

PROCAT

PROSPECTS COLLEGE OF
ADVANCED TECHNOLOGY

CASE STUDY

Creating a web shop to facilitate focused dialogue with employers



Commissioned and funded by

The
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& Training
Foundation



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1: CONTACT DETAILS

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Role: Director of Business Development

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2: WHAT DID YOU SET OUT TO DEVELOP AND WHY?

We aimed to create a simple tool to enable our Group Training Association (GTA) advisers to showcase the PROCAT offer to employers with greater clarity, both with reference to the training that is available and the associated funding. Historically conversations had tended to be narrow in focus and relied on employers getting back in touch with the college to find out more, particularly with reference to the costs involved.

The tool would widen the scope of conversations with employers enabling the advisers to have up-to-date information about all of the training that PROCAT offers as well as the cost and funding options that are available.

3: THE PROCESS - WHAT DID YOU ACTUALLY DO?

The project was designed in three phases as follows:

- Phase one: Develop the tool itself and trial it with the GTA Advisers;
- Phase two: The GTA Advisers take the tool out and use with employers leaving them with costed options;
- Phase three: Develop an online version that is open for employers to access and use directly.

Phase one has been completed and phase two is under way. Phase three is on hold temporarily and will be informed by the Digital Apprenticeship Service pilots that the government's Department for Business Innovation and Skills (BIS) is running with providers in



preparation for the new apprenticeship levy that will begin in April 2017. PROCAT is part of this pilot and will embed this learning into any future developments concerning the web shop.

4: WHAT DIFFERENCE HAS THIS MADE?

The web shop has enabled the GTA Advisers to:

- outline the full technical training on offer;
- facilitate more holistic discussion about training needs, prompting employers to consider further related training – for example ‘You have a Level 3 Electrical Apprentice would you also like that apprentice to gain 17th Edition or an Institution of Occupational Safety and Health (IOSH) qualification? What about other courses we can offer as continuing professional development (CPD) for staff?’;
- provide clarity on what the employer is purchasing, the cost attributed to it and what, if any, financial contribution is available from Government.

An example of what this looks like can be seen below:

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New customer enquiry

You have received an enquiry from Alex Smith. The enquiry is as follows:

Quotation #897 (14th January 2016)

Product	Quantity	Price
Age 19 > 23 - Advanced Engineering Manufacture (BTEC) - Full Price £16,159 Select your apprentice requirements... Full Framework	1	£8,259.00
EngTech IET Membership Select Membership Duration: 1 Year	1	£102.40
City and Guilds 2382 - 15-17th Edition	1	£425.00
Subtotal:		£8,786.40 (ex. VAT)
Payment Method:		Quotation
Total:		£8,786.40

Customer details
Email: alex.smith@procat.ac.uk
Tel: 01268 662440

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The web shop is in its first year of use but feedback so far indicates that:

- employers like the increased clarity provided about course costs and public funding. In a recent survey 96% of engineering employers stated they would recommend PROCAT to another employer;
- conversations with GTA Advisers are more focused, drawing out exactly what the employer wants their apprentices to be able to do and then creating bespoke training packages to meet that need;
- lean resources are being better utilised, as staff are able to answer any queries with employers as they arise.

5: LESSONS LEARNT

The purchasing power for training sits with employers who are becoming more discerning about the training information they need. Technology provides a tool to complement and enhance dialogue but the dialogue itself is still needed.

Any technology based tool needs to be robustly tested with small groups of different types of employers before it is rolled out to ensure that it meets the needs of all (e.g. a national provider, local small and medium-sized enterprises and those with a headcount of less than 5).

When employers engage with PROCAT they are increasingly seeking access to one system through which they can gain all of the information they need such as course content, funding contributions, progress of apprenticeships on programme, key programme milestones, attendance, reviews. As a college we are starting to address this by giving employers access to our central recording and assessment system OneFile but this will require staged and managed training for all.

6: RESOURCES PRODUCED



The web shop can be accessed here.

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