



Skills Funding  
Agency

# Course directory provider portal: content guidance

August 2016

Of interest to apprenticeship training providers with an apprenticeship contract funding allocation for the 2016 to 2017 funding year.

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# 1. Introduction

The digital 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 digital 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 apprenticeships to be displayed on the digital 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 contact the Course directory provider portal support team on 0844 8115073 or [support@coursedirectoryproviderportal.org.uk](mailto:support@coursedirectoryproviderportal.org.uk)

## 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 on the digital 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 digital 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 (we show below) is an example of how your information will be presented in the digital 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

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.

#### Training provider quality assessment

Employer satisfaction: 87%

Learner satisfaction: 82%

Source: [Skills Funding Agency FE Choices](#)

### Manufacturing engineer

Level: 6 (equivalent to bachelor's degree)

**Website** [training provider website](#)  
**Phone** 01234 567890  
**Email** [contactus@abc-ltd.co.uk](mailto:contactus@abc-ltd.co.uk)  
**Contact page** [contact this training provider](#)

**Training options**

- day release
- block release
- at your location

▶ [Explain training options](#)

**Training location** Erdington Training Academy 27 CECIL ROAD  
ERDINGTON BIRMINGHAM B24 8AU

About your organisation (see section 2)

About your apprenticeship delivery (see section 3)

### Apprenticeship training information

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.

*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

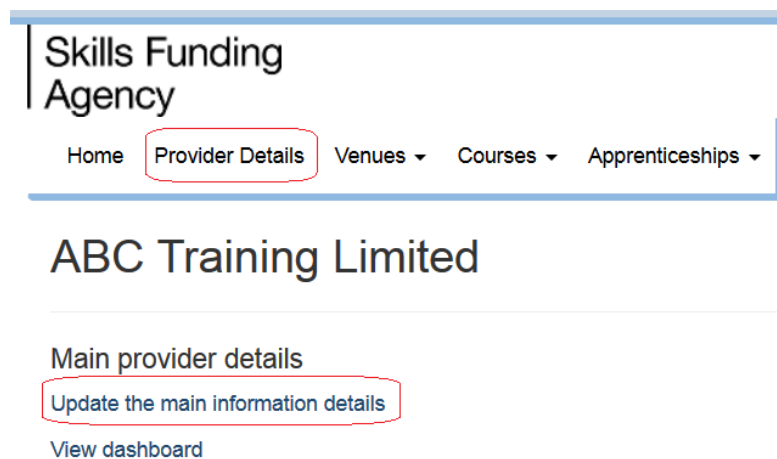
Skills Funding Agency cannot guarantee the accuracy of course information on this site and makes no representations about the quality of any courses which appear on the site. Skills Funding Agency is not liable for any losses suffered as a result of any party relying on the course information provided.

## 2. Overview of your organisation for employers

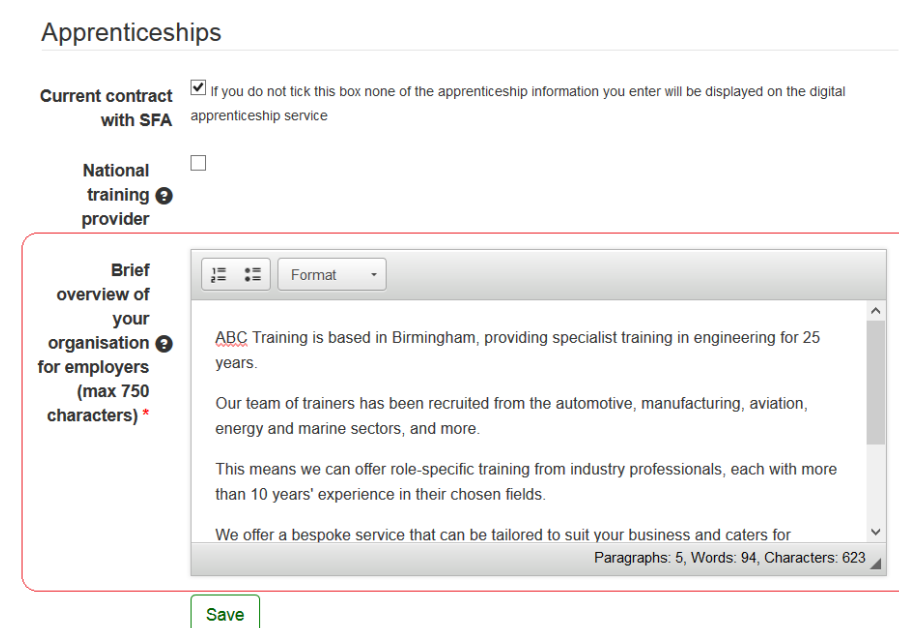
### 2.1 Where to find this section in the Course directory provider portal

#### 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.



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 will be the first thing an employer sees when they open your details from their search results. 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'.

If you want to include claims about your organisation, they must be clearly evidenced, 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 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'; use the term 'apprentice' instead
- use the term 'course'; use 'apprenticeship' or 'training' instead
- name specific employers

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.

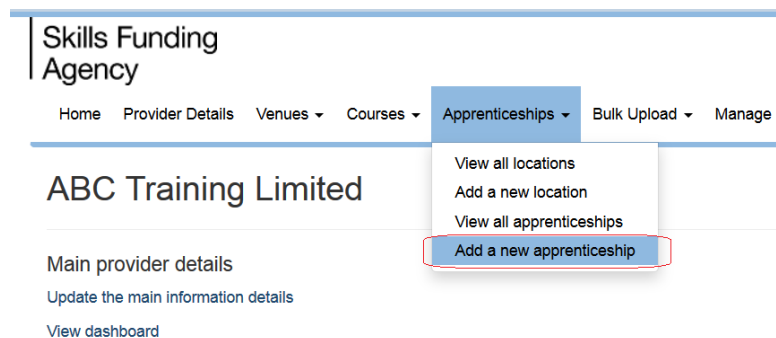
Always check your spelling and grammar before submitting any information.

## 3. Your apprenticeship information for employers

### 3.1 Where to find this section

#### Provider Portal -> 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.

The screenshot shows the 'Add New Apprenticeship' form in the Skills Funding Agency Provider Portal. The form includes a navigation menu at the top with 'Apprenticeships' selected. A yellow banner at the top of the form states: 'Information entered here will appear on the digital apprenticeship service website after an overnight refresh.' Below this, a text input field for 'Live Framework / Standard Name on LARS' contains 'Automotive - Control /Technical Support Engineer'. The 'Your Apprenticeship Information for Employers' field (max 750 characters) is highlighted with a red box and contains the following text: '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.' The bottom of the form has a 'Your Apprenticeship Website Page' 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 an opportunity to provide more 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:

- 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
- if any element of the training will 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 standards and framework pathways summary 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'; use the term 'apprentice' instead
- use the term 'course'; use 'apprenticeship' or 'training' instead
- name specific employers

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.

## 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 digital 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.
- Number bullet point.

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



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