



The GTA Employer Engagement Strategy Policy

This policy applies to all members of GTA (including staff, learners, volunteers, parents/carers, and visitors) who access the GTA.

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Introduction

The Doncaster, Rotherham, and District Motor Trades GTA Ltd have been trading since 1972 and has grown over the years to become one of if not the, largest Specialist Transport; Logistics; Business Administration and Motor Trade, Training Association Centre in South Yorkshire, with Training centres in Doncaster and Sheffield.

We provide professional courses and apprenticeships for individuals and companies and offer training in the following sectors:

- Standard Apprenticeships:
 - Level 2 Auto-care Technician
 - Level 2 Warehousing
 - Framework Apprenticeships Level 2/3:
 - Light Vehicle Maintenance
 - Heavy Vehicle Maintenance
 - Vehicle Body Repair
 - Vehicle Paint Repair
 - Motorcycle
 - Vehicle Fitting
 - Auto Electrical
 - Vehicle Parts Operation
- ATA F-Gas, Diagnostic, Service Technician & Vehicle Inspection
- MOT Standards
- Hybrid Level 2 & 3
- Management and Supervisory Studies
- Business Administration
- Forklift Truck Operator (FLT), Forklift Truck Instructor
- LGV Driver, C and C+E, CPC Periodic Training
- CPC Operator, National and International
- Dangerous Goods Safety Advisor (DGSA), ADR Hazardous Goods Driver Training
- Shunting/Banksman and Lifting/Slinging

Summary

GTA involve employers in the design of learning programmes in terms of the apprenticeship delivery model. Feedback from employers has shaped the current delivery model. Over the next five years, it is expected that more and more employers will be involved in the development of learning programmes and may not accept the 'standard' programme some providers deliver unless it meets their own unique needs.

The GTA will refine its delivery to consider the following:

- Delivery models to suit employers
- Market conditions
- Feedback from employers and stakeholders
- Assessment of employers' needs
- External influencing factors
- New technologies

Based on feedback from employers, the GTA aims to deliver more core elements as an addition to the apprenticeship Standard or Framework; this would not only benefit the learner but also the employer. The

Marketing Team completes a detailed Training Needs Analysis (TNA) for every employer to assess their training needs, subsequently, suitable learners can be recommended for interview. Employers can discuss and agree on a timeframe, day release, completion date, units required & any other special request, these could include benefits for the employer's business model or services offered.

An example of this would be for Motor Vehicle apprenticeship programmes the GTA provides an F-Gas bolt-on qualification which enables the learner to repair air-conditioning on vehicles. This also benefits the employer as it can provide an extra income for the business. When employers are involved their commitment to support learners in subsequent delivery is normally greater. The GTA is committed to providing excellent training and educational services.

Initial Engagement

The GTA uses a wide range of diverse engagement methods for employers which are, but are not limited to:

- School, and business events promoting further education
- GTA open days and learner presentation evenings
- Educational trade shows
- Sector-specific trade shows and events
- Periodic visits to employers by GTA staff to offer support and advice
- Website detailing courses available and how to contact the relevant person
- Literature in-centre
- Facility tour of services available for all interested parties
- Business breakfast mornings held at the GTA
- Social Media platforms

Depending on the type of employer, the GTA has a wide range of engagement methods which staff utilise to communicate the GTA's message on apprenticeship Standards and Frameworks. The main method of communication for pre and post-apprenticeship starts is normally via telephone and/or email. Alternatively, we encourage the use of our social media platforms for communication to provide a quick response to questions or requests for information. The aim is to respond to a suitable communication channel within 24 hours of the initial inquiry.

The Promoting Apprenticeships

GTA marketing staff use a range of methods to promote the benefits and advantages of apprenticeships for both potential employers and prospective apprentices. Staff use several key sources of information to help advise employers during the decision-making process for example Find Apprenticeship Training (FAT), National Apprenticeship Service (NAS), Institute for Apprenticeships (IFA) and the National Careers Service (NCS).

Assessment of Employers Needs

Employer Engagement is provided by two qualified IAG staff members who are allocated to support & offer guidance throughout the apprenticeship process. The Marketing Team completes a detailed Training Needs Analysis (TNA) for every employer to assess their training needs, subsequently, suitable learners can be recommended for interview. Employers can discuss and agree on a timeframe, day release, completion

date, units required & any other special request, these could include benefits for the employer's business model or services offered.

Delivery Model

Adapting the delivery models to the requirements of the employers is a key element of any employer engagement strategy. We have found that the current GTA delivery model suits most employers. The GTA provides all-year-round recruitment and delivery models that have options for on-site or off-site delivery and on-demand assessment. The GTA provides flexible and cost-effective delivery models which ensure that the 20% 'off the job' requirement is met or exceeded. To further improve and/or adapt the delivery model, the GTA will continue to invite employers to provide constructive feedback to further shape the existing models.

The GTA will continuously engage with the employer for the duration of the apprenticeship, including coaching and mentoring, enabling the GTA to record all training undertaken by the GTA and the employer. Every employer is assigned 3 different members of staff, a Marketing Representative, a Health & Safety Officer, and a Visiting Assessor. The Visiting Assessor would be primarily responsible for decision-making, providing feedback to and from the employer and escalation/resolution of any mismatch of expectations.

The GTA schedules visits to the employer at a minimum of once every 10 weeks to review their learner's progress in the Training Centre and at the employer's premises, this includes action planning using SMART targets, off-the-job training and additional support targets that have all been met. The employer is expected to play an integral role in the completion of this process. There is a clear opportunity for the employer to ask any questions and to have direct input into their learner's training programme, adjustments to the apprenticeship can then be made or escalated if identified.

Demonstrating the business impact of training

Increasingly providers need to know how their training services improve the employer's 'bottom line'. Organisational Needs Analysis and Training Needs Analysis processes help evaluate the impact being made on their services. This is becoming more and more important as employer contributions become more prevalent.

Current Market Summary

According to figures released by The Society of Motor Manufacturers and Traders (SMMT), the demand for new cars in the UK, during 2019, has reduced car registrations by -3.4%. The continuing political and economic uncertainty and the confusion over diesel fuel vehicles have affected demand.

New car registrations

March	Total	Diesel	Petrol	AFV	Private	Fleet	Business
2019	458,054	120,677	312,075	25,302	222,115	223,288	12,651
2018	474,069	153,611	296,945	23,513	228,503	222,634	22,932
% change	-3.4%	-21.4%	5.1%	7.6%	-2.8%	0.3%	-44.8%
Mkt share '19		26.3%	68.1%	5.5%	48.5%	48.7%	2.8%
Mkt share '18		32.4%	62.6%	5.0%	48.2%	47.0%	4.8%

(SMMT Data)

Utilising Market Data

The GTA use a wide variety of data sources to drive the employer engagement policy, ranging from labour market information, statistics from vehicle sales, partners, sub-contractors, and informal business networks. The GTA analyses this data and identifies the market requirements concerning South Yorkshire and Humberside area delivery.

Technological innovation is not restricted to powertrains, however, with cutting-edge technology helping to improve driver comfort and safety. Latest data shows that new driver assistance technology that mitigates driver error and prevents accidents is now available on almost eight in 10 new cars on the road. New cars joining UK roads in 2018 offered at least one self-activating safety system, either as standard or as an optional extra, including autonomous emergency braking (AEB), adaptive cruise control and overtaking sensors.

AEB technology is now widely available with over half of cars registered featuring the technology as standard. The GTA acknowledges that the increase in vehicle technology will have a direct effect on the training environment. The GTA is providing training which enables apprentices to have the knowledge and understanding to work competently on vehicles with these new technologies. Garages and/or motor dealers can have the confidence to offer services to customers who, without a trained apprentice, they may not have been able to do before, increasing revenue for the employer.

External factors that may affect apprentice training

Changes in public funding, government priorities and government skills policies can have long-lasting effects on apprenticeship training and recruitment. This must be considered when developing a strategy. The introduction of the Apprenticeship Levy system in May 2017 combined with the conversion from Frameworks to Standards has had major effects on apprentice recruitment over the last 2 years. The GTA is keen to show the key benefits of apprenticeships to both prospective apprentices and employers who are thinking about employing an apprentice. For apprentices, benefits include:

- Success stories, visits to the Centre
- Earn while you learn
- Improved future employability
- Employers increased productivity
- Up-to-date technology and skills

For employers, benefits include:

- Match the skills of employees to the skills you need
- Improve your company's productivity
- Upskill existing staff
- Reduce staff turnover

Adoption of New Technologies

The GTA is aware of possible cost benefits and opportunities that new technologies bring in delivering the learning program, tracking the learner progress and basic administration. The GTA is currently spending significant time throughout 2018-19 researching, designing, and implementing new technologies such as e-learning platforms, electronic monitoring, and online learner tracking. The GTA will use new technologies to increase its competitiveness in the marketplace, offering an improved service to employers at a competitive price.

Feedback

The GTA encourages feedback from employers to further improve the training services offered to employers. A variety of sources are used to inform any changes, such as employer surveys, assessor visits, centre visits, verbal feedback, and contact via any of other communication outlets.

Contract meetings are held with employers if they have apprentices on the apprenticeship programme or feel that this would meet their business needs.

Any complaints or disputes are dealt with as a matter of urgency in line with the GTA's CP 08.01 GTA Complaints and Dispute Resolution Policy.