



EMPLOYER CHARTER



This Employer Charter sets out our commitment to working in partnership with employers so that our curriculum, training and services remain relevant, responsive and aligned to workforce needs. It also sets out the service standards you can expect from us, what we ask of employer partners, and how we will measure our impact.

OUR OFFER TO EMPLOYERS

We support employers to build skills pipelines, develop their workforce and improve performance through:

- **Apprenticeships** across a wide range of sectors, mapped to clear progression pathways.
- **Apprenticeship units** to update the skills of those already in the workplace, including those who wish to take on or refresh new skills (for example, AI planning).
- **Curriculum co-design** and bespoke training pathways shaped around your operational requirements and labour market needs.
- **Work placements** (short, programme-related and extended industry placements) and project-based opportunities that add value to your organisation.
- **Commercial research and applied projects** that further students' academic aims and contribute to real-world outcomes for employers.
- **Professional development and consultancy**, including short courses, business programmes and practical advisory support.
- **Skills Bootcamps** to upskill people in the workplace and to develop the skills of those looking to enter a new career.
- **Dedicated operational support** (where applicable), such as recruitment campaign support for apprenticeships and compliance checks.

OUR SERVICE STANDARDS (WHAT YOU CAN EXPECT)

- Acknowledge enquiries within 1 working day and provide a named contact within 2 working days.
- Offer an initial discussion / training needs analysis within 10 working days (or agree a timescale that suits your business).
- Provide a clear written proposal (scope, delivery model, responsibilities, costs and timeline) within 10 working days of confirming requirements.
- Provide a single-named point of contact (account manager or lead) for agreed activity.
- Agree progress updates at the outset and keep you informed throughout delivery.
- Evaluate impact with you at the end of activity and agree next steps, including progression routes.
- Handle information appropriately and in line with data protection requirements.
- Resolve concerns quickly via a clear escalation route (see 'Raising concerns and complaints' below).

YOUR COMMITMENT AS AN EMPLOYER PARTNER (WHAT WE ASK OF YOU)

- Share information about your workforce needs so we can design provision that meets your requirements.
- Support learners/apprentices with an appropriate workplace mentor/supervisor and time for review meetings, where applicable.
- Ensure safe working arrangements, insurances are in place and appropriate induction for placements and workplace learning.
- Provide feedback on learner performance and on the relevance and quality of our provision.
- Where possible, offer short industry visits, shadowing or sabbatical opportunities for lecturers so they can maintain and update modern industry experience.
- Engage where possible in curriculum insight activities (e.g., Industry Curriculum Boards, guest talks, mock interviews).
- Promote inclusive opportunity and fair access to experiences, placements and roles.



HOW WE WORK WITH EMPLOYERS

- **Cross-provider and regional collaboration:** we work with partner providers and agencies to identify and address skills needs across our wider geographical footprint.
- **Strategic leadership:** senior leaders engage directly with employers to develop strategic initiatives and enabling works that address critical skills shortages.
- **Mutual exchange of expertise:** we bring current industry practice into teaching, and we welcome employer input to staff development through employer-hosted short industry visits, placements, secondments and sabbaticals for lecturers to maintain and update modern industry experience.
- **Responsive curriculum:** we use labour market intelligence and employer feedback to refine and grow provision, including bespoke pathways and meaningful placement opportunities.
- **Regular dialogue:** we actively seek and respond to feedback so that our offer and partnership practice remains relevant, innovative and effective.



EMPLOYER ENGAGEMENT ACTIVITIES

We enable strong two-way relationships with employer partners through activities including:

- **Designing and delivering training** (professional/business courses, qualifications, short courses and bespoke provision).
- **Apprenticeships** (recruitment support, employer onboarding and standards delivery).
- **Placements and projects** (short placements, programme placements, extended industry placements, and higher education research projects).
- **Curriculum insight and employer engagement** (Industry Curriculum Boards, employer visits, guest lectures, mock interviews).
- **Employer contributions and support** (industry donations, equipment, sponsorship and collaborative opportunities).

DEDICATED EMPLOYER-FOCUSED OPERATIONAL SUPPORT

Through our specialist teams, we can offer operational support (where applicable), including:

- Supporting apprenticeship and bootcamps recruitment activity (campaigns, vacancy adverts and job descriptions). Provide shortlisting support and coordination (where agreed).
- Insurance and compliance checks for placements and workplace learning (where required).
- Developing bespoke training and designing new employer-specific courses.

HOW WE COLLABORATE

- We keep labour market intelligence and National Skills Priorities under review by working with relevant local and regional partners and evidence sources.
- We review local and regional skills needs and evolve our curriculum offer to meet demand.
- We partner with other education providers and agencies to understand employer needs across a wider geography.
- We develop strategic initiatives with employers to address skills shortages impacting the labour market.



HOW WE WILL MEASURE DELIVERY AND IMPACT

We will measure the effectiveness of our Employer Charter through employer feedback, delivery performance data and evidence of how well our provision responds to local and regional skills needs.

This will be evaluated using measures such as:

- Performance against the service standards set out in this charter, including timely acknowledgement, named contact allocation, needs analysis and proposal turnaround.
- Employer satisfaction, feedback themes and evidence of repeat or sustained engagement.
- The volume, range and quality of employer engagement activity, including placements, curriculum boards, guest input and employer-led projects.
- Participation, achievement and progression outcomes across employer-facing provision, including apprenticeships and workforce development activity.
- The extent to which employer input influences curriculum design, development and review
- Evidence of alignment to local and regional skills priorities, including responsive changes to provision.

The College's Curriculum, Skills and Stakeholders Committee oversees the overall impact of the Charter through regular review of both quantitative measures and qualitative feedback and case studies to provide assurance of the depth, impact and strategic relevance of employer engagement.

The Board of Governors monitors progress against the College's Strategic Plan objectives aligned to our commitments to employers to ensure delivery of the Strategic Plan remains on track.

RAISING CONCERNS AND COMPLAINTS

If something is not working well, please raise this via email to feedback@sparsholt.ac.uk in the first instance so we can work to resolve it quickly. If the issue is not resolved, then you may pursue the matter through to the formal complaints route in line with college policy.





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