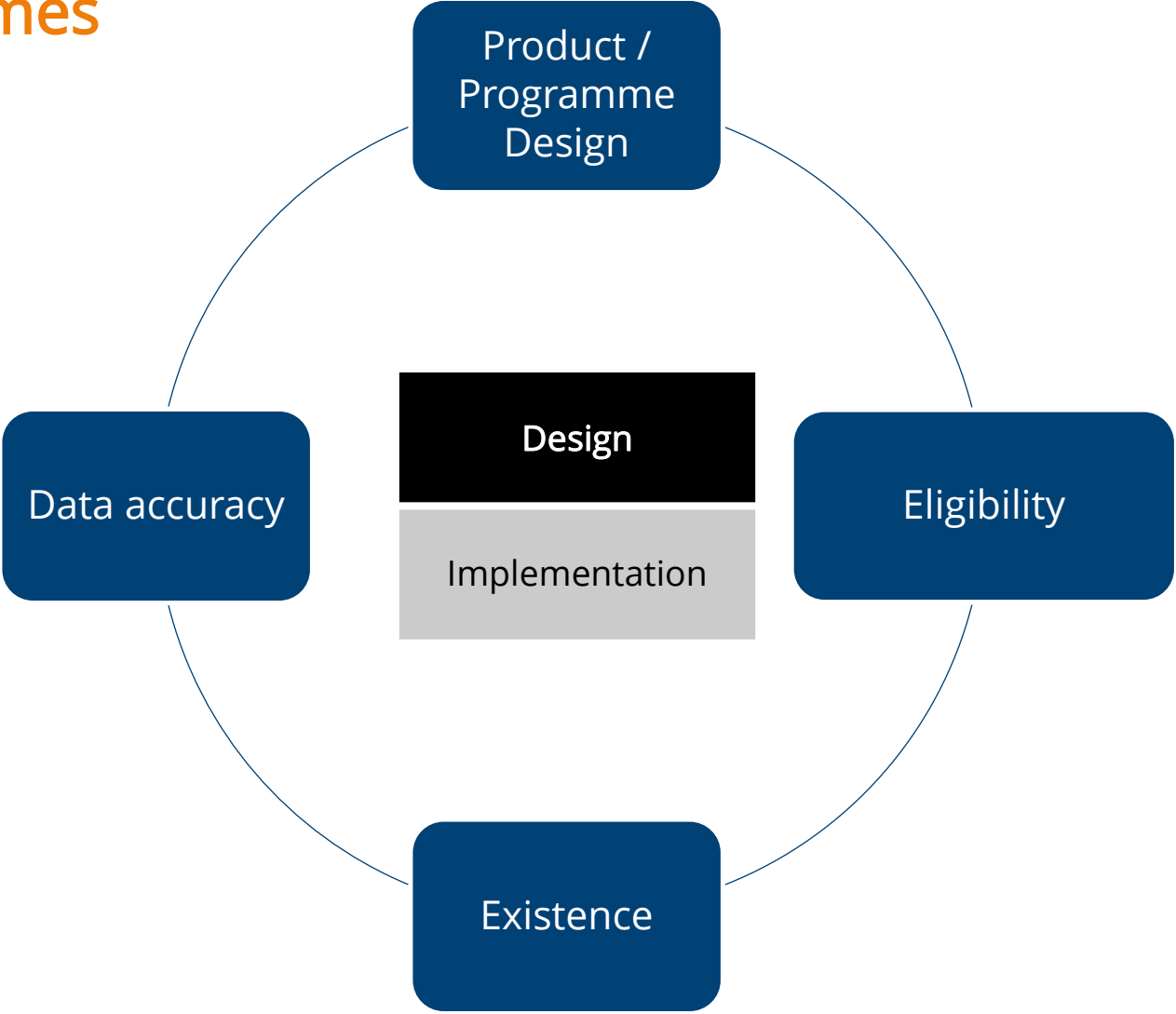
TOPIC 4

Compliance

David Lockhart-Hawkins

Compliance Foundations

Funded Programmes



Compliance Challenges in 21-22



Key Themes

Initial Assessment

Learning Support

Engagement /
Participation

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Which of the following compliance areas do you feel you will be most challenged with in 21-22?

1. Eligibility – Brexit impact on recruitment
2. Initial Assessment and pricing or proving eligibility
3. Awareness of participation / engagement in learning
4. Learning support funding claims
5. Planning off the job training – programme design
6. Awareness of off the job composition at gateway

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Breakout

30 Minutes

Topic 3

Apprenticeship quality

Louise Doyle

Topic 4

Compliance

David Lockhart-Hawkins

Summing up

Colin Bentwood

What's one thing you can do that could make a difference?

How will you do it?

Who will you work with?

When will you do it?

How will you know you've achieved it?



**THANK YOU
FOR JOINING US**

After This Session

You will receive:

Access to the plenary summit recording

Full slide deck

Evaluation survey

Please forward any comments or questions to:

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www.strategicdevelopmentnetwork.co.uk