

Procedure Number: 02-C-028	Employer Engagement	
	Date of Last Revision:	29 August 2019
	Date of Last Review:	
	Date of Next Review:	29 August 2020

1.0 CEATA Employer Engagement Policy Statement

CEATA (the training division of Canal Engineering Ltd) provides specialist engineering training and apprenticeships within the East Midlands. CEATA provides comprehensive and high quality support to employers and their employees in developing the engineering skills base and combatting skills shortage. CEATA offers employers an honest and professional service at all times taking account of individual training needs.

2.0 Purpose

The purpose of this policy is to communicate how we will engage with employers to help their understanding of how apprenticeships and other engineering training can help their business develop through the development of their staff. How we support the recruitment, retention and development of staff through clear communication, impartial advice and honesty.

3.0 Scope and Responsibilities

This Policy applies to all staff within CEATA and Canal Engineering involved in the marketing, design, development, delivery and administration of all our engineering training offer including apprenticeships, skills and commercial training.

CEATA is responsible for ensuring that employers understand our engineering training offer, are fully engaged in the development of appropriate qualifications to support their business and in the learning and development of their staff.

The CEATA General Manager is overall responsible for implementation of the policy, ensuring it is communicated to, understood and operated by all CEATA and Canal Engineering staff and that it is reviewed annually.

The marketing officer within Canal Engineering will provide support in marketing the company to employers and maintaining the CEATA website.

Tutors and assessors are responsible for involving employers and workplace mentors in progress reviews and maintaining good working relationships.

Administration and support staff are responsible for providing easy access communication through telephone website and social media and sharing quickly and accurately any communication from employers

4.0 Employer Engagement Process

- Targeted marketing of our services to potential engineering business customers, using existing networks, partnerships and stakeholders
- Engage with employers fully to understand training requirements and provide a detailed training offer and a high level of service at all times
- Cost all training offers and make employers aware of any funding support and all funding compliance requirements
- Ensure all quotations and other guidance is set out clearly and accurately and sent via email to each employer
- Follow up all employer/learner enquiries within 5 working days
- Handle any complaints with the timescales and process as set out in the contract and CEATA Complaints Procedure
- Promote all employer vacancies on the 'Find and Apprenticeship' portal
- Offering only training which fits a clear business need and compliments existing skills and knowledge and agree with employers the full programme offer and cost
- Provide employers with a point of contact at CEATA for general enquires, named tutor and General Manager and stakeholder contacts ESFA, National Apprenticeship Service, Awarding Organisations and AELP
- Measuring employer satisfaction through regular contact and surveys
- Act on feedback, suggestions or complaints from employers or their learners to help improve the quality of our service
- Keep employers up to date with developments and changes from Government, Awarding bodies, funding and compliance organisations and local support structures to inform employers on relevant issues
- Ensuring all Assessors and tutors have relevant current engineering and training experience which is maintained through rigorous continuous professional development
- Ensure employers are kept fully aware of developments and are fully engaged in the progress of their learners and have access to OneFile for apprentices
- Work closely with employer mentors, completing regular reviews with learners mentors and managers and provide additional training and support for workplace mentors
- Invite all employers and completing apprentices to CEATA Annual Awards Events
- Share good practice and sector updates with employers
- Provide detailed progression information to all employers about their employees
- Report any concerns with any employee to employer immediately and document follow up on the next review – this may be tutor and/or support staff; the main employer/CEATA relationship will be led by the General Manager
- Conduct an annual contract review meeting with each employer

- Ensure all communication with employers complies with relevant legislation including GDPR

4.1 Contact Numbers and Web sites for Employers

- ESFA 0845 377 500, www.gov.uk/government/organisations/education-and-skills-funding-agency
- National Apprenticeship Service 0800 015 0600 www.gov.uk/take-on-an-apprentice
- Awarding Organisations
 - EAL 01923 652400, www.eal.org.uk
 - NCFE 0191 239 8000 www.ncfe.org.uk
- Institute for Apprentices [www.instituteof apprentices.org](http://www.instituteofapprenticeships.org)
- AELP 0117 986 5389, www.aelp.org.uk

5.0 Revisions

Date	Pages / Sections	Issue Status	Amendment Details
29 March 2019	All	Issue 1	First issue of policy
29 August 2019	4.1	Issue 2	Added contact details