



APPRENTICESHIP WORKFORCE DEVELOPMENT: FINAL CASE STUDY

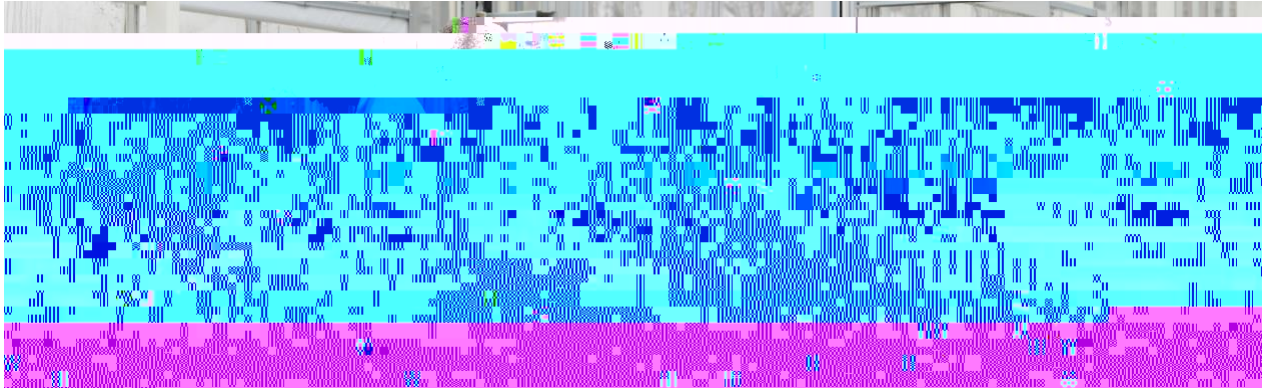
Rate My Apprenticeship – Collaborative Project

West of England IoT (Weston College)

OCTOBER 2023

CREATED BY





Rate My Apprenticeship

Project Overview

This project led by an established partnership already working together under the West of England Institute of Technology. It was led by Weston College (IoT lead) and included Bath College, Gloucestershire College, The University West of England, and Yeovil College. The project was developed to help Training Providers understand the Employer and Apprentice Surveys, the resulting TripAdvisor style ratings and what actions Training Providers could take to identify improvements to the quality of their apprenticeship provision by:

- Researching and understanding the surveys.
- Understanding how they were administered and when and who was completing the surveys.
- Understanding the scoring applied

This information would allow the Training Provider to make informed decisions on strategies to bring about improvements and ensure the Apprenticeship Accountability Framework measures did not fall into 'Needs Improvement' or 'At Risk'.

Project Aims

1. To understand the apprenticeship employer and learner surveys, how they are administered and how these surveys impact Training Providers
2. To conduct research on our provision and with our employers and apprentices to compare with the external survey results.
3. To improve staff knowledge of the surveys
4. To increase scores in one or both surveys for each partner organisation
5. To share best practice between project partners on the strengths and AFIs identified from the survey answers.
6. To identify, implement and review quality improvement actions to improve feedback ratings.
7. To undertake employer, apprentice research, and provide feedback to DfE/ESFA on survey administration and process.
8. To share the findings with other organisations through the IoT Network and regional Training Provider Networks.

along with key documents, such as monthly project reports, plans, budgetary information, news stories, policy documents, key websites and, importantly, meeting minutes and actions. The SharePoint site supported the communication between partners and ensured information was current.

The partnership included a HEI with a different perspective on apprenticeship delivery, using different systems and processes compared to colleges. This allowed for different perspectives to be shared and considered. The group will continue working together to benefit our stakeholder and apprenticeship programmes.

A Freedom of Information request to ESFA

complete these in the future. As more staff are now informed of how often and when they can be completed, the action to balance the responses from employers and apprentices is easier to achieve, which should result in improved response rates and scores.

Project Outputs

1. Survey Strategy document and example quality improvement actions covering TLA and survey processes that apprenticeship providers can employ to improve ratings received by employers and apprentices.

3. Work in collaboration with other providers across a subset of different types of providers. Training Provider Networks are good facilitators of bringing these different types of providers together. Each type of provider will have different ways of working that could support improvements for all.
4. Share best practice to support other providers and pair up those with strengths to those with weaknesses. Forming a group will allow providers to engage with at least two different partners, providing different information, evidence, and perspectives.
5. Consider how you communicate with employers, especially the person who is the apprenticeship digital account holder. The employer survey will go to this person. If it is a large organisation, then the survey will go to the person who is the most effective of the delivery unless the apprentices manager and you are the person submitting the survey responses.
6. Update provider sr

Appendix 1 – Survey Results

'My Apprenticeship' Apprentice Survey Results at the start of the project compared to the end of the project, RAG rated to show a statistically significant increase, static or decrease in positive responses:

	April Scores % 10 responses		August Scores % 33 Responses		April Scores % 27 responses		August Scores % 44 responses		April Scores % 99 responses		August Scores % 150 responses		April Scores % 52 responses		August Scores % 91 responses		April Scores % 25 responses		August Scores % 40 responses	
Communicating clearly with you	30	76	46	49	63	57	48	54	86	85										
Ensuring you understand the requirements of your end point	40	77	46	46	70	65	65	71	86	85										
Organising well structured training	30	74	57	62	73	66	57	67	89	91										
Providing accessible training resources	40	81	71	74	92	88	77	80	75	82										
Balancing online learning with classroom based training to suit your Q H H G V	40	71	46	54	76	66	67	72	86	91										
Taking into account your previous learning	30	71	43	49	72	69	68	76	75	79										
Giving you relevant training that helps you perform your job better	60	84	57	64	81	78	62	71	75	79										
Providing OtJ training that takes up at least 20% of your total	40	84	74	69	90	89	80	85	89	88										
Helping you learn new skills and develop existing ones	40	77	71	69	89	83	77	85	79	82										
Supporting you and your apprenticeship	30	77	66	69	78	75	68	75	89	88										
Reviewing any issues you have	30	71	66	67	69	69	65	69	89	94										
Preparing you for success in your future career	30	74	46	51	86	78	71	76	86	85										
Aggregated Scores	36.7	76.4	57.4	60.3	78.3	73.6	67.1	73.4	83.7	85.8										

Nb. Partner 3 decided to focus on employer survey results and implement quality improvement actions relevant to that survey, but the employer survey comparison table has not been published due to the ESFA not updating the scoring on Find an Apprenticeship Training Provider during the period of the project.

Appendix 2 – ESFA Scoring Methodology

Information provided from the ESFA under a Freedom of Information request on how scores are worked out. Scores from the survey alone are not used in the publishing of the star rating on Find a Training Provider website:

Both the Employer and Apprentice rating is displayed in Find Apprenticeship Training. The weighting of the employer responses in relation to how this is displayed is below.

1. Calculate the total quality points (employer average + pass rate percentile position)
2. Is distance relevant?
 - a. Yes
 - Location is entered and no training options filters ticked.
 - Location is entered and day release filter ticked.
 - Location is entered and block release filter ticked.
 - Location is entered and day and block release filters ticked.

If distance IS relevant: first, calculate which of their distances to use:

- If they ONLY offer at workplace use zero miles
- If no training options filters ticked OR if day and block release filters are ticked, use their nearest day or block distance.
- If day release filter ticked use their day release distance
- If block release filter ticked use their block release distance

Then Order using the distance ranges logic (Image 2)

- b. No
 - No location entered.
 - Location entered and ONLY at workplace filter ticked.

If distance is NOT relevant - **Order on total quality points logic (Image 1)**

Image 1: Total quality points logic

				If same	If same	If same	If same
Order on quality points	Pass rate	Cohort size (high to low)	Number of employer reviews (high to low)	Then order on A-Z name	1. Take all providers		

Image 2: Distance ranges logic

					if same	If same	If same	If same	if same
1. Take all provider results between 0 - 5 miles away and									
	Order on quality points	Then order on distance	Pass rate	Cohort size					
2. Show with 60 points									
3. Then take all provider results 5 - 10 miles away									
Order on A-Z name	Order on quality points	Then order on distance	Pass rate	Cohort size (high to low)	Number of employer reviews (high to low)				Then order on A-Z name
4. Then take all provider results 10 - 15 miles away									
Order on name	Order on quality points	Then order on distance	Pass rate	Cohort size (high to low)	Number of employer reviews (high to low)				Then order on A-Z name
5. Then take all provider results 15+ miles away									
Order on name	Order on quality points	Then order on distance	Pass rate	Cohort size (high to low)	Number of employer reviews (high to low)				Then order on A-Z name

We use a 'quality score' to order training providers within the search results. The quality score is calculated using the training provider's average employer rating and their pass rate. There are 5 different average employer rating scores; not yet reviewed = 6 points, very poor = -3 points, poor = -1.5 points, good = 7 points, excellent = 8 points. We work out the training provider's pass rate percentile by comparing them to other providers within the search results. The percentile point scores are:

No pass rate data = 1 point

20th percentile = -1 points

30th percentile = -1 points

40th percentile = 0 points

50th percentile = 1 point

60th percentile = 2 points

70th percentile = 3 points

80th percentile = 4 points

We add the points from the average employer rating and pass rate percentile to work out the total quality score.

