



CAPTIVA
LEARNING

STAKEHOLDER ENGAGEMENT POLICY

Captiva Learning Limited

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Introduction

Captiva Learning Limited (Captiva) is committed to designing and delivering apprenticeship programmes that meet the needs of both employers and learners. Captiva understands the importance of apprenticeships in meeting the skills needs of the local, regional and national economy and has implemented a range of systems, policies and procedures to ensure that the business delivers the right programme for the right employer and the right learner at the right time.

This document describes Captiva's current product offer, its customer base and how this is promoted at a local level to schools and other businesses. It also outlines how employers are engaged on an ongoing basis and are involved in programme development. Information is included on how employers can provide feedback to ensure Captiva continuously improves its services to customers.

Product Offering

Captiva offers the following apprenticeship standards:

- | | | |
|--|--------|---------|
| • Senior Leader | ST0480 | Level 7 |
| • Operations/Departmental Manager | ST0385 | Level 5 |
| • Team Leader/Supervisor | ST0384 | Level 3 |

Captiva's apprenticeships currently support employers throughout England and are delivered through a range of workplace coaching and assessment, online workshops, teaching days and self-directed study. Teaching conferences/workshops are held at several third-party venues throughout the country to meet employer demand.

Promotion of Apprenticeships

Captiva utilises a range of methods to effectively promote the availability and benefits of apprenticeships, including the programmes offered. These include:

- All of Captiva's live apprenticeship vacancies are advertised in the "Find Apprenticeship Training" website as well other online advertising portals such as Find a Job, Indeed or Totaljobs.
- Captiva heavily promotes apprenticeships with local stakeholder groups such as schools, multi academy trusts and local authorities.
- We promote our offer online in order to raise awareness of apprenticeships generally and in the education sector specifically.
- We have detailed websites which promote our range of courses, provides details of apprenticeships generally and identifies the benefits of apprenticeships to both individuals and employers. The National College of Education (NCE) is our trading name supporting schools, and information for potential employers and learners can be found at www.nationaleducation.college. The National Centre for Leadership and Management (NCLM) is our trading name supporting the wider public sector, businesses and charities. Information for potential employers and learners can be found at www.ncfilm.org.
- Our partner organisations (including the University of Roehampton and University of Buckingham) have extensive experience of working in leadership, management and staff development within and outside of the education sector and we leverage these relationships in order to effectively promote apprenticeships.
- All policies and documentation used in Captiva's apprenticeship journey are branded with the relevant national logos and statements including ESFA, Apprenticeships and ESF where applicable. Our policies are accessible on the Captiva website: www.captivalearning.com.
- We also participate in regional and national apprenticeship events to promote our offer including Apprenticeship Week. We cover this extensively on our social media accounts and on our websites.

Engagement with Employers

Captiva has extensive staff, systems and employer engagement resource in place to effectively engage with and support employers at all stages of their training and development journey, including for apprenticeships.

- Captiva's Employer Engagement Team focuses exclusively on engaging and developing long term relationships with local, regional and national employers. They have extensive experience in the education sector and an in depth understanding of how to engage effectively with schools, local authorities and multi academy trusts.
- The Engagement Team work with potential new employer customers by completing an Organisational Needs Analysis which is used to identify training requirements across the organisation. Individual candidates undertake a Skills Gap Analysis to support this process. Where Captiva is unable to offer an apprenticeship or suitable alternative solution, we have effective referral mechanisms in place to ensure we signpost employers to a more suitable provider.
- Captiva operates a dedicated CRM system called Spirit which has been designed exclusively for the business. This allows the Engagement and Enrolment Teams to record information about employer clients (subject to GDPR compliance) as well as providing a framework for the employer engagement process. Captiva can adapt the structure and functionality of the system to respond to changes in process and policy and generate powerful statistical reporting on employer engagement activity.
- As well as advertising apprenticeship programmes on the website, the business also utilises LinkedIn to engage with and promote Captiva's product offering. Captiva also uses social media to promote apprenticeship success stories, to help employers understand the potential benefits of apprenticeships, and the significant positive impact our programmes could have on their organisation.
- Captiva works closely with a wide range of sector and business organisations, both regionally and nationally in order to engage with employers of all sizes. These include local chambers of commerce, work and skills boards and the Department for Education regarding the schools market. The Directors of Captiva also work closely with other thought leaders in shaping and sharing best practice in leadership and management.
- Captiva's Employer Engagement and Enrolment Teams uses telephone and email as well as face to face meetings in order to engage with employers. Staff are targeted to ensure that they are responding effectively to an employer's needs and senior members of the Executive Leadership Team support wherever possible by giving presentations and seminars to promote Captiva's offer and the benefits of an apprenticeship.

Employer Involvement in Programmes

Once an employer commits to an apprenticeship programme it is essential that they remain involved throughout the learner journey. In order to achieve this Captiva has implemented the following:

- As part of the initial engagement process employers receive a visit from an Engagement Manager who will outline in detail how the apprenticeship works. These meetings also provide an opportunity to tailor the programme around the needs of the employer and the apprentice.
- Captiva offers a flexible delivery model to meet the needs of employers. This includes offering flexibility on the proportion of face to face and residential delivery, the frequency of coaching and mentoring support and the availability of extra content outside of the apprenticeship standard (under a separate agreement) where employers identify this was necessary.
- Captiva provides all employers with access to the e-Portfolio system so that they can access up to the minute data on the progress of their learner(s). All training undertaken is recorded on the e-Portfolio and provides information for employers on their learners' actual against expected progress as well as the amount of off the job training that has been logged.
- Employers are heavily involved in the completion of twelve weekly formal progress reviews, carried out in the workplace by the Professional Learning Mentor or Senior Leadership Tutor. Line managers and/or mentors are given the opportunity to provide detailed feedback on apprentice performance as well as their view of the new skills, knowledge and behaviours that have been acquired. They also feed into the target setting elements of the review. Full employer contract reviews are conducted every six months.
- Employers' views are sought using regular surveys throughout the learner journey. These are planned and managed through Survey Monkey and allow employers to provide anonymised feedback on key elements of the apprenticeship programme. Feedback is reviewed by the Stakeholder Engagement Team and any actions incorporated into the Quality Improvement Plan. This activity falls under the scrutiny of the Head of Quality, and forms part of the Quality Assurance Strategy which can be found on Captiva's website: www.captivalearning.com.
- Employers are involved extensively in ensuring apprentices are ready to pass through the gateway and complete their end point assessment. Workplace mentors support apprentices throughout the entire learner journey and are a key aspect of the employer involvement in the programme.

- Captiva's Feedback and Complaints Policy clearly sets out channels and mechanisms for employers to provide feedback or raise issues or complaints with the business. Further information can be found on Captiva's website: www.captivalearning.com. All complaints are taken very seriously and are reported to the Quality Improvement Group and ultimately the Apprenticeships Governance Board.
- Captiva's governance arrangements include a representative employer sitting on the Apprenticeships Governance Board. This ensures that employers' views are feed into the development of the strategy for the organisation at the highest level.

Roles and Responsibilities

The following individuals and teams are involved in the employer engagement process:

Area of Accountability	Responsible	Description
Overall responsibility	Head of College	Overarching responsibility for the implementation and delivery of the Employer Engagement Strategy.
Account management	SLT and PLMs	Maintenance and development of existing customer relationships with employer, identifying new requirements and ensuring satisfaction with programmes. Also responding to day to day questions and general communications.
Employer complaints	Head of Quality	Responsibility for fielding, logging and responding to employer complaints in line with our Feedback and Complaints Policy.
New employer engagement and business development	Employer Engagement Team	Responsibility for identifying new employer customers, promoting apprenticeship programmes to new customers and carrying out Organisational Needs Analyses.