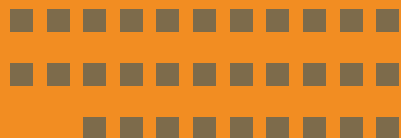




Employer Handbook

Welcome to Creative Alliance

Contents



03	<u>Introduction</u>
04	<u>What is an Apprenticeship?</u>
05	<u>Eligibility & Requirements for Learners</u>
06	<u>Training for your Apprentice</u>
07	<u>Spiral Staircase</u>
08	<u>Off the Job and Support</u>
12	<u>Contract of Employment</u>
14	<u>Line Manager Duties</u>
15	<u>Apprenticeship Standards</u>
16	<u>Digital Account</u>

17	<u>Safeguarding</u>
20	<u>Health and Well Being Support</u>
23	<u>British Values</u>
25	<u>Onboarding</u>
26	<u>Apprenticeship Journey</u>
28	<u>Escalation Policy</u>
29	<u>The Creative Alliance Team</u>
30	<u>Next Steps</u>
31	<u>FAQS</u>

Introduction

Congratulations on appointing an apprentice and thank you for choosing Creative Alliance as your specialist training provider.

This is a practical guide for employers and managers. It gives an overview of the information you need if you are employing an apprentice or training your own staff through apprenticeships. Creative Alliance will support you to ensure that your apprentice gains the skills, behaviours and knowledge that they need in order to complete their apprenticeship successfully and develop a future career.



Creative Alliance is an Independent Training Provider that operates as a social enterprise. We want to help ALL people achieve success in Creative, Digital and Marketing roles. We offer services that are tailored to the needs of the employers and the talented apprentices. We have a strong reputation for our values and recognise our duty of care to both apprentices and employers. As an employer of an apprentice, we will strive to support you and your employee to get the best out of the programme. Be assured that we are with you every step of the way, during the apprenticeship and beyond.

The services we offer:

- Apprenticeships
- Work Based Training
- Community Driven Projects

What is the apprenticeship all about?

An apprenticeship consists of three core elements:



A **paid job** – provided by you, the employer.



Off-the-job training – supported by Creative Alliance (registered apprenticeship training provider). This must make up a minimum of 7 hours of the apprentices working week. We also recommend an additional 4 hours in a month for meetings with the development coach.



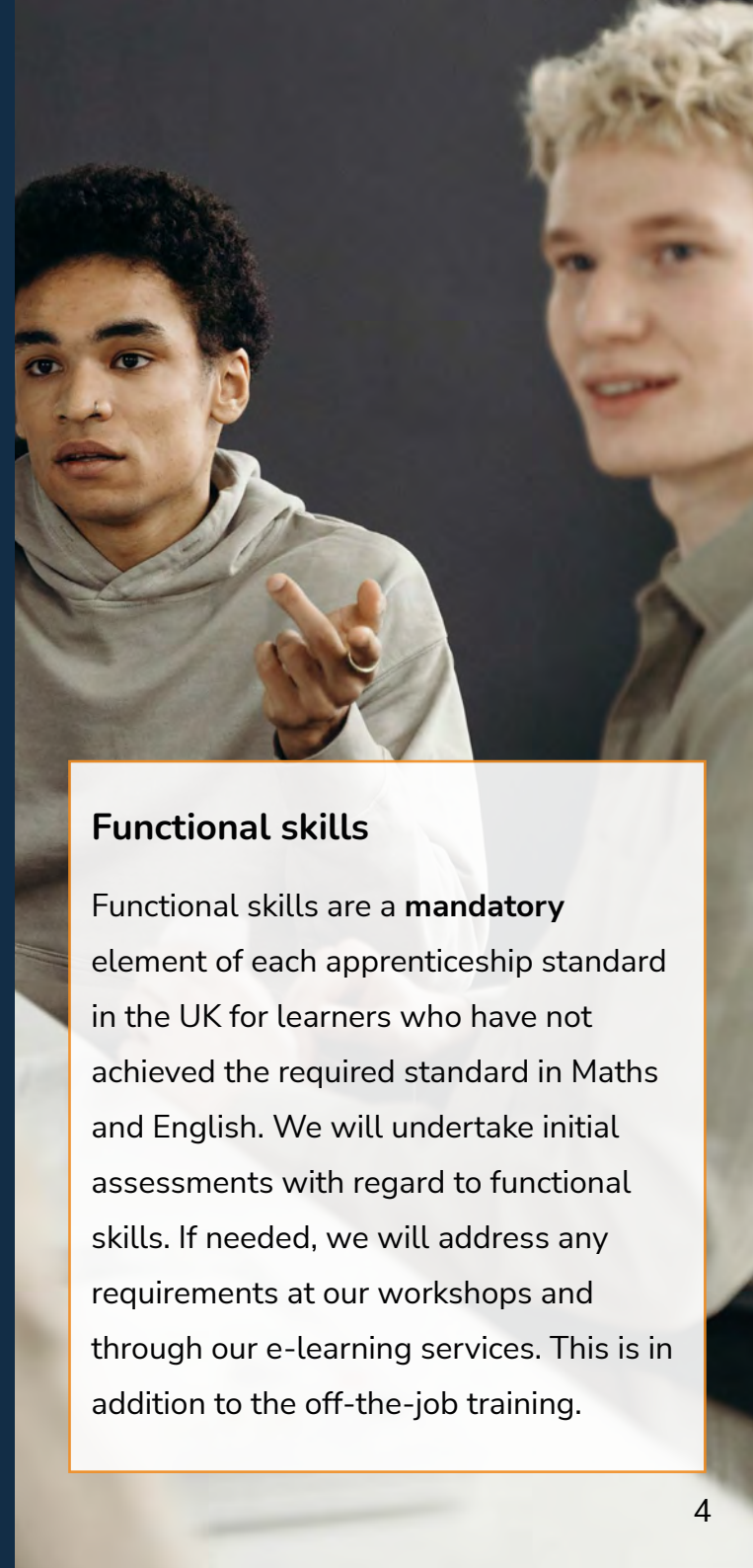
Functional skills in Maths and English – this applies only to those who don't hold recognised qualifications in these subjects at an agreed level. Creative Alliance will provide support to those that need to do functional skills and this is in addition to the off-the-job training.

This is our curriculum statement for employers, this is a bit like our brand values for the way we train learners and what we expect from employers. **Please make sure you read this.**

Employer Curriculum

Functional skills

Functional skills are a **mandatory** element of each apprenticeship standard in the UK for learners who have not achieved the required standard in Maths and English. We will undertake initial assessments with regard to functional skills. If needed, we will address any requirements at our workshops and through our e-learning services. This is in addition to the off-the-job training.





Eligibility and Requirements for Learners

Functional Skills

It is a requirement that all learners have a level 2 qualification in Maths and English. These have to be completed before any apprentice is allowed to pass their apprenticeship. Any apprentice is exempt if they have a previous Level 2 qualification in Maths and English. There is a strict list of what is accepted. But generally, it is GCSE's, O-Levels, Adult Numeracy and Functional Skills. International qualifications are generally not accepted. **A degree is not a way to be made exempt from this either.**

Creative Alliance does provide 1-2-1 support for anyone needing to pass functional skills for their apprenticeship. This will however impact their "off the job" time by three hours per subject. This is to allow time to study for the exams. Their full length of the apprenticeship might also be extended.

As a policy, Creative Alliance does not allow learners to go onto an apprenticeship, when they need both functional skills. We do however look at it on a case-by-case basis. The reason for this is often the culmination of working, doing an apprenticeship and the equivalent of two GCSE's is too much for an individual to complete and we believe this is setting them up to fail.

Cross Over

One of the requirements to be placed on an apprenticeship is ensuring that a learner does not have a relevant qualification or experience that is beyond the apprenticeship subject that is being undertaken. **For instance, if you have a Marketing Degree, you cannot do a Level 3 or Level 4 marketing-based apprenticeship.** There are often lots of borderline cases around this, and our Recruitment Team is trained to be able to investigate whether someone's experience or training would make them ineligible for the apprenticeship.

Visas and Access to Public Funds.

All apprentices need to have a visa to work in the UK, but they also need to have access to public funds. Someone who is not born in the UK and has moved here might not automatically have access to public funds, no matter how long they have resided here. Most people's Visa cards have a clear indication as to whether they have access to public funds or not. EU citizens with settled status often do have access to public funding but it is now not guaranteed.

Training for your apprentice

An apprenticeship is work based learning. Training for the apprenticeship is delivered by us, the training provider, but also the employer has a role to play in this too. It is a tripartate agreement. Creative Alliance have created a training model to deliver the apprenticeships that is tailored to the learner and their role.

The Apprenticeship Standard

Every apprenticeship is structured around a government approved standard. These standards outline Knowledge, Skills and Behaviours that are related to the job role that the apprentice is doing. This is why the apprenticeship standards are all named after the actual job role e.g. Digital Marketer, Content Creator etc. It is the Training Provider's role to make sure that the learner is competent and achieves all of the Knowledge, Skills and Behaviours of the standard that is required of them.

Our Blended Learning Method.

Our training is based on a blended learning method, which we feel is perfect for being able to tailor the training to the role of the learner.

The blended learning offers a mix of three types of training:

A programme of seminars (online and in person).

These are based around the Knowledge and Skills of the standard. They give the learner the theories and more academic learnings of what is need to perform the role. This is part of their off the job time.

121 training with a development coach.

Every learner has a 121 development coach whose job it is to get them to complete the apprenticeship. This role is based around mentoring, setting assignments, helping them develop personally. They will meet with the learner at least once every 6 weeks (generally more) to deliver 121 learning sessions and a review.

Independent research, assignments and projects set around their role.

The learner will be set, by their development coach, assignments and projects that they will complete as part of their off the job time. These assignments are tailored to the learners role and are set with the line manager to make sure they are relevant. This work is used to create a portfolio of evidence that is required for End Point Assessment.

Spiral Staircase

The Job

This is what your apprentice is learning to do for you. It will be a new role with a new set of responsibilities to learn so that your employee can do the job well by the end of the apprenticeship. Think of this as the steps of the staircase leading the apprentice up towards a new job.

The Training

This is the 'Off the Job' Training Creative Alliance provides. It will help your apprentice learn the new knowledge, skills and behaviours they'll need to demonstrate in order to pass their apprenticeship. Think of this as the handrail supporting their journey upwards towards a new job.

The Apprenticeship

This is the solid pole at the centre of the apprenticeship journey. It is a nationally defined Apprenticeship Standard of what an apprenticeship most show they can do to enter into work in that role. It's the pole around which all the teaching and learning is created.

It's a spiral staircase because an apprentice starts at the bottom, when things are new and a bit confusing, and they return back again and again to the key knowledge and skills on their journey upwards. This enables them to become increasingly competent, capable and confident so that they can pass their apprenticeship and start a new job with you.

We don't want our learners to just pass their apprenticeship, we want them to become a creative, digital or marketing professional starting or advancing your career with you their employer.



Off the Job and Supporting your Apprentice

Off the Job

You have to provide your apprentice with 7 hours Off the Job training a week. This HAS to be within the work hours of their contract. This time is given for them to complete the seminars, projects and assignments and additional training meetings with their development coach.

It does not include functional skills and review meetings with your development coach.

We recommend that you “ring fence” time in the apprentices weekly work schedule for the Off the Job time. We also recommend that you allow 4 hours a month for reviews and other meetings.

Group seminars

Which are attended on-line or in person at our learning centre in Birmingham.

1:2:1 training

With their Development Coach where they are being taught a new skill or new concept.

1:2:1 mentoring

When their Development Coach will be helping them work through some of the challenges and opportunities their new role is presenting them.

Added Value Workshops

These are monthly sessions on issues that will be important to all apprentices on topics such as, industry knowledge, employability and wellbeing.

Research Assignments

These are negotiated and agreed with you as the employer so they are both relevant to the job they're learning to do for you and will help them develop the knowledge, skills, behaviours and learning criteria required for the apprenticeship standard.

Portfolio Projects

All Creative Alliance apprenticeships require the apprentice to create and present a portfolio at End Point Assessment. These are always projects agreed with you as the employer and based on the work programme they are learning to do for you. This is real life learning.



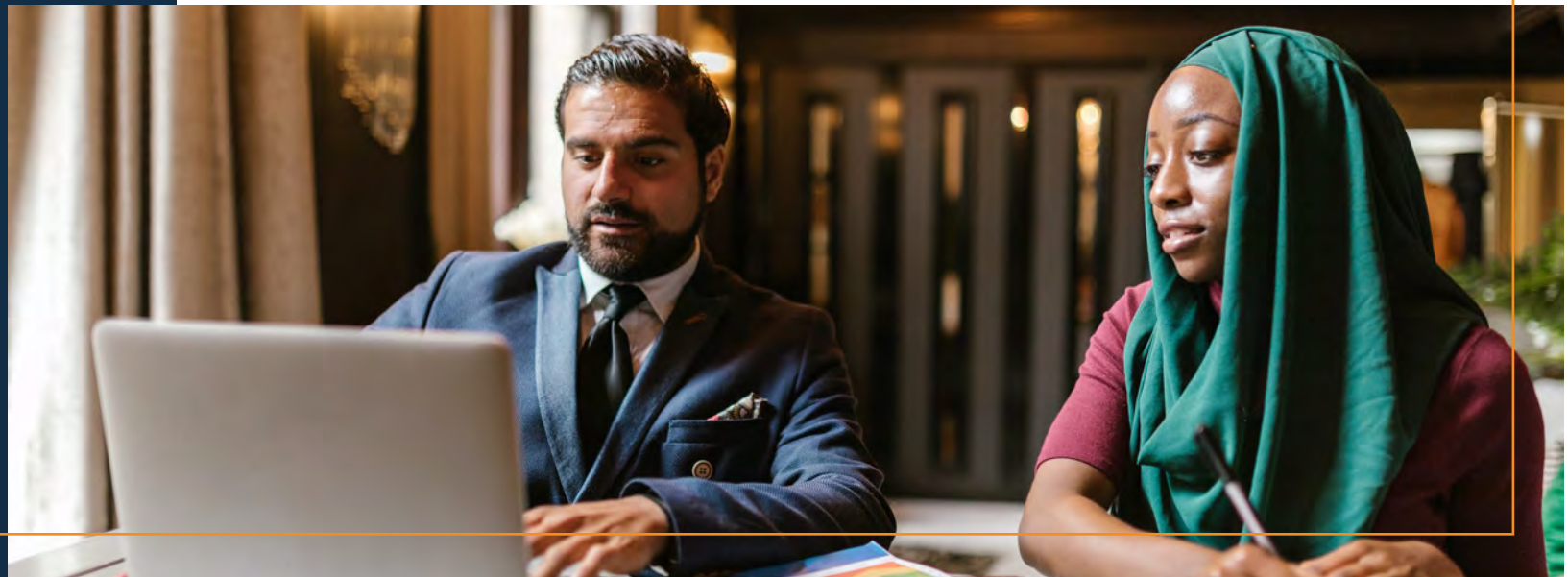
How will I fit my apprentice into the workplace?

The apprentices we work with are very diverse, both in their age range and educational background. An apprenticeship could be a person's first experience of work and you may need to apply a level of patience and understanding to aid the transition from education to the workplace. On the other hand your apprentice may have experience in a similar or different workplace.

From talking to our apprentices over the years, the most common challenges faced by inexperienced workers during this time are:

- Working longer hours
- Commuting to work and using public transport (especially during rush-hour times)
- Learning the format and etiquette of email and report writing
- Understanding appropriate business dress, attitudes and behaviours
- Not knowing who to ask when they have a problem, or not feeling comfortable asking (for fear of looking incompetent)
- Not knowing the protocol for handing in finished work and projects
- A lack of confidence around existing employees and management structures
- Being unsure of health and safety guidelines

It is part of our role to support your apprentice, you as the employer, to effectively address these challenges, if your apprentice is experiencing any of them.





Supporting your apprentice during the early days.

It is usually a good idea to assign starting tasks that will help them to build confidence and competence. Within three months, you can expect your apprentice to be ready to handle greater workloads and levels of responsibility.

- Take the time to set expectations and give advice as early as possible.
- Have clear guidelines from the very start and make them a crucial part of your apprentice's induction. Hold weekly meetings with your apprentice to give them the opportunity to ask any questions, and for you to provide advice and guidance when needed.
- Feel free to ask how you're doing at any point too! This is an opportunity for both parties to learn from one another.
- Consider assigning them to social media roles; as a young creative, they will likely be familiar with various social media platforms, and you may find that they bring an effective voice and personality to your social media presence.

If, at any point, you are unsure of how best to support your apprentice, the Creative Alliance team will be here to help.

The role of a mentor.

We are committed to helping you develop your apprentice into a productive, valuable and committed professional. This is best achieved when their training is complemented by additional mentoring, support and guidance in the workplace from yourself and from their fellow co-workers.

You'll find that a good mentor will be invaluable to your apprentice's development. A mentor does not necessarily need to be their line manager. In fact, it helps the apprentice to have another point of contact in the organisation who can help with technical questions, as well as any other advice they may need.

Mentoring provides a great development opportunity for staff in your business, and although it takes up some time for the mentor, it will give potential managers the chance to enhance their skill set and get hands-on experience supervising others. Dedicated mentoring and support in the workplace for your apprentices will also bring significant efficiency benefits by getting them up to speed much more quickly.



Do I need to provide a contract of employment?

You need to provide a contract of employment for your apprentice for at least the length of the apprenticeship. Within this will be an apprenticeship agreement: the apprenticeship agreement should include all your usual terms and conditions of employment but should also include a statement of the skill, trade or occupation for which the apprentice is being trained under the qualifying apprenticeship standard.

[Full details can be found here.](#)

We always advise to make the time to complete the contract as part of your induction with the apprentice.

Do I have to employ my apprentice at the end of the apprenticeship?

You do not have a legal responsibility to offer employment. However, many employers find that the investment of time and training has turned an apprentice into a skilled professional ready to take on higher-level responsibility and more advanced workplace tasks. Where appropriate, Creative Alliance will support and encourage employers and learners to consider progression routes into other relevant learning. Possible routes are:

- Progressing into full-time employment with your business, possibly with higher-level qualification such as moving from Level 3 to Level 4 or beyond.
- Finding other opportunities within the sector.
- Establishing themselves as being self-employed.
- Enrolling in a higher education course.



What do I need to consider when contracting an apprentice?

An apprentice must be treated in the same way as any employee and provided with a contract of employment that adheres to legal requirements. The contract should include the same benefits as other employees, such as paid holiday and sickness pay. An apprentice must be aged 16 or over and have completed their final GCSE year at school before starting an apprenticeship. There is no maximum age limit.

It is really important that you give your apprentice as many opportunities as possible to apply their training in real workplace scenarios. This will equip them with the experience they will need to succeed on the programme and give them skills and knowledge they need for future employment. You may be asked to complete a witness testimony confirming that you have seen your apprentice completing a specific task, which will be used as evidence of learning.

Health and safety

You will be asked to complete a workplace health and safety check, which Creative Alliance will go through with you. As part of this you will also need to provide evidence of public liability insurance. Where this is out of date you will be asked to renew this prior to the apprentice starting.

If your apprentice is under 18 years of age:



They must be given a 12-hour break between one shift ending and another starting and not exceed an 8-hour day or 40-hour week.



They must have a break of at least 30 minutes when their shift lasts more than four and a half hours.

What should I pay my apprentice?

By law you must pay at least the [National Minimum Apprenticeship Wage](#). This is for all apprentices aged 16-19 and those aged 19 and over who are in the first year of their apprenticeship. After this apprentices must be paid the appropriate minimum wage for their age.

Many employers choose to pay their apprentice more than the minimum wage from the start. Creative Alliance encourages this, because it is good for recruitment and retention. As an employer you may wish to consider performance-related pay increases.

Line Manager Duties

The apprentice's line manager is an integral part of the apprenticeship programme, they are not only there to support the apprentice in their job role but also act as a guardian of the structure of the programme. As part of the apprenticeship, there are elements that you have to do as line manager. There are also parts that we recommend that will result in you getting the best out of your apprentice.

What we recommend:

Have daily 'check ins' for the first three months and then weekly 'check ins'.

You are the support construct for the learner within work. When you get a new apprentice its good to do daily checks ins: Ensure they have clear work to complete and to ensure they understand the process.

Check in with their progress on their apprenticeship work

Take an active role to understand what apprenticeship assignments they have and try to relate it to the role. Why it is useful for them to know it. Potentially help them with it.

What you have to do.

- **You have to attend Reviews and the Onboarding (ILP) Meeting**

Every 6-8 weeks you will have to attend a meeting with your learner and your Creative Alliance Development Coach, this is to go through your apprentice's progress, but also to get involved with the setting of assignments. Additionally, if the Development Coach can have guidance of what the learner is doing, then we can tailor their apprenticeship assignments to the job role. There will also be an opportunity in this meeting for the Development Coach to speak with you about any concerns you may have.

- **You have to ensure your apprentice gets their 6 hours of "Off the Job" time.**

The "Off the Job" is a legal element of the apprenticeship. Every learner doing 30+ hours needs to have at least 7 hours where they can attend seminars, complete apprenticeship assignments. This has to be protected or "ring-fenced" by the manager, it is your responsibility to ensure it happens. Please speak with your Development coach regarding the seminar schedules and then flexibility in the programme regarding "off the job"

All of the above will ensure you have an employee who is effective, understands your companies processes and is loyal.

Apprenticeship Standards

Understanding the course and journey that your apprentice is undertaking will be key to making sure you support your apprentice to becoming an asset to your team.

Apprentice standards are built around a role that the apprentice is learning to do. For instance Digital Marketer is the standard built around digital marketing.

[All standards are found here](#)

Apprenticeship standards generally have knowledge, skills and behaviours (KSB's) that have been considered relevant for that role. The apprenticeships goal is to ensure that the learner has the right training and experience so that they become competent in these KSB's.

Not all apprenticeships are the same but below are a few elements that will be part of the course.

Portfolio

Most apprenticeships need a portfolio of projects and assignments that will give evidence of all the KSB's of an apprenticeship. The development coach will guide the learner and yourself to ensure the successful development of a competent portfolio.

Gateway

Gateway is the decision-making process that takes place to decide if an apprentice is ready for the (EPA) End-Point Assessment. An apprentice will only be considered ready for EPA when they have completed all elements of their training programme including Functional Skills, therefore Gateway can only be applied for after 365 days of being on programme.

EPA

End Point Assessment is the final "exam" for the apprenticeship and they will generally include three types of assessment. Each assessment is different but they can follow a similar pattern.

The general structure:

- Portfolio submission
- Set test or project
- Interview of professional discussion with an assessor.

The EPA does not have set dates. Towards the end of the apprenticeship, the development coach will work to get the apprentice ready and together with the learner and employer you will set the dates that work for you. You will have to give time for the apprentice to get ready for EPA but there is flexibility for when this is.

Digital Account

Every Employer will have a digital account.

[This can be accessed here.](#)

This digital account is where you can manage the following:



Your training providers.



Your Apprenticeship funding.



Claims for any additional funding.



You will be able to control the permissions of the access for training providers, allowing them to add apprentices you hire and recruit for you. You will also be able to see the start and finish dates of your apprentice and the apprentices you have in your company and with what provider.

This is also where you will be able to claim any additional funding. This funding will only be claimable by the employer. Creative Alliance is not responsible for managing the account or responsible for claiming for funding through this account. We have no access.

What is Safeguarding?

Safeguarding regulations have been around for a while, across a wide range of legislation, but were brought together by the Safeguarding Vulnerable Groups Act 2006.

This legislation provides definitions of children (anyone under 18) and vulnerable adults and sets out the legislative framework of measures to protect them from harm.

- Promotion of your health and development
- Ensuring your safety and care
- Ensuring you are offered the best life chances
- Protection from abuse and neglect
- Prevention of bullying and harassment

The term 'safeguarding' embraces both child and vulnerable adult protection and preventative approaches to keep our students, staff and employers safe. Safeguarding encompasses students' health and safety, welfare and well-being and protection from harassment and bullying.

Creative Alliance is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and employers to share this commitment. We have developed a Safeguarding Policy and Procedure that aims to meet this commitment.



Why is safeguarding necessary for employed learners?

Providers of government funded training have a duty to safeguard their learners and to take such steps that try to ensure the safety and well being of its learners at all times. As part of that duty, we will talk to you about what you can do to ensure that learners are not exposed to threats or dangers.

What are the responsibilities of an Employer?

- To understand what is meant by safeguarding and promote the welfare of learners.
- Be aware of your statutory duties towards the welfare of children and vulnerable adults.
- Be familiar with our guidance, in particular, the reporting arrangements.
- It is the responsibility of the employer to ensure employees working alongside learners are free from convictions in relevant offences listed with the Disclosure and Barring Service. Employees must not be undertaking regulated activity with children and vulnerable adults, and must be of sound character and judgement, and who will not pose as any threat or danger to learners.



What do I do if my apprentice discloses information to me?

- Re-assure the learner that they have done the right thing
- Record what the learner said, using their words where possible, sign and date the record
- Inform our Designated Person or deputy as soon as possible and pass on the written record
- Maintain confidentiality and do not discuss with others
- Listen without making judgements
- Stay calm
- Try not to ask questions, but if you must, make sure they are open-ended questions to clarify understanding and not to probe or investigate
- Don't give an opinion or offer advice
- Don't promise confidentiality - explain you may need to talk to a designated safeguarding officer
- Employees working closely with children or vulnerable learners should be alert to the possibilities of harm and they should inform only—and not investigate or offer advice

If any member of staff has a safeguarding issue brought to their attention, they must treat it as a matter of urgency and document and email / phone one of our Designated Safeguarding Team within 24 hours of the disclosure. Unless the child is in immediate harm, where the relevant authorities will be contacted immediately. In this situation ensure that the child is accompanied and kept safe until the relevant authorities arrive.

Designated Safeguarding Officers

Helen Dixon:

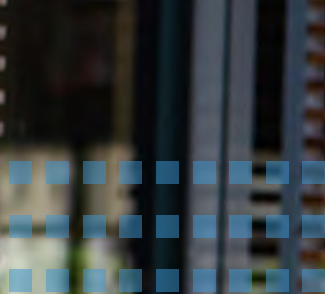
Helen@creativealliance.org.uk
07429607315

George Morris:

george@creativealliance.org.uk

[16 17 NSPCC's guidance on safeguarding and identifying the signs of a child at risk.](#)





Mental Health Support for your Apprentice.

Understanding the support needed for your staff regarding mental health is essential for a modern workplace. As an employer you need to have policies and procedures in place that make sure that your staff understand and have the tools to deal with mental health issues.

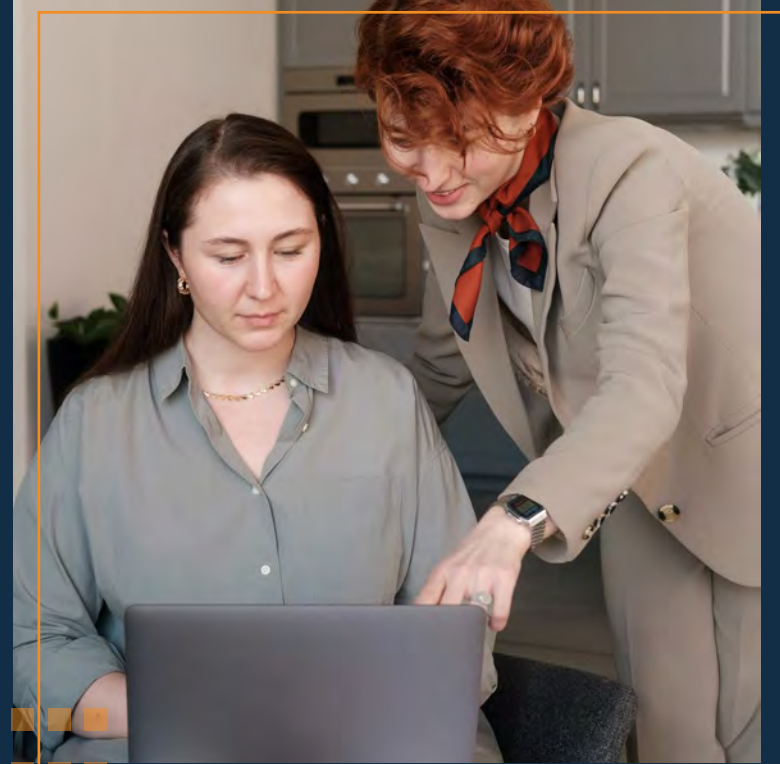
Creative Alliance have put in pillars of support to ensure that learners will be able to get the help they need to make sure they can do their job, achieve their learning and keep healthy throughout their apprenticeship.

Support you can give:

- Have a clear policy around mental health and being able to take time off due to its occurrence.
- Have support from a HR company that will assist you in making sure you support your staff in an effective way.
- Have an open and understanding work culture, that ensures everyone have someone they can talk to.
- Information, training and support days that focus on mental health.

Support that Creative Alliance has:

- We work with an organisation called Support Connect. If your apprentice has significant additional learning needs, they will provide diagnosis, support and information.
- Development coaches provide an additional 121 support and have worked in the industry and understand the pressures and strain that can come with working. Development coaches are not trained professionals in mental health and can only offer pastoral support.
- Safeguarding leads – we have two safeguarding leads in Creative Alliance who can deal with any serious safeguarding issues.



Government support for Mental Health

[The Access to Work Mental Health Support Service](#) is a Department for Work and Pensions funded programme and is delivered by Able Futures, a specialist partnership in Great Britain set up to help people with mental health difficulties have more good days. Access to Work Mental Health Support Service provides employers with education support and resources to help them demonstrate their commitment to supporting people with mental health conditions in the workplace.

There is no charge to use this service.

What support can I get?

- Advice on supporting a worker with a mental health condition
- Education and a toolkit for you, your colleagues and your leadership team
- Internal promotion of an easy-to-use service for your employees

The Access to Work Mental Health Support Service helps you support your employees with a confidential service designed around their needs and daily routine. It also offers you advice, practical support and internal promotion materials you can use to raise awareness of the service within your business.

In addition, every business that registers for the service receives an employer toolkit, a free training resource full of helpful dos and don'ts, and invitations to Disability Confident events where you can gain first-hand experience of the latest guidance for supporting people with their mental health, as well as the latest research.



Who will support me?

When you sign-up to provide the Access to Work Mental Health Support Service you receive a comprehensive range of support. In addition to the employer toolkit, event invitations and internal promotion, you have access to qualified professionals to help you help your employees. They will have experience of working with people with mental health conditions. Knowledge that you can access at any time.

British Values

As part of the Prevent strategy, Creative Alliance will be promoting Fundamental British Values to reflect life in modern Britain.

These values are Democracy, Rule of Law, Respect and Tolerance, Individual Liberty.

Fundamental British Values underpin what it is to be a citizen in a modern and diverse Great Britain valuing our community and celebrating diversity of the UK.

Fundamental British Values are not exclusive to being British and are shared by other democratic countries as a way of creating an orderly society, where individual members can feel safe, valued and can contribute for the good of themselves and others.

These will mirror the principles and values of Creative Alliance and all the work areas that we support.

Prevent

Prevent aims to safeguard vulnerable individuals (both adults and children) who may be at risk of potentially becoming involved in terrorist activities. It also aims to support institutions, such as schools, colleges and universities where this may happen. All staff have a responsibility to report any instances where they think they have identified a Safeguarding / Prevent issue to their Safeguarding Officer.

Responsibilities

All Creative Alliance staff have a legal responsibility under the Prevent Duty to make sure that:

- They have undertaken training in the Prevent Duty.
- They are aware of when it is appropriate to refer concerns about learners to the Prevent officer, who is also the Designated Safeguarding Officer.
- They exemplify British values of “democracy, the rule of law, individual liberty and mutual respect and tolerance for those with different faiths and beliefs” into their practice.

How will we support with safeguarding and prevent?

We work with parents, apprentices, employers and our own staff to support the Government's Prevent agenda and ensure safeguarding is in place for all our learners.

We will support employers to provide a safe working environment by:

- Educating apprentices on these policies during their two-day training with us
- Actively informing employers of safeguarding and prevent
- Working in partnership with employers to support children in an apprenticeship
- Working with employers to identify health and safety, equality and diversity, and safeguarding and radicalisation risks in the workplace

Development Coaches are fully trained in safeguarding and can be a useful first point of contact for discussing queries. Never hesitate to get in touch.

[Our full Policy and Procedures on Safeguarding and Prevent can be accessed here.](#)



Onboarding your apprentice

'Day 1' of the apprenticeship

This is a full day's training for the apprenticeship – the learner needs to attend and, this is the start of the apprenticeship. Creative Alliance will be in touch to arrange all the significant meetings in the first 6 weeks.

OneFile and Individual Learning Plan

Creative Alliance will be in touch with your OneFile login details. This is the online system used to evidence your apprentice's progress. As a Line Manager you will need to participate in reviews and the Individual learning Plan.

Please note: The Individual Learning Plan takes place in week 2 of the apprenticeship.

Once you have confirmed a candidate and their start date, you will be placed on the onboarding process. This is delivered by our office team and takes at least one week.

Digital Account

You will be contacted by our office team to activate your digital account; this gives you and us access to the funding. You will need your government gateway and PAYE details for this meeting.

We do have a written guide if you want to start setting this up in your own time.

[Download it here.](#)

Key Documents

You will be sent three key documents via cloud sign.

The three Key documents to sign are:

- **Commitment statement**
(This is an agreement between the employer and the apprentice)
- **Apprenticeship contract**
(Between Creative Alliance and the employer, covering all apprenticeship details)
- **Commitment Statement**
(Agreement between all parties)

Skills Scan and Introduction to your apprentice's Development Coach

Each apprentice has their own personal development coach and the learner will need to take a Skills Scan.

The Skills Scan doesn't necessarily involve the employer but is important for us to get a good understanding of where the learners ability is at.

From this we can build a tailored training plan for them.

Apprenticeship Journey

Pre Day 1 Training (Apprenticeship Start Date)

- Apprentice employment confirmed with **Employer and CA**
- Confirmation of dates and meetings for KSB, ILP and 1st Review
- KSB Scan (3rd week of the month) this includes a professional discussion : **Learner and Development Coach**
- Enrolment paperwork, BKSB, VAK, Safeguarding, Initial Assessment: **Employer and CA**
- **Learner** completes Diagnostic assessments for Maths and English
- **CA Admin** team complete all paperwork with the **Employer and Learner**

Month 2 to Month 8

- **Week 11**
Day 3 training
Potential Seminar start dates
- **Week 12 onwards**
Review every 6-10 weeks (The Line Manager must be present)
OneFile project assignments
Gateway preparation



First Six Weeks

- **Week 1**
Day 1 training
7 hours Off-the-Job
- **Week 2**
ILP Meeting with Employer and Apprentice
First Assignment sent to apprentice on OneFile
- **Week 6**
Day 2 training
Review with Development Coach, employer and apprentice
Seminars will be within the first 3 months of the apprentice's Day 1 Training.

Gateway Preparation

- **Month 10**
Learner EPA preparation sessions
- **Month 12/13**
Gateway Preparation
EPA Preparation

Apprentice Start Overview and Process

Creative Alliance operate a monthly enrolment process which is designed to provide a clear structure for your apprentice and organisation.

- Business Development will support you with recruitment and onboarding
- Administration will support during enrolment and Day 1
- Development Coach's will support during the skill scan and reviews

- **Day 2 Training dates:** 5 weeks after day 1
- **Day 3 Training dates:** 10 weeks after day 1

Example Calendar Month : March 2022

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4
7	8	9	10	11 We will start to process your apprentice details for enrolment
14	15 Your Apprentice's enrolment day.	16	17	18
21	22	23	24	25 *During this week, your apprentice's Development Coach will be in touch with them for an introduction and to complete their skill scan. (Please allow 2 hours)
28	29 *Your apprentice will attend their Day 1 Training.	30	31	

*Day 1 will be the apprenticeship start date

*Line Manager must attend ILP and first review meeting. Your apprentice will complete an initial assesment in week 3. (Please allow 2 hours)

Escalation Policy

The escalation policy is the procedure that a development coach will implement if a learner is significantly behind and is making no progress across a 7 week interval.

Learner cancellation process

Learner does not turn up/cancels pre-arranged visit

1. DC attempts to re-arrange visit ensuring that the learner is seen.
2. Cancelled visit to be logged in notes on OneFile.
3. DC to email Learner and Manager and cc in Quality Manager.

The learner consistently fails to produce any work set or make any attempt to generate the evidence required.

4. DC calls learners' manager to request support and inform them that a letter/email will be sent to formally notify learner and their manager. A meeting is to be arranged with learner, manager/employer & DC to agree a SMART Action Plan to ensure improvement/progress is made.
5. If learner shows no sign of re-engaging to their apprenticeship, they should be made a Leaver following discussion with QM & OM. Leaver Form to be submitted to Admin.
6. Cancelled visits and lack of engagement to be discussed during DC's next Caseload Review with Quality Manager.

This can result in a termination of an apprenticeship, or the learner falling behind and having to take additional time out of work to continue with the apprenticeship.



The Creative Alliance Team

Noel Dunne (Company Director) noel@creativealliance.org.uk



Admin Team

John Parker (Associate Director) john@creativealliance.org.uk

Ellie Dearn (Company Administrator) ellie@creativealliance.org.uk

Louise Buckle (Company Administrator) louise.buckle@creativealliance.org.uk

Shaina Fisher (Administrative Assistant) shaina.fisher@creativealliance.org.uk

Hasan Khan (Business Administrator) hasan@creativealliance.org.uk



Business Development & Recruitment Team

The following will be in contact with you to speak about our courses, the apprenticeship process, any issues or additional Services and the recruitment of your apprentice:

James Ellis (Business Development Manager)

Tania Hemming (Apprenticeship Recruitment Manager)

Thomas Croft (Business Development & Recruitment Coordinator)



Marketing Team

Gustavo Tovar (Evaluation & Data Coordinator)

Sarah Palmer (Graphic Designer & Digital Marketer)

Jordan Kirby (Video Producer & Digital Marketer)



Development Coaches

Development Coaches may get in touch with you regarding your apprentice. They will ask for you to attend and sign reviews or they may just check up to see how you and the apprentice are getting on.

Andrew Logie (Production Lead)

Craig Cordice (Development Coach)

David Bamber (Marketing Lead)

Emma Rayne (Development Coach)

Fathia Warren (Functional Skills)

George Morris (Development Coach)

James Griffin (Content Creator Lead)

Jim O'Raw (Development Coach)

Leila Mars (Development Coach)

Louise Birchall (Development Coach)

Lyn Calver (Development Coach)

Simon Roberts (Development Coach)

Tomas Veasey (Development Coach)

Victoria Morris (Theatre and Venue Lead)



Quality Assurance

Helen Dixon (Quality Assurance & Safeguarding Lead)
helen@creativealliance.org.uk

George Morris (Safeguarding)
george@creativealliance.org.uk

Next Steps

Apprenticeship Standards

- Multi-Channel Marketer (Lvl 3)
- Marketing Executive (Lvl 4)
- Advertising & Media Executive (Lvl 3)
- Content Creator (Lvl 3)
- Production Technician (Lvl 3)
- Events Assistant (Lvl 3)
- Production Assistant (Lvl 3)
- Cultural Learning & Participation Officer (Lvl 3)
- Data Technician (Lvl 3)
- Business Administrator (Lvl 3)

How to hire another apprentice.

If you are looking for another apprentice then it's a much easier process than when you recruited your first apprentice.

To Prepare:

Recruitment agreement is complete, though if this is out of date, unfortunately we will have to do it again.

Digital Account (DAS) is already connected, so that's complete, but it might be worth to log in as you will have to access it again.

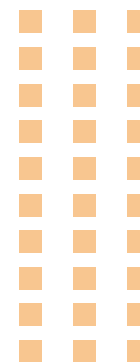
Then prepare a job description if you can, and remember to add in wage and hours of work.

You are ready:

Contact your recruitment manager who helped you out the first time, this will be the quickest way as they will sort everything out for you. They understand your company and can get you live the quickest.

If this does not work, email info@creativealliance.org.uk

It is as easy as that.



FAQs

What do I do in the first week for an apprentice?

This is a crucial time, initially you need to treat them like any other employee. So health and safety training, contracts, introduction to the team, any initial training. After that you will need to have a set schedule and make sure you have regular touch points. A few activities you could have the learner do:

- Example briefs – little bits of work, maybe even old briefs. For a digital marketer it could be writing some social posts for a previous event etc.
- Training on software. Your apprentice may have some experience with software but it would be good to place the learner on some training on the software you use.
- Shadowing of a senior member of staff.
- Training on some of the more basic parts of their responsibilities.

What extra funding is available if I hire an apprentice?

Apprenticeship training for non-levy payers is covered by the ESFA for 95% of the cost and the 5% needs to be paid by the employer. Beyond that there can be funding available for employers from time to time. There are occasionally national funding campaigns that incentivise employers with funding and also local funding pots to access. Its worth talking with your local authority to see if there is anything available. Most of these schemes are done through your digital account and you as the employer are responsible for claiming this funding.

Should an apprentice have a mentor and a line manager?

This is subjective to your organisation. However, often having a line manager to deal with the more official elements of the work programme and then a mentor that will be a more day to day support to help the learner has been shown to work effectively.

Can I hire more than one apprentice?

You can hire more than one apprentice at a time. Just remember that apprentices are learners who will grow with your company. They WILL NOT hit the ground running and solve immediate problems. There is an advantage to having two or more apprentices working alongside one another to provide support and peer mentoring learning. You will have to give time for the apprentices to get ready for EPA but there is flexibility for when this is.