



Employer Engagement Policy

Overview:

EDLounge Ltd has a responsibility and commitment to engage and create effective and sustained relationships with employers, partners and agencies.

Through the delivery of Traineeships, Apprenticeships and other work-based learning programmes, there is an increased focus on employer engagement, so to provide employers with support, along with effective, relevant and up-to-date information, advice and guidance. This was recognised when EDLounge gained the Matrix Standard kite mark in April 2020. This is the international quality standard for organisations that deliver information, advice and/or guidance (IAG).

EDLounge strongly supports employer engagement in careers education and work-related learning in schools and colleges. We have emphasised the importance of improved co-ordination between employers, professional careers advisers and schools and colleges, both through our EDLounge Government funded programmes. EDLounge commenced an European Social Fund funded project with Rotherham Metropolitan Borough Council in 2019. This partnership created an opportunity for a dedicated member of EDLounge staff to work as an Enterprise Advisor. The aim of this role is to support senior leaders in local schools to develop and implement a careers strategy for South Yorkshire.

We also believe employers can contribute to the career development of young people in the following ways:

- Providing young people with contracts so they can enter the world of work
- Providing opportunities to experience and learn about work and gain careers related skills through traineeships, apprenticeships, placement visits and online resources
- Contributing to careers education activities such as CV preparation and interview practice
- Providing information, inspiration and advice about the world of work through talks and other interactions such as mentoring and exhibitions

The benefits to employers from engaging in these activities are very significant. They include:

- Direct benefits such as recruitment opportunities
- Indirect benefits such as reputational advantage and fulfilling corporate social responsibility objectives
- Workforce development benefits derived from employees building and bringing into the business existing and newly acquired skills and knowledge

EDLounge have effectively engaged with a wide range of small, medium and large employers through their attendance at events such as:

- BETT-British Education teaching and Technology events
- Doncaster Chamber Skills Fest
- Youth Support Trust
- Attendance at international Business and Education events in Hong Kong, Dubai and China

To further increase employer engagement, EDLounge is working with local Chamber of Commerce and frequently attend both employer and business networking events around the Yorkshire region.

EDLounge also holds important its relationships and social responsibility working with local charities, delivering training with The Sheffield Foyer supporting homeless people, along with its ongoing relationship with Bluebell Wood a local Hospice for terminally ill children.

Aim

- To ensure that employer involvement in the delivery and/or assessment of on-line technical qualifications provides a clear 'line of sight' to work, enriches learning and raises the credibility of the qualification
- Guarantee all learners undertake meaningful "real work" activities involving employers during their study.
- To ensure that there is an accurate and detailed recording of meaningful employer involvement/ interaction for every individual learner
- The contribution of meaningful activities to the qualification must be significant and must relate to the qualification.

In order to do this EDLounge Centre will:

- Produce an Employer Involvement guide at the start of the programme that reflects the meaningful activities that contribute to the technical qualification.
- Establish and agree milestones with employers to develop, execute and review meaningful activities for learners
- Provide resources to ensure effective employer involvement and accurate monitoring and recording
- Confirm learner engagement against the defined meaningful activities identified
- Ensure effective, reliable and accurate tracking/recording of individual learner progress
- Prepare the learner to engage actively and positively with opportunities offered with employer involvement
- Ensure the employer is informed and fully engaged in the learning process

Summary

EDLounge fully understands that employer engagement on its own is not the complete solution to meeting young people and adults career needs. Career professionals working in partnership with employers is the most efficient model.

Conclusion

Employer and career professionals both have distinctive and complementary contributions to make to the career planning of young people. Working together within a planned programme of careers education and guidance enables them to provide more effective support to young people than they would on their own.

Version No	Purpose / Change	Lead	Completion Date	Next Review Date
1	Document Inception	Mick Farrar	Initial draft Jan 2019	April 2018
2	Final Approved Document/Implementation	Mick Farrar- Quality Manager	February 2019	March 2020
3	Document Review	Mick Farrar- Quality Manager	July 2020	July 2021