



Education & Skills
Funding Agency

Course directory provider portal: apprenticeship content guidance

Version 4

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Of interest to apprenticeship training providers.

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1. Introduction

The apprenticeship service will allow employers to choose and pay for the apprenticeship training that they want and will support the uptake of apprenticeships. The service is designed for employers, with information coming from a range of different sources, including training providers.

A key part of the apprenticeship service will be an online search facility for employers to find suitable apprenticeship standards or frameworks by pathway and to identify approved training providers who can deliver that training.

This guide is designed to help you write content about your organisation and the apprenticeships to be displayed in the apprenticeship service.

For technical information about apprenticeship data and how you can submit it please refer to the [apprenticeship data: course directory provider portal user guide](#). If you need help with accessing the course directory provider portal and submitting your apprenticeship data, please email the [course directory support desk](#) or call 0844 8115073.

1.1 Who should use this guide?

You should use this guide if you are responsible for, or produce, content about apprenticeships on behalf of your organisation to be displayed in the apprenticeship service.

This may include colleagues in the following areas:

- marketing
- communications
- online/website content
- business development

You should read this document before you provide information about your apprenticeships through the course directory provider portal.

The information you submit will be displayed on the apprenticeship service once you have been accepted as a main provider onto the Register of Apprenticeship Training Providers (RoATP) and the information you have added has passed quality assurance.

If you are already on the RoATP and you make any changes to your apprenticeship information, it will be displayed in the apprenticeship service the following day. Once published, you can check how your content looks and make further changes if you need to.

1.2 How will my details be presented?

The screen shot on page three of this document is an example of how your information will be presented in the apprenticeship service. This guide provides information to help you complete the sections highlighted below.

Find apprenticeship training

BETA This is a new service – your [feedback](#) will help us to improve it.

ABC Training Limited

Training information

Apprenticeship: Manufacturing engineer
Level: 6 (equivalent to bachelor's degree)
Training options:

- day release
- block release
- at your location

[Explain training options](#)

Day release: for example one day a week at the training provider's location.

Block release: for example 3-4 weeks at the training provider's location.

At your location: the training provider comes to your workplace.

Contact details

Website:
[ABC Training Limited website](#)

Phone number:
01234 567890

Email:
contactus@abc-td.co.uk

Contact page:
[contact this training provider](#)

Address:
Erdington Training Academy, 128
CECIL ROAD, ERDINGTON,
BIRMINGHAM, B24 1AA

Achievement rates: Achievement average: no data available

About the apprenticeship:

ABC Training has four learning centres across the Midlands all fitted out with modern, well-equipped classrooms and workshops.

Your Manufacturing Engineer apprentices will benefit from:

- the highest quality of teaching by qualified and experienced industry experts
- classroom-based study using the latest computer-aided programmes
- high-tech, well-equipped workshops where 'hands-on' skills will be honed

At ABC Training, an account manager is always on hand to answer any questions about the training we offer.

Your account manager can arrange for training to take place at any of your locations such as your head office, a branch or other workplace.

About your apprenticeship delivery (see section 3)

Provider information

ABC Training is based in Birmingham, providing specialist training in engineering for 25 years.

Our team of trainers has been recruited from the automotive, manufacturing, aviation, energy and marine sectors, and more.

This means we can offer role-specific training from industry professionals, each with more than 10 years' experience in their chosen fields.

We offer a bespoke service that can be tailored to suit your business and caters for individuals as well as large and small training groups.

ABC Training actively participates in World Skills competitions and works closely with the Apprenticeship Ambassadors Network.

Employer satisfaction: no data available

Learner satisfaction: no data available

Legal trading name: ABC Training Ltd

Content maintained by ABC Training Limited

Give us your feedback

This is a new service and your feedback will help us improve it. Use the link below to take part in a short survey.

[Take the survey](#)

Content disclaimer

Skills Funding Agency cannot guarantee the accuracy of course information on this site and makes no representations about the quality of any courses which appear on the site. Skills Funding Agency is not liable for any losses suffered as a result of any party relying on the course information provided.

About your organisation (see section 2)

2. Overview of your organisation for employers

2.1 Where to find this section in the course directory provider portal

Course directory provider portal -> Provider Details -> Apprenticeships - Overview of your Organisation for Employers

In the course directory provider portal click the 'Provider Details' menu or the 'Update the main information details' link.



In the 'Provider Name' field, please ensure that your organisation name is submitted using **Title Case**, not in BLOCK CAPITALS.

The screenshot shows a form with the 'Provider Name' field containing 'ABC Training Limited'. Below this is the 'Apprenticeships' section with the following options:

- RoATP
- Current contract with SFA If you do not tick this box none of the apprenticeship information you enter will be displayed on the digital apprenticeship service
- National training provider

Below these options is a text area for a 'Brief overview of your organisation for employers (max 750 characters)'. The text area contains the following text:

ABC Training London Ltd based in South West London in November 2011 serves local London communities. ABC places quality care - both childcare & adult care at the very heart of mission, vision & values of the organisation. Our team of 7 dedicated teaching staff are all highly qualified long serving staff members with a shared philosophy for care & education.

At the bottom right of the text area, it says 'Paragraphs: 1, Words: 61, Characters: 360'.

On the provider details page scroll to the bottom to find the 'apprenticeships – overview of your organisation for employers' section.

This is a brief description of your organisation written for employers. It should be accurate, clear and concise and should be relevant to all of your apprenticeships.

This section gives you the opportunity to tell employers about your organisation. You should include information that will help employers understand more about your organisation and why they might want to choose you to deliver their apprenticeship training.

Employers who want to find out more will be able to contact you directly, so use this section to highlight the key information.

Ensure that the content is written for an **employer audience** and not for individuals or potential apprentices. Use the first-person plural to describe your apprenticeship offer, for example, 'we provide' and 'our service'.

Please make sure you enter sufficient detail, for example, not just a website address or that you are a higher education provider. If you want to include claims about your organisation, they must be clearly evidenced and current, for example, 'Voted best training provider 2016 by Birmingham Chamber of Commerce'. You should not include information already displayed to employers such as FE Choices or achievement rates data. You are responsible for updating information where it becomes out of date or is no longer relevant.

You can use this section to tell employers about:

- what type of training provider you are
- how long you have been providing apprenticeship training
- any particular sectors your organisation is associated with – for example, 'we are transport specialists'
- particular specialisms, if applicable, to all of your apprenticeships
- your broad, geographical coverage

Make sure you **don't**:

- make unverifiable claims – for example, 'we are the best in the country'
- give specific apprenticeship training details – for example, 'level 4 business administration'
- use the term 'standard' or 'framework'; use 'apprenticeship' instead
- use the term 'learner' or 'student'; use 'apprentice' instead
- use the term 'course'; use 'apprenticeship' or 'training' instead
- name specific employers
- include Ofsted grades other than the main rating for the whole organisation
- include URL links as they will not work because they will not be in the correct format

You can use a maximum of 750 characters, (this includes spaces between words). Please refer to the screen shot in section 1.2 to see an example.

Always check your spelling and grammar before submitting any information.

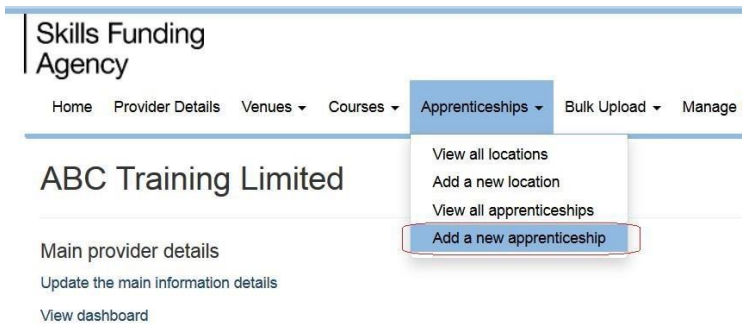
If you copy and paste text into the 'Overview of your organisation for employers' field it may affect the formatting, so you will need to check the information is displayed correctly in the live service.

3. Your apprenticeship information for employers

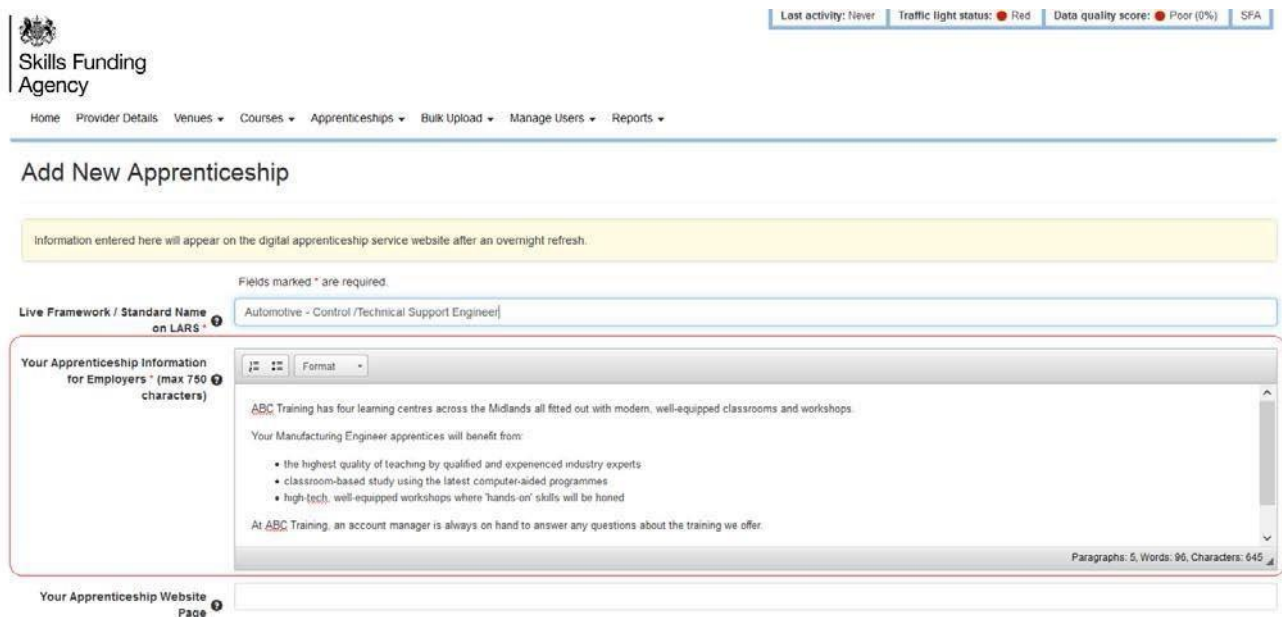
3.1 Where to find this section

Provider Portal -> Apprenticeships -> Add a new apprenticeship -> Your apprenticeship Information for Employers

In the course directory provider portal click 'Add a new apprenticeship' under the 'Apprenticeships' menu.



You can add information about how your organisation **delivers** the specific apprenticeship standard or framework pathway to the 'Your Apprenticeship Information for Employers' field.



Please enter information about the way your organisation provides training for the specific apprenticeship standard or framework pathway you are offering.

Be accurate, clear and concise.

This section gives you the opportunity to provide information about the delivery of the specific apprenticeship that employers will find useful.

Ensure that the content is written for an **employer audience** and not for individuals or potential apprentices. Use the first-person plural to describe your apprenticeship offer, for example, 'we provide' and 'our service'.

You can use this section to tell employers about:

- apprenticeships which are currently available for delivery and which you are able to offer to employers
- specific information about the apprenticeship and how the apprenticeship training is structured
- how you will deliver the apprenticeship training to the employer
- any specialist training facilities and equipment you have for apprentices
- how the apprentice will be supported during the apprenticeship
- any element of the training which may be delivered by a subcontractor

Make sure you **don't**:

- list the content of the apprenticeship, for example, learning aim titles or level; this information is already contained in the apprenticeship summary information pages
- include job roles apprentices could do as these are included elsewhere
- use the term 'standard' or 'framework'; use 'apprenticeship' instead
- use the term 'learner' or student'; use 'apprentice' instead
- use the term 'course'; use 'apprenticeship' or 'training' instead
- name specific employers
- duplicate the information already entered in the Provider Details section
- include URL links as they will not work and will not be in the correct format
- mention non-apprenticeship provision, , for example a traineeship

You can use a maximum of 750 characters, (this includes spaces between words). Please refer to the screenshot in section 1.2 to see an example.

Always check your spelling and grammar before submitting any information.

If you copy and paste text into the 'Your Apprenticeship Information for Employers' field it may affect the formatting, so you will need to check the information is displayed correctly in the live service.

4. Style guidelines and formatting text

As your apprenticeship information will be published on a government service you need to make sure your content follows the official [Government Digital Service \(GDS\) Style guide](#).

This guide applies to all content published on services linked to GOV.UK (including the apprenticeship service) and offers style guidance on:

- abbreviations and numbers
- specific words and phrases, in terms of spelling, hyphenation and capitalisation

The guide is arranged alphabetically in an easy-to-use '[A to Z](#)' format. You can search the guide by:

1. selecting 'open all'
2. pressing Ctrl+f on your keyboard if you're using a PC or ⌘+f if you're using a Mac
3. typing the word or search term that you're looking for

The text editor for both content fields allows a limited number of formatting options.

- Ordinary text.
- Heading 3.
- Bullet point.
- Numbered bullet point.

For more details, please refer to Appendix B in the [Apprenticeship data: course directory provider portal user guide](#).

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