

**EMPLOYER ENGAGEMENT POLICY**  
AT **MARK** BETTS HAIR  
EDUCATION

*Effective May 2019*

## Employer Engagement Process/Practice

Mark Betts Hair Education Ltd engage with employers in several ways these include: -

- Networking Events
- Local Business Forums
- Membership of Training and Development Groups
- Educational Events

On average 10 – 15 events/meetings are attended each month.

Following an event an initial teleconference is held between the Employer Liaison Officer and the employer to outline the opportunity and how the partnership may work and to arrange an initial face to face scoping session.

From this teleconference a list of key objectives is derived which form the basis for the scoping session.

The scoping session is attended by the Employer Liaison Officer and relevant parties from the Employer side.

At the scoping session the detail to achieve the objectives is set out along with an action plan and timeline. At the end of the scoping session ongoing meeting dates are arranged in line with the milestones set out in the action plan and timeline. The General Manager will oversee the ongoing progress of the project.

From a Mark Betts perspective, the Employer Liaison Officer is responsible for tracking the progress of the action plan and adherence to deadlines along with the communication of any changes to the project. They will have a key contact within the Employer's to work with.

Updates of the action plan and timeline are distributed on a weekly basis to the General Manager.

Monthly steering meetings are held with the key stakeholders to review progress and confirm ongoing actions.

There will be a final sign off session prior to go-live to confirm everything is ready and in place.

Once the project is live there will be a monthly review for the first 3 months to ensure any issues are resolved. In addition, there will be ongoing meetings every 3/6 months to review progress and success of the programme.

## **Introduction**

Mark Betts Hair Education Ltd is a Training provider that provides vocational training and qualifications. With our apprenticeship we believe that engaging and working in partnership with the employer in their employees learning and development assists the learners in their qualification journey and ensures that their training and development is fit for purpose and is an important component in learners' attainment of their goals.

## **Scope**

This policy covers all vocational training offered by Mark Betts Hair Education Ltd including apprenticeships, short course, vocational qualifications, functional skills and specialist subjects at award and certificate level.

All employees involved in the delivery of the vocational training

## **Purpose**

The purpose of this policy is to set out our commitment to engage employers in their employees training and development and to keep them informed on their progress and development.

## **Roles and Responsibilities**

Mark Betts Hair Education Ltd is responsible for ensuring that employers are engaged in their employees learning and development and qualification journey.

### **Managing Director**

The Managing Director is responsible for ensuring that a copy of this document is available to all employees and that the policy and procedures are reviewed annually.

The Senior Management Team are responsible for ensuring the adherence of this policy by all employees. Tutors are responsible for supporting assessors with issues with learners and involving employers as appropriate.

### **Employer Liaison Officer**

The employer liaison officer is responsible for marketing the company to employers, providing them with regular updates, carrying out quarterly meetings and ensuring questionnaires are completed during and after the qualification completion.

### **Director of Education/Tutors/Assessors**

Tutors/assessors are responsible for involving employers (or their representatives) in progress reviews and maintaining good working relationships with learner workplace mentors.

## **Policy Implementation – Procedures**

Mark Betts Hair Education Ltd will engage and work in partnership with employers through:

### **Marketing & Employer Communication Processes**

- Marketing our service offer to potential partner employers.
- Making partner employers aware of new training and development opportunities for their employees.
- Providing regular reports of learner progress.
- Inviting employers to take part in quarterly 'Keep in touch' meetings (dependent on employer needs).
- Measuring employer satisfaction through regular employer surveys.
- Offering training packages which respect the needs of the business and impact positively on the business
- Handling enquiries promptly and efficiently and reviewing standards of customer service regularly
- Managing and maintaining a data base of employer contacts

### **Management Processes**

Providing high quality assessors and tutors through robust recruitment and selection and training and development processes.

- Acting promptly to respond to feedback and/or complaints in order to improve services
- Continuing to evolve and improve the training offer, offering teaching and learning strategies which motivate, stimulate and encourage the learners as well as meeting the employer's requirements
- Building bespoke training courses to meet the needs of partner employers.
- Keeping up to date with government policy and advice, External Quality Assurance Agency, Sector Skills guidance; awarding bodies and qualification frameworks and Informing partner employers of changes relevant to their business

### **Delivery Processes**

- Working with employer mentors
- Engaging employers in optional unit choices to ensure the needs of the business are met.
- Completing 8 weekly progress reviews with learners and their line managers
- Setting SMART targets and performance indicators which measure and monitor success and lead to an improving trend.

## **Quality Assurance Processes**

- Completing robust Internal Quality Assurance processes to ensure quality of delivery
- Regular performance reviews and observations of the people delivering training solutions
- Regular review and development of the resources available for training.