

**Using the Employers’ Apprenticeship Toolkit**

May 2019

**1. Introduction**

SDN has completed your LEP tailored Employers’ Apprenticeship Toolkit, commissioned by Learning & Work Institute, and it can now be shared with aspirational businesses in your region.

* Sections 1-7 provide an employer-focused introduction to apprenticeships in your locality
* Section 8 is for employers that want to delve deeper and use tools and insight to make more informed decisions about their apprenticeship programme. This section assists employers wishing to maximise the benefits of apprenticeship training for both their business and employees. It should be dipped in and out of over the course of the apprenticeship programme.

In essence, the toolkit allows employers to take ownership of the apprenticeship process and implement a high-quality programme, through your impartial advice. It is not a quick guide and is not intended to appeal to all employers. However, the employers that do want to be in control of the apprenticeship process will feel empowered and gain real value in the resource – becoming more likely to establish a long-term, regular apprenticeship programme in your region.

The toolkit should be used as part of a suite of resources to engage and support different types of employer through the apprenticeship process.

**2. Hosting and communicating**

Below are some ideas for communicating the toolkit to employers you may wish to consider.

* Host the toolkit somewhere prominent on your website that employers can access as and when they want clarity on an apprenticeship query. Example:   
  <https://www.businessinspiredgrowth.com/employers-apprenticeship-toolkit/>
* Hold an apprenticeship event, where you launch the toolkit. Invite local businesses to talk about apprenticeships and demonstrate some of the tools and features of the toolkit to the audience. This provides an opportunity to promote your whole apprenticeship LEP support service to employers.
* Write a press release about the toolkit or your event. Send the release to the local press, businesses on your mailing list and other stakeholders to reach employers not yet engaged in apprenticeship training. <https://www.yorkpress.co.uk/news/17274564.apprenticeship-toolkit-launched-by-business-partnerships/>
* Run a short webinar for businesses thinking about apprenticeship training. Pick out key tools or insight from the toolkit and explain how they can help businesses make informed decisions on apprenticeships.
* Have a link to the toolkit at apprenticeship events and during training needs analyses you conduct with businesses in your locality, in case they want more detailed information on the apprenticeship process.

**3. Further support**

If you’d like to chat about further support for employers in your region, do please get in touch. We can work with you to develop support, targeted at the skills priorities in your area, for example:

* Support to refresh your apprenticeship and skills strategies
* Sector-specific tools and resources for SMEs / larger employers
* Targeted webinars and events for SMEs / larger employers
* Quarterly intelligence service – how apprenticeships are shaping up nationally and regionally (new standards, starts, employer engagement, levy transfers, etc.)

SDN has been at forefront of the apprenticeship reforms and is able draw together a team of specialists to support you to achieve your skills targets. We’ve worked with:

* Over 80 trailblazer groups and large employers explaining apprenticeship possibilities and implementing apprenticeship programmes in their businesses
* Over 1,000 training providers and end-point assessment organisations to launch and grow their apprenticeship standards provision
* Sector skills councils and employer bodies – providing an intelligence service to inform and improve their support for industry employers

Do contact us to chat through:

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