Purpose

1. The purpose of this protocol is to outline joint working principles and arrangements between Skillset and the Learning and Skills Council regional skills teams to ensure that the shared aims of the Skillset sector compact are delivered and that the skills requirements of employers within Skillset’s footprint are met through Train to Gain. The anticipated outputs agreed within the compact are set out in Annex A.

2. This protocol sets out the relationship and responsibilities between Skillset and the Learning and Skills Council (LSC) regional skills teams in the delivery of the Skillset sector compact.

3. Through the agreement in the sector compact, the Train to Gain offer to employers in Skillset’s footprint is enhanced to include:
   - First and additional NVQ level 2 and 3 focussed on SSC priority qualifications
   - A range of new qualifications currently in development including media techniques qualifications at levels 2 and 3
   - Leadership and Management offer for employers with 5 employees and above.

General Principles

4. This protocol will be supported and reinforced by a wider range of protocols between both parties and other key partners including the regional brokerage services, regional Leadership and Management advisory Services and providers.

5. Delivery of the compact will complement and align with existing regional skills brokerage arrangements. Where this is not possible, different arrangements will be documented and agreed.

6. As part of the Compact, Skillset will not normally make direct employer referrals to providers. This agreed approach will reinforce the concept of a single point of contact between providers and the wider brokerage network. However, where Skillset are engaged in direct employer engagement activity with providers, as part of specific projects and initiatives, Skillset will refer employers to Brokers as appropriate (i.e. where employers have needs that can’t be met by the providers involved in the project/initiative).

7. The LSC and Skillset will agree working arrangements covering regional partners including specialist provider networks and employer networks as follows:
   - Skillset Screen and Media Academies
   - Industry Networks
   - Trade Unions and Associations

8. Promotion and marketing of Train to Gain in support of the objectives of the compact will be jointly planned, agreed and branded both Train to Gain and Skillset
Sector Compact Protocol
LSC Regional Teams
and Skillset

9. A baseline will be set for employer engagement, learner starts and the range of outcomes agreed in the compact based on available performance information for the sector from 2007-2008 LSC data.

Roles and Responsibilities

Skillset

10. Skillset will:

10.1. Fulfil the actions detailed in the Skillset / regional skills brokerage protocol.

10.2. Nominate a lead link person to work with the LSC in each region (see Annex D).

10.3. Agree regional review and monitoring arrangements with the LSC and the regional brokerage service. This will include an initial ‘set up’ meeting and then subsequently quarterly meetings to review performance against regional targets and identification of areas for further development / action.

10.4. Work with the regional LSC to agree and deliver a provider communications and capacity building plan (updated within the first quarter of each year of the compact).

10.5. Work with the regional LSC to develop a regional employer engagement strategy (updated within the first quarter of each year of the compact) which takes into account:
   - company size, sub-sector and location
   - regional and local priorities for example critical industries and those with potential for growth current penetration rates for employer engagements and
   - learner starts vs potential

10.6. Work with the regional LSC and brokerage services within the first quarter of each year of the compact to develop and agree a regional employer engagement plan to include:
   - employer targeting strategy
   - baseline and progress figures
   - regional marcomms strategy roles and responsibilities of both SSC and LSC in delivering this plan

Engaging Employers and Driving up Demand

10.7. Skillset will primarily drive up demand from their employers through a targeted approach to communicating the offer available to employers through the compact. A small number of employers (minimum 400) will be directly engaged by Skillset through either one to one or group activities designed specifically to engage employers in Train to Gain. Skillset’s Sector and Regional Managers (hereafter known as the Employer Engagement team) will fulfil the following tasks:
Sector Compact Protocol
LSC Regional Teams
and Skillset

- Work through existing regional and sectoral employer clusters and networks to raise awareness of the sector offer available through TtG and promote the take up of the TtG service and the Skills Pledge (see para 10.9);
- Directly support employers in accessing Train to Gain and the Skills Pledge through both one to one relationships and events and briefings designed to secure commitment to the Skills Pledge and a visit from the Skills Brokerage service (see para 10.8)
- Put in place and maintain a referral mechanism for employers contacting Skillset direct (e.g. via the website, Careers Service Helpline etc) to ensure that employers requiring access to TtG are able to access TtG support effectively and in a timely way
- Act as support for Skills Brokers engaging with Skillset employers, providing information on both funding and provision available, and responding to the needs to employers as required
- Carry out joint visits where appropriate for key employers
- Provide on-line resources for Skills Brokers and L&M Advisers setting out common issues and needs within the sector and its sub-sectors, and identifying potential funding and solutions
- Support the implementation of models for engaging Freelancers in Train to Gain

10.8. The employer engagement team will engage directly with a minimum of 400 employers to secure both commitment to the Skills Pledge and a visit from the skills brokerage service, and may on occasion jointly visit employers with Skills brokers. This joint visit and any discussion on skills diagnostic or skills needs will be led by the skills broker. In doing so, Skillset will ensure that they:

- Present the full range of support available though Train to Gain including the Skills Pledge and wider business support, and any employer contribution in securing the joint visit.
- Ensure that any skills diagnostic and solutions mapping is undertaken exclusively by the skills broker either within, prior or subsequently to the joint visit.

10.9. Skillset will also contact employers directly through telemarketing or direct mail, or through events or clustering employers prior to a referral. In doing so, Skillset will:

- Agree any employer engagement activity requiring skills broker contact as part of the Employer Engagement Plan and joint Marketing and Communication Plan
- Present the full range of support available though Train to Gain including the Skills Pledge and wider business support, in any employer communication agreed as part of the joint plan.
- Follow the Marcoms protocols that support this compact
The Learning and Skills Council

11. The LSC will:

11.1. Fulfil the actions detailed in the Skillset / regional skills brokerage protocol

11.2. Nominate a lead link person to work with Skillset in each region (See Annex D [to be inserted])

11.3. Utilise the national marcomms principles and plan to agree a regional marketing and promotion plan strategy and approach with Skillset which will promote the Train to Gain sector offer agreed with Skillset. To include:
   - Train to Gain
   - The Skills Pledge
   - Broader business support

11.4. Agree regional review and monitoring arrangements with Skillset and the regional brokerage service. This will include an initial set up meeting and then subsequently quarterly reporting and review.

11.5. Ensure that Skillset employer engagement team are kept up to date with funding regimes and learner eligibility relevant to the sector and region.

Measures of Success / Targets for the Compact

12. Appropriate data sources, including the National Employer Skills Survey (where possible) and Skillset’s own research activity 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

13. LSC will report on the impact of the compact using information collected nationally / regionally through LSC and Broker systems. Information collected will include:

13.1. Total number of employers in the footprint engaged in training indicating penetration rates;

13.2. Learner starts and completions, first and additional, at 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;

13.3. Number of providers engaged and delivering (a provider is defined as a contract holder who is delivering provision)

13.4. Skills Pledges signed by employers in the Skillset footprint to be measured as a cumulative figure and change from September 2008

14. Skillset will also develop measures to assess the impact on productivity and profitability by the first anniversary of the compact
15. LSC may commission additional evaluation on the compact as part of Train to Gain employer satisfaction evaluation.

16. Skillset will report on the impact of their employer engagement team using information collated nationally / regionally:

   16.1. Number of companies committing to the Skills Pledge and engaging in TtG as a result of direct actions by the employer engagement team. This should indicate new and repeat engagements;

   16.2. Number of referrals to Skills Brokers generated as a result of wider communication and promotion of the sector offer (where the employer is referred by Skillset)

17. Referrals between Skillset employer engagement teams and regional brokerage services in both directions can count as engagements for both organisations provided value is being added. This is documented in Annex C. The organisation making initial contact must be identified in the CRM.

March 2009
Annex A

Anticipated Outputs of the Compact (over three years)

- Minimum 3,500 employer engagements and referrals to Train to Gain Skills Brokers in England plus engagement with 650 freelancers within Train to Gain
- An increase of 550 learners at full Level 2 NVQ above the current baseline figure, of which 70% will be first achievements and 30% second achievements
- An increase of 1,900 learners at full Level 3 NVQs above the current baseline figure, of which 80% will be first achievements and 20% second achievements
- 3,500 Skills Pledge commitments
- 3,300 Management and Leadership outcomes
- 350 Apprenticeships starts
- 50 Skills for Life achievements

Subsequent to the agreement of this Compact, additional flexibilities were introduced into Train to Gain to help SMEs survive the economic downturn. Given this, the limits on repeat Level 2s and 3s set out above does not apply to SMEs.
Annex B

The Train to Gain Service and Offer for Skillset Employers

Train to Gain – The service

The core Train to Gain service available to employers is an independent and impartial brokerage service which will diagnose business needs and source appropriate training provision

Through Train to Gain, Skillset and the regional brokerage service will provide:

- A comprehensive analysis of training needs and will propose solutions to those needs. Such solutions which will identify clearly which elements attract government funding and those for which the employer will have to pay, in part or in full;
- Easy access to relevant and flexible, high quality training delivered mostly in the workplace and using increasingly an assess train, assess model which will enable the employee’s prior learning and experience to be taken into account;
- Access to LSC funded programmes, for example Skills for Life, Level 2 provision, Leadership and Management and Apprenticeships;
- Information and support from a Skills Broker, working to national standards, providing access to a wide range of training packages including higher level qualifications and training that is not qualification-based;
- Information and advice to employers and employees on qualifications and training, local/regional skills shortages and priorities as well as eligibility for funding;
- Support to develop ongoing strategies addressing future training needs, which are aligned to business objectives;
- Limited wage subsidies for employers of less than 50 people;
- Support to help employers agree SMART objectives and impact measures for training and development activities at an organisational, team and individual learner level if required;
- Support to help employers evaluate the impact of training and development on individual, team and organisational performance for all training and development regardless of whether or not it is funded; and
- Ongoing support to help employers to develop strategies to address future skills and training needs, which are aligned to business objectives and embedded in their business processes, including capacity building if required.

Funded Provision Offer available to Skillset Employers

The LSC offer to employers will be as follows:

Core TtG offer
Access to funding to support learners achievement of:
- NVQs in the workplace, at levels 2, 3 and 4. Repeat qualifications are restricted to those agreed in the Compact, as set out below
- Skills for Life qualifications: literacy, numeracy and ESOL
- Units and thin qualifications (where the employer is an SME) in business critical areas
Repeat full Level 2
Employers can access funding for repeat full level 2 qualification from the named list below, as appropriate to the needs of the employer/learner:

- C&G Audio Visual Industries Induction Certificate*
- Clapper Loader occupational qualification*
- Media Techniques qualification*
- NVQ Crane Technicians
- NVQ in Photo Imaging
- NVQ in Digital Print Production
- NVQ in Computer Games testing
- L2 NVQ Grips
- L2 NVQ for Stagehands in Film and Television
- L2 NVQ in Scaffolding
- Generic quals in sales, retail, business administration

Qualifications marked with an asterisk are to be developed by Skillset

Repeat full Level 3
Employers can access funding to support learners’ achievement of a repeat full level 3 qualification from the named list below, as appropriate to the needs of the employer/learner:

- Diploma in Advanced Media Techniques
- L3 Occupational qualification for Focus Pullers*
- L3 Occupational qualification for Computer Games Development*
- L3 qualifications in Leadership and Management
- L3 NVQ Photo-Imaging
- L3 NVQ in Production for Television
- L3 NVQ Grips
- L3 NVQ for Stagehands in Film and Television (Supervising Stagehand, Chargehand and Head of Department).
- Generic quals in sales, retail, business administration

Qualifications marked with an asterisk are to be developed by Skillset

Apprenticeships
- From new and existing apprenticeships frameworks including the L3 Advanced Media Production Apprenticeship, the L2 Games Testing Apprenticeship, the L2/3 Apprenticeships for Grips and Set Crafts and a sector-wide creative Media Apprenticeship Framework.

Management and Leadership
- Support for owners/managers of employers with 5-250 employees to develop their leadership and management through the Leadership and Management Advisory Service
Annex C

**Methodology for Assessing Progress towards Output Targets**

**Employer Engagement targets**

1. Skillset can count employer engagements against their target of 400 direct engagements where:
   - The engagement has been directly generated as a result of joint activity between the Skills Broker and a member of Skillset’s employer engagement team e.g. through one to one visits, networking and clustering arrangements etc.
   - AND
   - The resultant engagement results in a Skills Pledge commitment and/or referral to a solutions provider.

   It may be appropriate for Skillset and the Skills broker to jointly visit the employer, depending on their needs. In such case, the Skills Brokerage Service will ensure that such visits are recorded as joint visits.

   These engagements will also count against Skills Broker engagement targets, and should identify Skillset as the source of the lead.

2. Skillset can count employer engagements against their target of 3,500 engagements/Skills Pledge commitments where:
   - The lead has resulted from Skillset action, such as direct marketing, or contact with networks AND
   - The lead is passed directly from Skillset to the Skills Broker AND
   - As a result, the employer is referred to a skills solutions provider

   Skills Brokers will ensure that leads are identified in their CRMs as resulting from Skillset activity

   These engagements will also count against Skills Broker engagement targets.

3. As Skillset develops and implements arrangements for engaging 650 freelancers in TtG and skills development, the approach to counting and recording their engagement will be as above.

**Learner Targets**

The learner targets in the Compact will be measured by the LSC, based on growth from the Skillset baseline for 2007/8. In addition, the LSC will also monitor actual learner numbers arising for the engagement of employers in the Skillset footprint.
Annex D

Regional Contacts

<table>
<thead>
<tr>
<th>Region</th>
<th>Skillset</th>
<th>LSC</th>
<th>Brokerage</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Midlands</td>
<td>Ruth Palmer / Jo Welch</td>
<td>Andrew Barlow</td>
<td>Janet Moody</td>
</tr>
<tr>
<td>East of England</td>
<td>Triston Wallace</td>
<td>Ken I'Anson</td>
<td>Charles O'Donoghue</td>
</tr>
<tr>
<td>Greater London</td>
<td>Triston Wallace</td>
<td>Brendan Nolan</td>
<td>Esther Bromnick</td>
</tr>
<tr>
<td>North East</td>
<td>Ruth Palmer</td>
<td>Marie Bartley/ Chris Seabourne</td>
<td>Sarah Armstrong</td>
</tr>
<tr>
<td>North West</td>
<td>David McCall</td>
<td>Linda Stokes</td>
<td>Andrea Hadfield</td>
</tr>
<tr>
<td>South East</td>
<td>Jo Cassey</td>
<td>Alex Blundell</td>
<td>Lisa England</td>
</tr>
<tr>
<td>South West</td>
<td>Jo Cassey / Pippa Walkley</td>
<td>AnneMarie Johns</td>
<td>Sabrina Ward</td>
</tr>
<tr>
<td>West Midlands</td>
<td>David McCall / Jo Welch</td>
<td>Michael Ryan</td>
<td>Lara Ratnaraja / Richard Crooks</td>
</tr>
<tr>
<td>Yorkshire and Humber</td>
<td>Ruth Palmer</td>
<td>Gill Waite</td>
<td>Catherine Holmes/ Asleigh Craggs</td>
</tr>
</tbody>
</table>