Education & Skills Funding Agency

Course directory provider portal: apprenticeship content guidance

Version 6

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Of interest to apprenticeship training providers.

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1. Introduction

The apprenticeship service allows employers to choose and pay for the apprenticeship training that they want and supports 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 is 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.

In this document where we use the term ‘you’, we mean training providers who wish to deliver apprenticeship training.

We have designed this guide 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. We will quality assure your information against this guidance document and contact you to let you know the results. We may ask you to make some changes if your information does not comply.

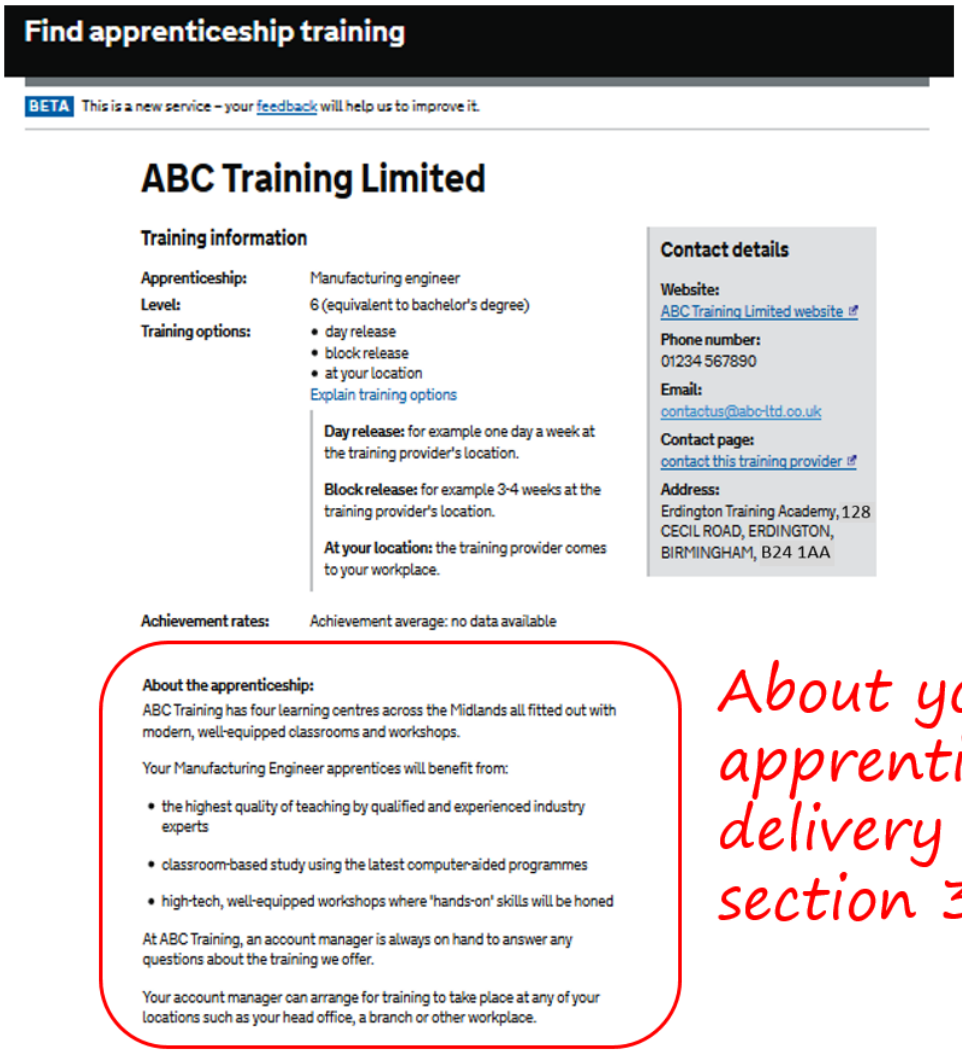
If you are already on the RoATP and you make any changes to your apprenticeship information, you will be able to see them on the apprenticeship service the following day. Once published, you can check how your content looks and make further changes if you need to.

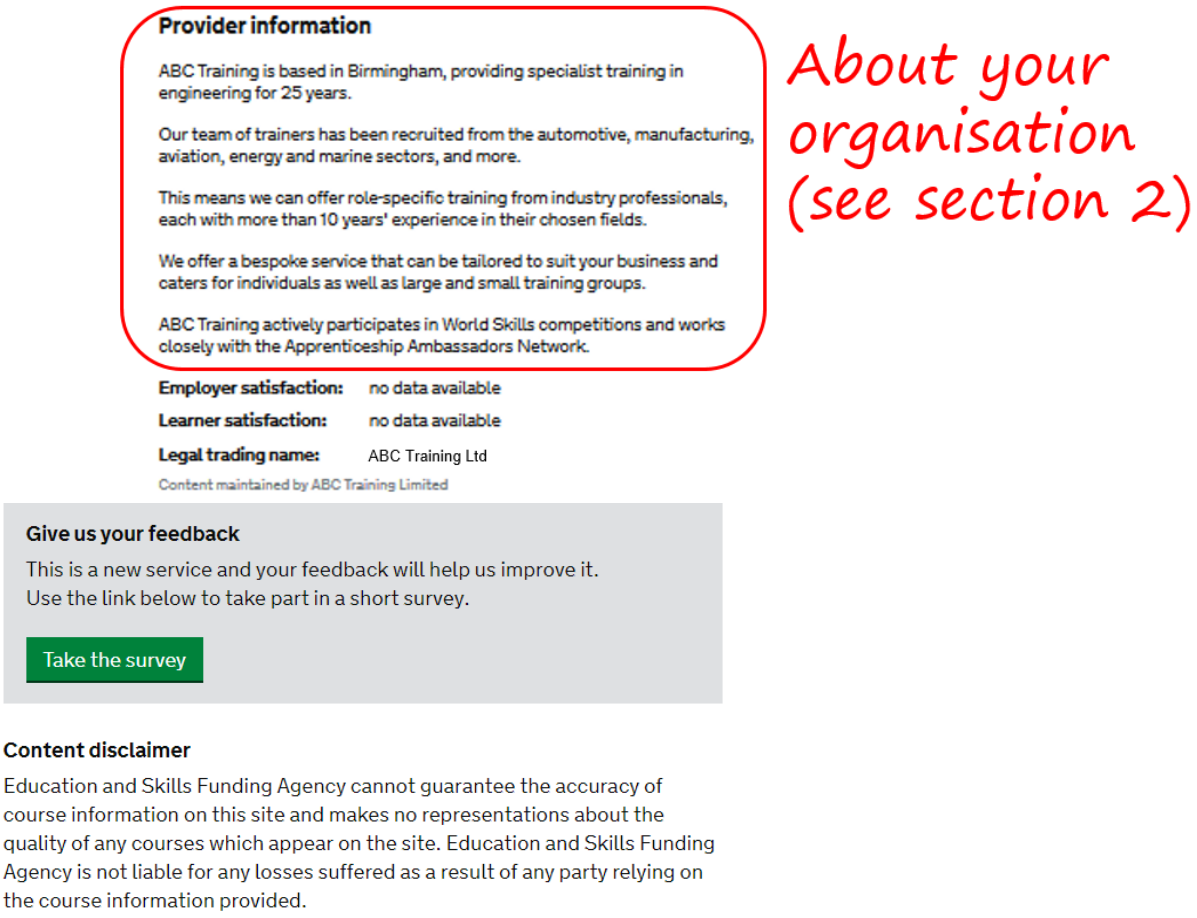
Only add apprenticeships that you currently deliver. If you only intake apprentices at certain points in the year, or you have a minimum cohort size, you should state this in the 'your apprenticeship information for employers' section (see Section 3).

You are responsible for checking whether the apprenticeship (standards only) requires regulation and / or should be delivered by an approved provider. You can check the standards on the Institute for Apprenticeships (IfA) website.

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.



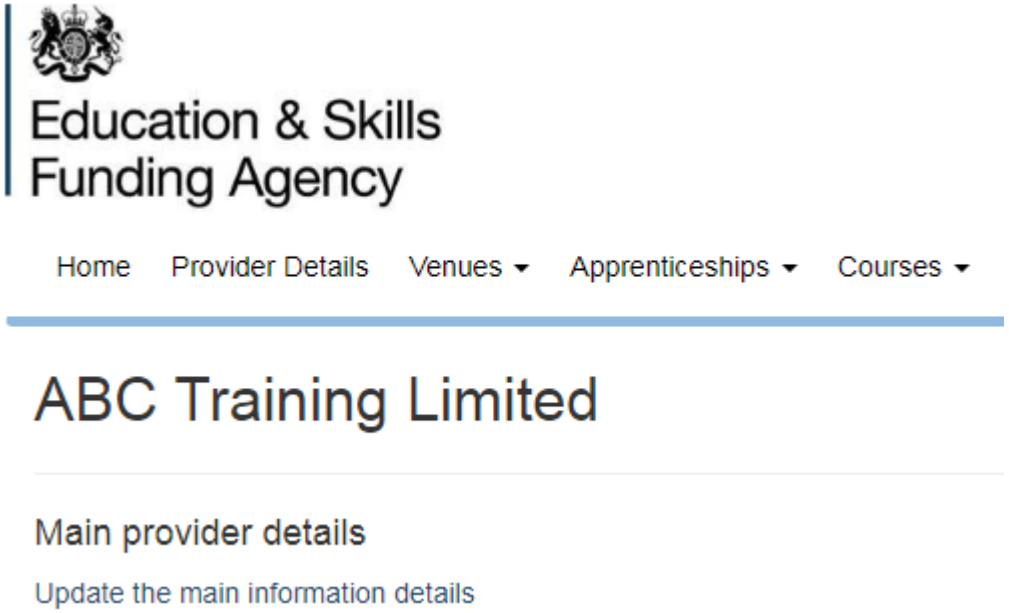


2. Overview of your organisation for employers

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

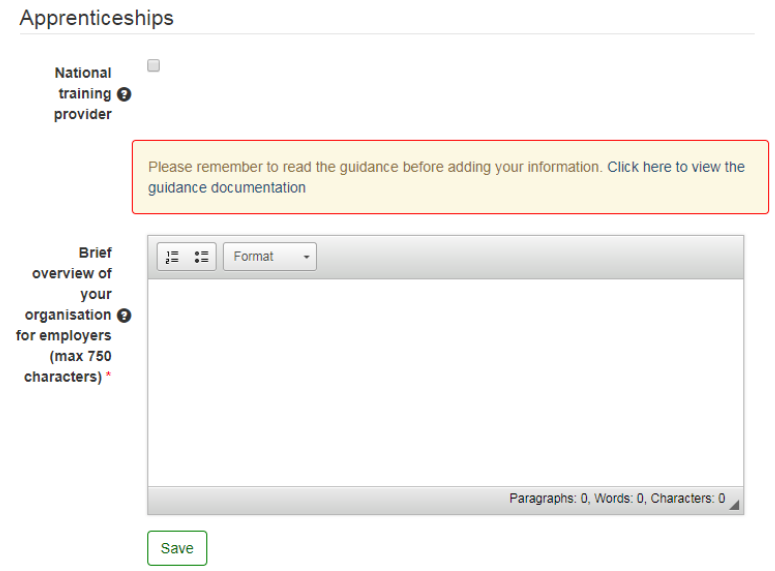
In the course directory provider portal click the ‘Provider Details’ menu or the ‘Update the main information details’ link.



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

This information is pre-populated using the UK Register of Learning Providers (UKRLP) details from the UK Provider Registration Number (UKPRN) you have used in your RoATP application. If your UKPRN is incorrect in the RoATP application, you will need to contact the DfE eTendering portal through Bravo. If you need to change the name in your UKPRN registration, you will need to access the UKRLP website.

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 only your details, as a main provider, are included in this section.

Ensure that you write the content for an **employer audience** and not for individuals or potential apprentices. Use the first-person plural pronoun 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'; where you make a claim, you should include the source you are quoting
- use wording such as "unique" or "the leading" about your organisation unless you can substantiate this
- 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 employer satisfaction or learner satisfaction rates as these will automatically appear on Find apprenticeship training in your profile information
- include Ofsted grades other than the main rating for the whole organisation
- include URL (http://) links; these 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 of this document to see an example.

Always check your spelling and grammar before submitting any information.

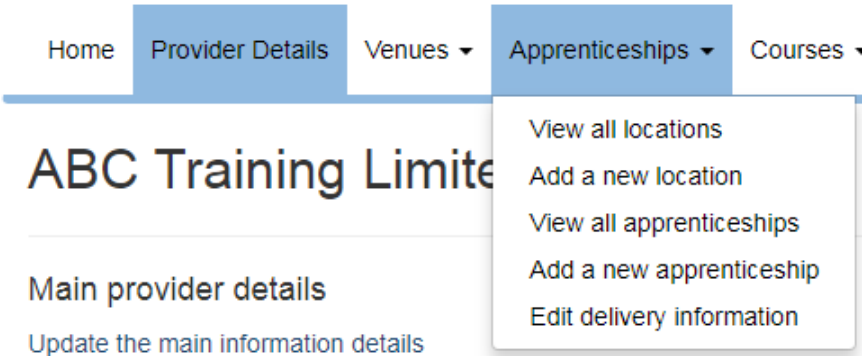
If you copy and paste text into the 'Overview of your organisation for employers' field it may affect the formatting, so you will need to check the information is displayed correctly in the live service. Be particularly careful when pasting bullet points, other non-standard formatting and characters.

3. Your apprenticeship information for employers

3.1 Where to find this section

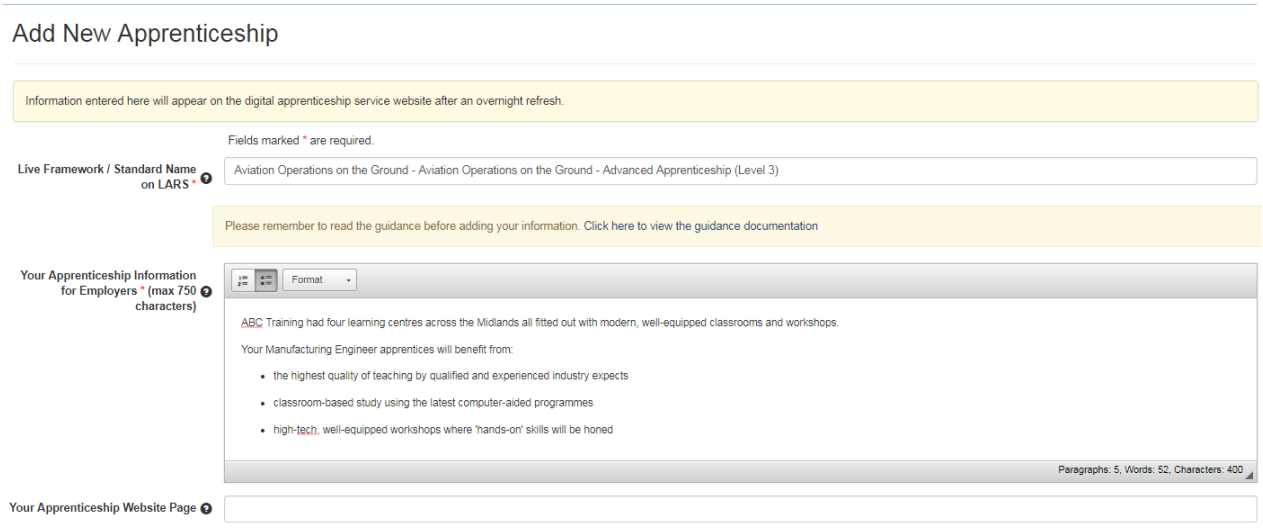
Provider Portal -> Apprenticeships -> Add a new apprenticeship -> Your apprenticeship Information for Employers

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.

Avoid using the same apprenticeship information for all your apprenticeships.



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 that employers will find useful about the delivery of the specific apprenticeship.

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

If the standards you want to deliver aren’t yet ready, email the course directory support team at support@coursedirectoryproviderportal.org.uk to let them know. We still expect you to complete your apprenticeship information for employers.
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**:

- make unverifiable claims – for example: ‘we are the best in the country’; where you make a claim, you should include the source you are quoting
- use wording such as “unique” or “the leading” about your organisation unless you can substantiate this
- 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
- include employer satisfaction or learner satisfaction rates as these will automatically appear on Find apprenticeship training in your profile information
- duplicate the information already entered in the Provider Details section
- include URL (http://) links: these 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 of this document 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. Be particularly careful when pasting bullet points, other non-standard formatting and characters.

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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