

Improve skills and performance. Attract and retain the best talent

Apprenticeship Conference

3 April 2023



— The journey so far and
where do we go to from
here.....

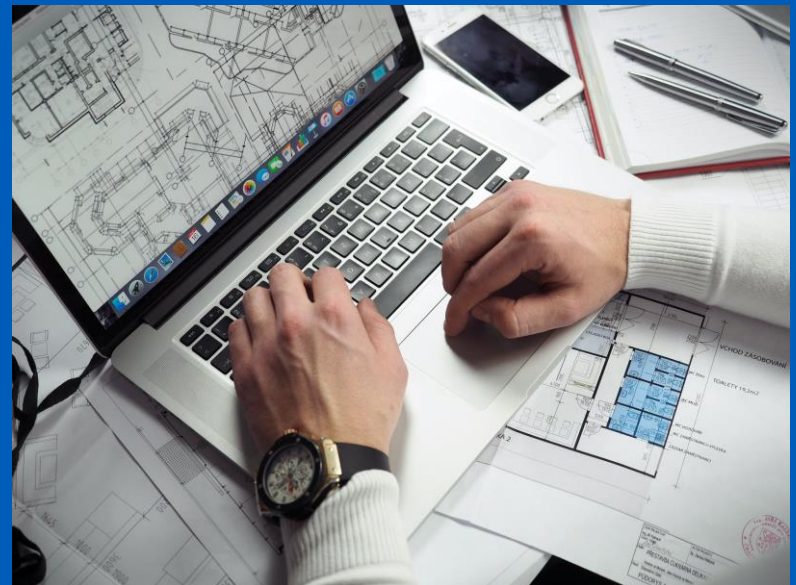
Aidan Friend and David Burns



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A reminder...

- Higher apprenticeships 2015
- Coventry University strategy 2016/17
- Levy April 2017
- Initial register of providers 2017
- Re-registration 2021
- New sister company 2022
- 3000 students 2022



Scale and reach

Sector Totals – September 2022	
Business Services	959
Construction	157
Digital	9
Education	475
Engineering	459
Environmental	49
Healthcare	1259
Police	18
Grand Total	3385



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We are good because.....

- Programme diversity
- Geographical reach
- Employer relationships
- Quality rated
- Size and scale



Its not easy....

Challenge:

Regulation – **Ofsted inspection**

ESFA monitoring of new organisation (audit and sub-contracting)

IFATE

We have to sell to businesses

We have to write tenders

We need to be much better at B2B marketing support

There is more and more interest...

We can improved employer satisfaction and upsell

We can develop new programmes – new routeways / geographies

We will have access to full pathways (L2/3 partner or direct)

We can be more flexible in delivery

There is a policy push -over 50's, LLE, returnships

We can develop more partnerships in sales and/or delivery



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March 2019



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- Nursing apprentices benefit from a well-planned curriculum.....
- They coordinate on- and off-the-job training effectively.....
- Teachers use their considerable subject knowledge and expertise to...
- Personal tutors work closely with apprentices and their workplace mentors and practice facilitators to assess progress.....
- Most apprentices are prepared thoroughly for end-point assessments...

- On- and off-the-job training for a few apprentices is not coordinated well enough.
- In a very few lessons, teachers do not make good enough use of the information they have regarding apprentices' starting points.



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2019/20





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Don't Look up!





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April 2021

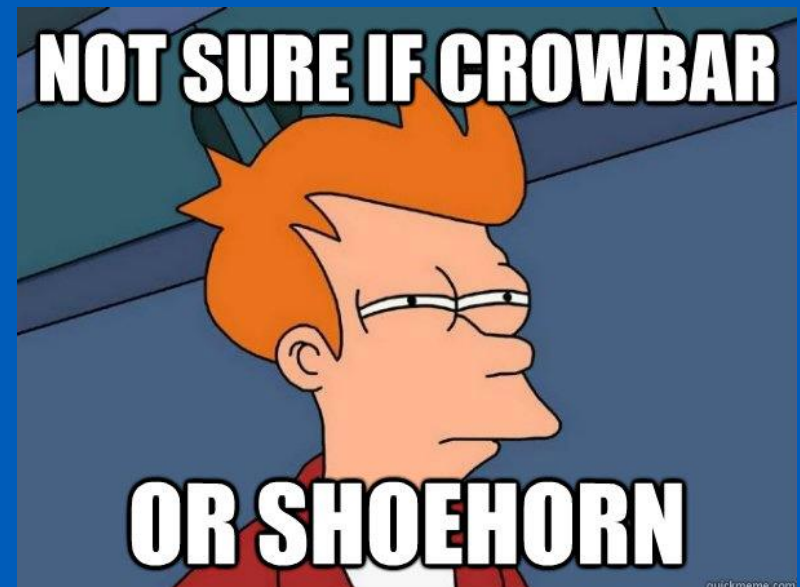




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Common Challenges for HEIs

- It's an Apprenticeship, not 'just' a degree programme
- Governance
- Management information
- Apprentice start points not used well to inform delivery
- British values and the risks of radicalisation are not featured in programme delivery
- Self-assessment



What about our level 6 & 7 Provision?

- Moving at high speed
- 'Fitting' apprentices into existing courses
- Covid Pandemic
- Organisational understanding of what makes a quality apprenticeship low
- Note really consistently meeting Principles and Requirements

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Battle Plans

- Stage 1: Initial campaign

1. Engagement and communication
2. Governance
3. Integration projects (CDAR/CQEM)
4. Mitigating risk
5. Training and Development

- Stage 2: OPG work

- Operational handbook
- Open Elms
- Expansion of Apprenticeship team
- Safeguarding
- Apprenticeship Survey
- Staff conferences
- Quality assurance
- British Values
- Talent Team
- Mock Ofsted
-



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What about the future?



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Short Term

- Consolidate and embed all the new practice- IMPACT!
- Attendance
- Getting a view of Progress
- Integration of on- and off-the job training
- Management Information
- Working smarter with employer partners

INSPECTION!



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Medium to Long Term

Heading towards ~~outstanding~~

- Moving from being able to 'answer' Ofsted to letting our excellence speak for itself
- Getting a clear vision of what excellence looks like
- Road map
- Bespoke Degrees



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Challenges?

- Keeping the momentum going
- Maintain quality with dual running
- Managing complexity
- Letting go of the past narrative

**Finding our
Confidence!**