



EMPLOYER
GUIDE



Who we are

Creative Alliance is an Independent Training Provider that operates as a social enterprise. We specialise in enabling talented professionals from different backgrounds and experiences to succeed. We help them get into and then get on in creative, digital and marketing roles within any company. We do this by providing careers education, apprenticeships and training courses for people to help them get their foot in the door.

We provide Work Based Learning and apprenticeship programmes for a range of different roles including digital marketers; digital content producers; graphic designers; theatre technicians; event organisers; photography assistants; customer service practitioners and many more.

Since 2005 Creative Alliance have worked with hundreds of employers to help grow their businesses. This includes providing advice for employers about employing an apprentice or training existing staff to strengthen the skills within their organisation.



We have successfully linked the right talent with the right workplace creating sustainable employment for people and providing businesses with access to the next generation of creative, digital and marketing talent.

Jennifer Tune of Blue Chilli Design said of our approach:

“One of the biggest positives is that they do all the training within the work place. They build the course around us & the work the apprentice is doing. That is such a valuable service for us & it means that the apprentice is much more valuable to the employer.”

Recognition

Matrix accredited for the quality of our advice and guidance

Gold standard Youth Friendly award for Commitment to Young People

Social Enterprise UK award winners for Education, Training and Jobs

Apprentices4England Training Provider of the Year award winners 2015/16/17





Employing an Apprentice: right talent, right workplace, bright future

Employing an apprentice is a great opportunity for you to add a hardworking and talented person into your team. With our support at Creative Alliance, your apprentice will be trained to your standards and within your ethos: that is at the heart of our partnership approach to work based learning.

Apprenticeships with Creative Alliance combine learning in the work place with online and classroom learning to that they develop the knowledge, skills and experience you need. This is the same whether you're recruiting a new person or upskilling current members of the team.

Creative Alliance believes our role is to work with an employer to develop independent, responsible and accountable professionals ready to succeed within a demanding and competitive industry. Employers tell us:

“ *“Don't worry about the skills, these can be taught. What we want are people with the right attitude and approach.”* ”

We work with apprentices right from the start of their employment. They are required to attend an intensive two-day training programme to help them develop the attitude to work employers say they need. The training sessions cover professional behaviour, customer service skills, personal learning thinking skills and how to receive feedback.

Our recruitment offer

What you get as an employer

- Support in defining the right role and finding the right person to add value to your business;
- An apprenticeship tailored to the job of work the apprentice is learning to do for you;
- An industry expert trainer/assessor to ensure that what the apprentice is learning on the job matches the requirements of the qualification;
- Free backup support and mentoring from the assessor/trainer and office team to both the apprentice and to you as the employer.

Free Recruitment Service

At Creative Alliance we know how time-consuming and costly it can be to recruit the right staff to your business. We will advertise your vacancy, screen applicants and pre-interview potential candidates to ensure you only interview the most appropriate people for your specific role – all free of charge – saving you time and money.

Creative Alliance can help you find the right apprentice for your organisation.

Support with Apprenticeship Costs

As a non-levy paying employer, 90% of the funding for the training will be covered by the government. If a candidate is 16-18 there is no cost to you as an employer. If a learner is over 19 a mandatory employer contribution will apply. *Employer contributions range from £40 to £95 per month depending on the apprenticeship programme.*

Grant for employers

If you employ a 16-18-year-old apprentice into your organisation you can claim a £1000 investment grant to support you employing your apprentice.

Duration of Apprenticeships

Our apprenticeships last 13 to 18 months depending on the programme.



Grow your Business

Increase the talent in your business with a **creative, digital, marketing apprentice**, and bring fresh ideas to your workplace.

Our approach means apprentices combine learning from you in your workplace with our training and mentoring, giving your apprentice the knowledge, skills and behaviours to strengthen your team.

Upskill your existing staff by investing in training to enable you to keep your business up to date and competitive. We have a range of apprenticeships available to help you to develop and strengthen your team with existing staff or new employees.

These apprenticeships do not have to be just new employees. They could be existing staff who you put through the vocational qualification. Apprenticeships are now available at Higher and Degree level and new ones are coming on stream all the time.

We have a range of training packages:

- Creative, Digital and Marketing
- Creative and Cultural Venues
- Business and Management



“

“Creative Alliance have supported us and helped us through every phase of the apprenticeship process. With that support it’s not been a resource heavy experience and we have a great apprentice who is now a full-time member of the team.”

Drew Burtenshaw - The Partnership

Strengthen your team

Existing staff could:

- Accredit knowledge and skills for a job they do but for which they have no formal qualification. If there is a substantial difference in the job an employee does and the qualifications they previously obtained then it’s possible for people with degrees to undertake vocational qualifications.
- Gain a higher-level qualification than the level of qualification that they already have.
- Study for a qualification in a new area of the business requiring new knowledge and skills that the organisation wants them to move into.



Right Talent; Right Workplace;
BRIGHT FUTURE

www.creativealliance.org.uk

Our Apprenticeship and Training offer

We have a range of training packages:

- ➔ Creative, Digital and Marketing
- ➔ Creative and Cultural Venues
- ➔ Business and Management

“ Enhance your business and upskill your existing staff

Creative, Digital and Marketing

Group	Programme	Level
Creative and Digital Media	Creative and Digital Media	3
	Broadcast Production Assistant	3
	Junior Content Producer	3
Digital Marketing	Social Media & Digital Marketing	4
	Digital Marketer	3
Events and Promotion	Events Assistant	3



Creative and Cultural Venues

Group	Programme	Level
Technical Theatre	Technical Theatre Sound Light and Stage	2
	Technical Theatre Sound Light and Stage	3
	Community Arts	2
Community Arts	Community Arts	3
	Digital Marketer	3
Cultural Heritage & Venues	Cultural Heritage and Venues Operations	3
Events & Promotion	Cultural Heritage and Venues Operations	3



Business and Management

Group	Programme	Level
Business & Administration	Business and Administration	3
	Business and Administration	4
Customer Service	Customer Service Practitioner	2
Project Management	Associate Project Management	4
Teaching and Learning	Supporting Teaching and Learning in Schools	3



Off the Job training

Apprentices need to complete 20% of their total working hours in “Off the Job Training.” This is defined as “learning which is undertaken outside of the normal day-to-day working environment and leads towards the achievement of an apprenticeship.” Off the Job does not have to mean away from the workplace. We have developed training plans, using a blended learning approach, that combines online learning, skype mentoring, work based training as well as classroom seminars.

Off the Job Training includes:

- The teaching of theory (for example, seminars, role-playing, simulation exercises, online learning)
- Practical training
- Time spent writing assessments and assignments
- Learning support
- Shadowing and mentoring
- Industry visits and attendance at skills competitions
- Working in other departments.

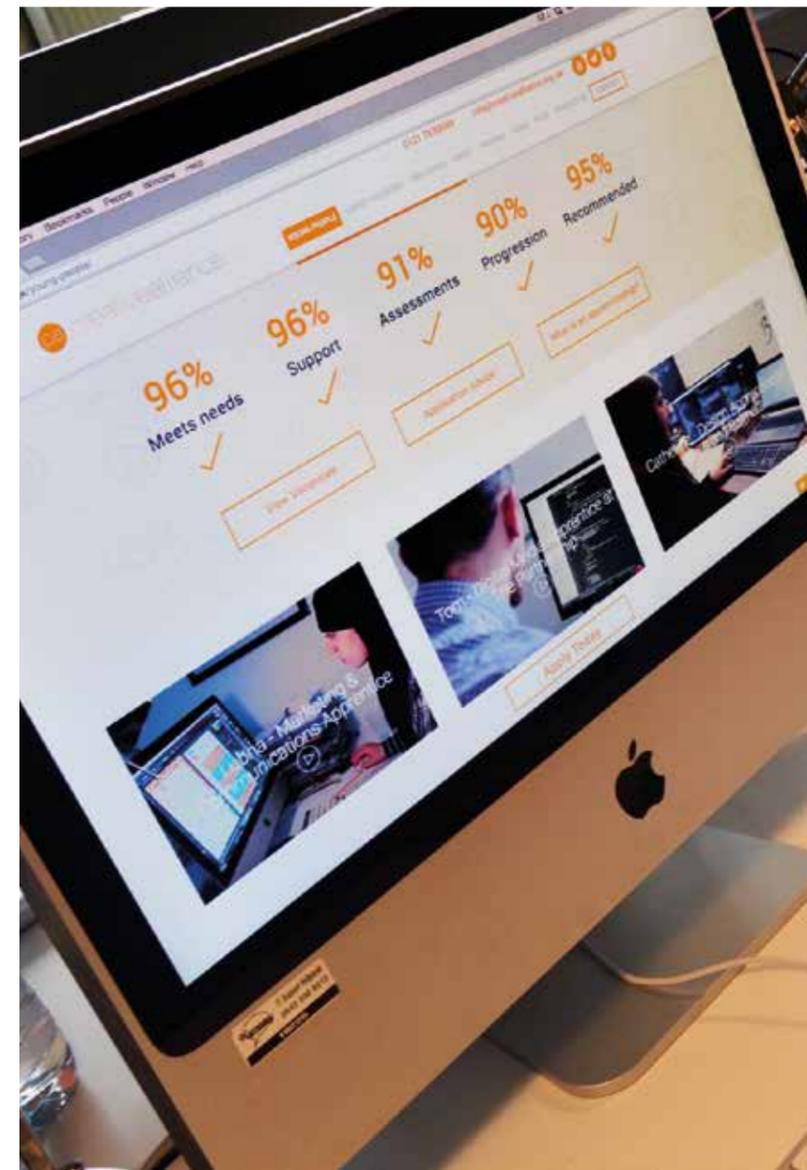


What Our Apprentices Tell Us

“Their support has allowed me to understand everything regarding graphic design and my confidence in using all the Adobe Suite has grown.” - Casey Gilliver, Nettl

“I feel supported and that CA are a good apprenticeship provider and have already recommended them to other people.”

- Jack Ellis, Essential Marketer



What Our Employers Tell Us

“Creative Alliance have helped my business grow in a stress and hassle free way. They screen candidates and arrange meetings and interviews at your convenience, I would, and have, recommended Creative Alliance. AMAZING service with friendly helpful staff who are always happy to help out in anyway.” - Rachael Giaramita, TigerBam

“I have been to events ran by Creative Alliance and been thoroughly convinced by what they are trying to achieve and how they have been presented. So when looking into hiring an apprentice It was always going to be Creative Alliance that would deliver this for my company Vermillion.”

- Lee Kemp, Vermillion Films

LEVY GUIDE

The apprenticeship levy is a government initiative to fund apprenticeships. It was introduced in May 2017, and is only payable by employers with a total wage bill of more than £3 million. The government has committed to 3 million apprenticeship starts in England by 2020. The levy has been created to fund this commitment, and to encourage employers to hire more apprentices to help address skills gaps in the UK.



We have a range of training packages:

- ➔ Creative, Digital and Marketing
- ➔ Creative and Cultural Venues
- ➔ Business and Management

See our grid of pathways on page 8 (previous pages)

Invest in Skills & Training

Your Levy funds can be used to recruit an apprentice and upskill your existing staff by investing in skills and training to enable you to keep your business up to date and competitive.

We have a range of apprenticeship available to help you to develop and strengthen your team with existing staff or new employees.

Funds will expire 24 months after they appear in the employer's digital account unless spent on apprenticeship training.

These apprentices do not have to be new employees. They could be existing staff who you put through the same vocational training programmes that apprentices study.

The first thing to do is work out how much levy you might be paying. This can be done here:

<https://estimate-my-apprenticeship-funding.sfa.bis.gov.uk/>

Existing staff could:

- Accredit knowledge and skills for a job they do but for which they have no formal qualification. If there is a substantial difference in the job an employee does and the qualifications, they previously obtained then it's possible for people with degrees to undertake vocational qualifications paid for by the levy.
- Gain a higher-level qualification than the level of qualification that they already have.
- Study for a qualification in a new area of the business requiring new knowledge and skills that the organisation wants them to move into.



Registering on the Digital Account

As a Levy payer we will issue a contract to you for the apprenticeship training. The funding for the apprenticeship will be agreed and then deducted from your digital account. The portal is where you manage add organisations and your learners.

To set up your account please go to:

<https://manage-apprenticeships.service.gov.uk/> then simply follow the steps to set up your account. (Please note you'll need your Government Gateway login details for the PAYE schemes)

Learner details and the price for the training is agreed via the portal. Once I have a start date confirmed I can complete this process on the phone or visit you to guide them through completing this step and making the process as straightforward as possible. The contract will come through via Adobe Cloud sign.

If you pay the levy you need to talk to your:

- Payroll team: the person who has access to your Government Gateway account will usually be someone from your payroll department. You will need to use this to set up your apprenticeship service account. You should do this as early as possible. They will work out how much levy you need to declare to HMRC each month.
- HR and / or your training department: they will work out your apprenticeship strategy and talk to training providers when you take on apprentices.
- Finance department: they will make strategic decisions about how you will spend your levy funds.
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- Your payroll department who will work out how much levy you need to declare to HMRC each month

You can contact the National Apprenticeship Service for advice or help using the service on 0800 015 0600 - Or email: helpdesk@manage-apprenticeships.service.gov.uk.

THE FACTS

- ➔ Any employers, in any sector, with a payroll bill of more than £3 million per year is liable to pay the levy;
- ➔ Apprenticeship levy is set at a rate of 0.5% of your total payroll;
- ➔ Employers will not pay the first £15,000 of the levy;
- ➔ It will be collected monthly based on 'live' HMRC payroll data;
- ➔ You have 24 months from the date of collection to spend the levy on apprenticeship training.

You need to decide who will have access to the apprenticeship service account. This will be staff who can:

- Approve apprenticeship data: for example, an HR or training manager.
- Approve costs for training which are agreed with the training provider, for example, an HR or training manager.
- Sign the agreement with the Education and Skills Funding Agency (ESFA): a senior member of staff who has the authority to sign a contract.

Using your account

Once you've accepted the agreement with ESFA you can use your account to:

- Start the process of adding apprentices to the account. If you don't want to, there is an option to ask Creative Alliance to do this.
- Authorise payment to your training provider once you've entered and approved the details of the apprentices in your account.

Our Operations Manager will work with you to set up apprentices and agree on the price of training. This can be done either remotely or we can organise a meeting.

 0121 753 0049

 info@creativealliance.org.uk

 @Create_Alliance

 /CreativeAllianceUK

213 Scott House
Custard Factory
Gibb Street, Digbeth,
Birmingham
B9 4AA

www.creativealliance.org.uk

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Photography Kate Green, Phillip Parnell
Design, Kerry Leslie
Editor, John Parker