Cogent Sector Compact -Regional Engagement Team (Broker) Protocol

Purpose

The purpose of this protocol is to outline joint working principles and arrangements between the Cogent Regional Managers, the Regional Academy Manager and Regional Skills Brokers (The Regional Engagement Team, hereafter referred to as “the team”). It aims to ensure that the outcomes of the Cogent sector compact are delivered addressing the skills requirements of employers within Cogent's footprint. (See Annex A for Compact targets). This protocol sets out the relationship and responsibilities between these three parties.

General Principles

The Brokerage Services, Skills Academies and Cogent will work together to ensure that employer engagement activity is aligned to avoid unnecessary duplication.

Delivery of the compact will complement and align with existing regional skills brokerage arrangements.

This protocol will be supported and reinforced by a wider range of protocols between individual parties and other key partners including the LSC and providers.

All leads resulting from Compact enquiries will be acted upon by the team within an agreed timescale to ensure that employers receive the most appropriate contact.

For the purpose of this protocol the sector compact offer is detailed at Annex A, with Regional Targets at Annex B.

Future arrangements with the LSC and published flexibilities will form part of this offer.

Roles and Responsibilities

Cogent will
- Nominate a lead link person to work with the Regional Engagement Team in each region (the Regional Manager)
- Agree regional targets and monitoring arrangements with the team to include initially monthly and subsequently quarterly meetings to review performance against regional targets and identify areas for further development / action.

- For data and management information;
  - Manage the relevant reporting platform and capture data to support the monitoring arrangements with the LSC. This will be visible to all members of the team.
  - Disseminate relevant compliance and information documentation to relevant staff.
  - Utilise Unique Reference Numbers (URN) identified from the Blue Sheep database (for future cross-referencing).
  - Capture and disseminate additional employer performance data including data on skills gaps and identified employer needs to help to inform future provision planning.
  - Refer leads as appropriate to brokerage or academy representatives.

- For brokerage;
  - Work with regional brokerage services on employer engagement strategies including joint initiatives to identify target employers.
  - Agree referral arrangements in association with National Skills Academy representatives.
  - Work with the regional brokerage service on the use of an agreed set of appropriate needs analysis tools suitable for the sector.
  - Develop the knowledge of regional brokerage service staff with regards to the sector offer and needs of the sector and associated learner entitlement (including training activities).

- For Academies
  - Work with the representatives from National Skills Academy for the Process Industries (NSAPI) and the National Academy for the Nuclear Industry (NSAN) to increase capacity to meet employer demand.
  - Ensure that the academies update the regional brokerage services on the status of providers working in the region against accreditation standards.

- Marketing & Communications
  - Cogent will work with the regional brokerage service and the Academies on marketing and promoting the sector offer by developing and agreeing a marketing and promotion strategy and approach.
  - Promoting the full sector offer within Train to Gain, the Skills Pledge and broader business support.
The Brokerage Service will

- Nominate a lead link person to work with the Regional Engagement Team in each region

- Agree regional monitoring arrangements with the team, to include initially monthly and subsequently quarterly meeting schedules. These will review performance against regional targets and identify areas for further development / action.

- For data and management information collection:
  - Respond to leads and work collaboratively with the other team members to take responsibility for the leads and agree methods for capturing leads and their progress.
  - Work with the LSC in each region to agree how Cogent data can be captured and reported to the LSC through the XML / Broker Contract Management System (BCMS).
  - Capture additional employer performance data including data on skills gaps and identified employer needs and communicate to Cogent and the team.
  - Share data with Cogent and the team regarding all employer engagements resulting from promotion of the compact.

- With respect to Employer engagement:
  - Identify suitable providers to meet identified employer needs.
  - Agree referral arrangements with the regional team.
  - Work with the team on employer engagement strategies including joint work to identify target employers.
  - Work with the team in order to maintain an understanding of regional provider capability and accreditation.
  - Work with Cogent to develop the knowledge of broker staff with regards to the sector offer and needs of the sector.

- Marketing & Communications
  - Work with the team on marketing and promoting the sector offer by developing and agreeing a marketing and promotion strategy and approach.
  - Promote the sector offer agreed with Cogent to include Train to Gain, the Skills Pledge and broader business support.

National Skills Academies will:

- Nominate a lead link person to work with the Regional Engagement Team in each region.

- Agree regional targets and monitoring arrangements with the Regional Engagement Team to include initially monthly and subsequently quarterly...
meetings to review performance and identify areas for further development / action.

- For data and management information collection;
  - Respond to leads and work collaboratively with the other team members to take responsibility for capturing leads and the methodology and timeframe for progressing them
  - Capture additional employer data including information on skills gaps and communicate to Cogent and the team
  - Share data with Cogent and the team regarding all employer engagements

- With respect to Employer engagement;
  - Identify suitable providers to meet identified employer needs
  - Agree referral arrangements the team
  - Work with the team on employer engagement strategies including joint initiatives to identify target employers
  - Work with the team in order to maintain an understanding of regional provider capability and accreditation.
  - Work with Cogent to develop the knowledge of broker staff with regards to the sector offer and needs of the sector.

- Marketing & Communications
  - Work with the Cogent and the brokers on marketing and promoting the sector offer by developing and agreeing a marketing and promotion strategy and approach.
  - Promote the sector offer agreed with Cogent to include Train to Gain, the Skills Pledge and broader business support.

**Targets for the compact and measuring success**

Regional Targets are detailed at Annex B.

The following engagements can count against contractual targets;

- Referrals from Cogent, the Skills Academies, as a result of a web/telephone or Brokerage enquiry to the team which results in a visit by one of the team.
- Referral of a lead to Business Link for business support.
- An employer making a National Pledge in association with the Sector Pledge, administered by the broker or Skills Academy representative.
- Repeat engagements, subject to regional contractual arrangements, to previously engaged employers who will benefit from compact flexibilities.
- Referrals from Cogent for training requirements outside their area of specialism.
- Joint visits to active employers to enable an understanding of additional flexibilities under the compact.
The following will be gathered both nationally and regionally through LSC BCMS and ILR systems and used to assess the strategic success of the compact:

- Total number of employers in the footprint engaged in training indicating penetration rates;
- Learner starts and completions, first and additional, at NVQ level 2, 3 and 4 by priority aim, Skills for Life achievements, Leadership and Management Development Grants and Apprenticeships. This will also indicate penetration rates;
- Skills pledges signed by employers in the Cogent footprint to be measured as a cumulative figure from January 2009.
- The above will measured using 07 / 08 figures as both a benchmark and an annual baseline for future years over which compact figures will be measured.

A range of data sources including Cogent Primary Research, National Employer Skills Survey (NESS) and the Labour Force Survey will be used to gain an understanding of each of the following;

- Recruitment activity (this will give an indication of skills shortages)
- Skills gaps
- Companies engaged in training their employees

Data sourced by the academies, brokers and Cogent will also be used to assess the following;

- Origin of leads and analysis of the tangible results.
- Number of companies engaged, indicating new and repeat engagements;
- Learner starts and completions, first and additional, at NVQ level 2, 3 and 4 by priority aim, Skills for Life achievements, Leadership and Management Development Grants and Apprenticeships.
- Referrals to regional Business Link
- Employers making the Sector Skills Pledge. Employers making the National Pledge will be captured by the LSC database.

Cogent and the team will work together with other agencies (including TQS accredited providers) to develop measures to assess the impact on productivity and profitability.
ANNEX A Outcomes

Cogent Anticipated Outcomes over 3 years

- 1500 referrals to skills brokers
- 10,500 learners achieving ‘full’ L2 qualifications of which 7,350 are first and 3,150 are repeat based on a ratio of 70% : 30 %
- 5215 learners achieving ‘full’ L3 qualifications of which 3,650 are first and 1,565 are repeat based on a ratio of 70% : 30 %:
- 1500 skills pledge commitments
- 3000 management & leadership outcomes
- 6000 apprenticeships starts
- 1500 Skills for Life outcomes
## Annex B Regional Targets

<table>
<thead>
<tr>
<th>Region</th>
<th>L2</th>
<th>L3</th>
<th>App</th>
<th>M&amp;L</th>
<th>S for L</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>North West</strong></td>
<td>504</td>
<td>882</td>
<td>1,134</td>
<td>250</td>
<td>438</td>
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<tr>
<td><strong>North East</strong></td>
<td>147</td>
<td>257</td>
<td>331</td>
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<tr>
<td><strong>Yorkshire and Humber</strong></td>
<td>210</td>
<td>368</td>
<td>473</td>
<td>104</td>
<td>183</td>
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<tr>
<td><strong>West Midlands</strong></td>
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<td>378</td>
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<tr>
<td><strong>East Midlands</strong></td>
<td>210</td>
<td>368</td>
<td>473</td>
<td>104</td>
<td>183</td>
</tr>
<tr>
<td><strong>East of England</strong></td>
<td>210</td>
<td>368</td>
<td>473</td>
<td>104</td>
<td>183</td>
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<tr>
<td><strong>South West</strong></td>
<td>189</td>
<td>330</td>
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<td>164</td>
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<tr>
<td><strong>South East</strong></td>
<td>357</td>
<td>625</td>
<td>803</td>
<td>178</td>
<td>310</td>
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<tr>
<td><strong>London</strong></td>
<td>105</td>
<td>183</td>
<td>235</td>
<td>53</td>
<td>90</td>
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<tr>
<td><strong>Total</strong></td>
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<td>4,725</td>
<td>1,043</td>
<td>1,825</td>
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