



COMMITMENT STATEMENT: COVER SHEET

This Commitment Statement outlines a programme of learning agreed between you, the Learner, your employer and your lead provider (Big Creative Training). This Commitment Statement is to be carried out under Education and Skills Funding Agency (ESFA) arrangements and is underwritten by an Apprenticeship Agreement.

A Commitment Statement must be completed for all Learners and provides your details, your initial assessment results, what Apprenticeship you will be working towards, including completion dates and any additional support arrangements made for you.

The information detailed in this Commitment Statement will be transferred to the learner's online portfolio (where applicable) and will be reviewed and updated throughout the Apprenticeship via this medium. All information will be treated in confidence. Any changes to this Commitment Statement must be agreed with all parties and supported by a change of circumstances form which your provider will send to their head office. The Commitment Statement will also need to be signed by a parent or guardian if the learner is under 18 years of age.

Data Protection Act 1998

The Education and Skills Funding Agency may share this information with other organisations and Department for Education and Skills for administrative, statistical and research purposes, to inform Careers/Connexions and other guidance and to monitor progress of Learners.

This commitment statement sets out the agreement being made between the (named) apprentice, the (named) employer and the (named) main provider detailed below.

It sets out:

- Details of all relevant parties
- Relevant provider policies that the apprentice (and employer) should be made aware of
- The commitment from each party to the apprenticeship
- The agreed plan of training

Apprentice, Employer and Lead Provider.			
Apprentice details			
Apprentice Name		Apprentice NI number	
Title / Position		Apprentice Address	
Company		Apprentice Email	
Care Leaver		Apprentice D.O.B	
Learning Support		Apprentice Number	



Employer details (Manager of Apprentice)			
Manager Name		Company Name	
Title / Position		Company Address	
Email		Contact Number	

Training Provider Details			
Provider Name		Title	
Provider Address		Contact Number	
Contact Name		Contact Email	

End Point Assessment Organisation (EPA)	
Name	
Address	
Contact Number	

COMMITMENT STATEMENT: BCT POLICIES CHECKLIST

BCT has a number of key policies in relation to your apprenticeship available at:

<http://www.bcepolicies.com/public-documents/> These include -

- Health & Safety
- Safeguarding,
- Equal Opportunities,
- GDPR
- Complaints Policy
- Disability Policy
- Online Safety

Please Initial and Date ONCE THE ABOVE POLICIES HAVE BEEN DISCUSSED

Employer:

Apprentice:

KEY POLICIES

Health & Safety Induction

A health and safety induction should be given to the Apprentice and include the following information:

- Participant's responsibility for their own, as well as others' safety at work
- Standard accident reporting procedures
- Where the first aid equipment is kept and person responsible
- What to do in the event of fire
- Fire exits and emergency evacuation procedures
- Fire extinguishers
- Introduction to any tools and machinery, identifying any potential hazards
- Any prohibitions explained by supervisor
- Lifting and handling
- Health and safety policy must be drawn to the attention of the participant
- Participants must be given a tour of the training premises, which highlights appropriate health and safety information at the start of the placement

Reporting of accidents for placement providers

Notify the BCT Employment Manager on 020 3873 5800 immediately of any accident involving:

- The death of a participant or major injury
- Of any accident resulting in loss of physical or mental faculty
- Minor injuries should be recorded in the accident book

Safeguarding

- Any member of staff who has concerns about a young person should make an immediate telephone referral to Ben Jolly on 07834 182 380. If Ben is not available, then the referral should be made to the BCT MD.
- Concerns may be raised either because of something a young person has disclosed or because you have noticed unusual behaviour or a change in their behaviour.
- If a young person asks you to keep a secret, you must not commit to this and you should let them know that anything they tell you that gives you concern will be reported.

Equality and diversity

- BCT believes that all employees and course participants are entitled to be treated with respect.
- BCT is committed to achieving an environment which provides equality of opportunity and freedom from discrimination on the grounds of race, colour, nationality, ethnic origin, gender, marital status, disability, religious beliefs, age, appearance or sexual orientation.
- BCT is committed to actively opposing all forms of discrimination and will encourage full contribution from its diverse community

Information sharing

- Information about a young person on programme should not be shared with anyone apart from a staff member. If a third party makes contact with regards to a young person please refer them to the programme manager without discussing the young person.



COMMITMENT STATEMENT: COMMITMENT TO THE PROGRAMME

Commitment to the programme - Training Provider, Employer, Apprentice

Training Provider

Big Creative Training will:

1. Check the eligibility of the apprentice, including that:

- The apprentice has the right to work in England
- They spend 50% of their working time in England
- They are not undertaking another apprenticeship or will benefit from DFE funding during their apprenticeship programme (including student loans)
- They have not been asked to financially contribute towards the apprenticeship

2. Conduct the following checks with the employer:-

- The employer was offered (where appropriate) the option of the free Recruit An Apprentice service
- The employer has a contract of service with the apprentice which is long enough to complete the apprenticeship successfully (including end-point assessment)
- The employer and the apprentice have signed an apprenticeship agreement
- The employer is paying the apprentice a lawful wage
- The employer has agreed that the apprenticeship is the most appropriate learning programme for the individual
- The employer acknowledges that the apprentice requires at least 20% off-the-job training over the duration of the training period
- The employer will allow the apprentice to complete their off-the-job training during working hours (including English and maths if required)
- The employer will give the apprentice appropriate support and supervision

3. Devise a plan of training, for agreement by all 3 parties, taking account of the following:-

- An initial assessment of the learner's pre-existing knowledge, skills and behaviours, against those required to achieve the apprenticeship
- The learner's current English and maths working level
- Any learning support needs
- The minimum off-the-job training requirement
- Any requirements for training to be sub-contracted (to be agreed with the employer)

Commitment to the programme - Training Provider, Employer, Apprentice

Training Provider

4. Negotiate a price with the employer, including the following checks:-

- Additional payments / bursaries / small employer waiver
- Relevant prior learning (which would reduce the duration of the programme and the negotiated price)
- That the employer understands any obligations in relation to co-investment (where appropriate)

5. Manage/provide the off-the-job training as detailed in the plan of training (described in plan of training):-

- Provide an induction programme to the (named) apprentice (and the employer if required) that explains the plan of training
- Provide appropriate learning materials to the apprentice.
- Report (named) apprentice non-attendance at scheduled training sessions to the employer
- Manage/oversee the delivery provided by any other party (subcontractors) as detailed in the plan and in accordance with the funding rules.
- Pass on apprenticeship funding to any subcontractors (as agreed with the employer) and to the end point assessment organisation selected by the employer
- Ensure the quality of delivery through regular observations of teaching and learning, and apprentice/employer feedback
- Provide any certification as agreed with the employer/apprentice and/or required by the apprenticeship.
- Lead the tripartite progress reviews with the apprentice and employer.
- Update the Commitment Statement in consultation with the Employer and Apprentice as and when required
- Agree, with the apprentice and employer, when learning is complete and the apprentice is ready to undertake the end-point assessment

6. Administer the programme:-

- Complete any required paperwork (e.g. ILR) and upload data to the ESFA as required to trigger funding
- Make efforts to secure alternative employment for the (named) apprentice if made redundant by the employer.
- Seek to resolve any complaints brought by the apprentice/employer

Commitment to the programme - Training Provider, Employer, Apprentice

Employer

The Employer (Manager of Apprentice) will:

1. Work with their selected main provider to identify the most suitable apprenticeship standard/framework.
2. Provide assistance to the main provider in the eligibility checks of the apprentice (outlined above).
3. Confirm that the main provider has made the appropriate checks (outlined above) with them.
 - They have agreed that the apprenticeship is the most appropriate learning programme for the individual
 - That the apprentice has the opportunity in their job role to gain the knowledge, skills and behaviours needed to achieve the apprenticeship.
 - That the apprentice has the appropriate support and supervision to carry out their job role.
 - They have agreed that prior learning has been taken into account with the design of the programme.
 - They have acknowledged that an apprenticeship requires at least 20% off-the-job training over the duration of the training period
 - That all off-the-job training must be completed during working hours (including English and maths if required)
4. Negotiate a price with the provider, taking into account the apprentice's prior learning, and understands any obligations in relation to co-investment.
5. Choose an end-point assessment organisation (at least 3 months prior to the end of the programme).
6. Contribute to and agree to the plan of training, as developed by the provider:-
 - Deliver off-the-job training (where agreed and detailed in the plan of training)
 - Provide the apprentice with opportunities to practise new skills in the work environment
 - Assist the provider in collecting evidence of off-the-job training (where information is held by the employer)
 - Contribute to tripartite progress reviews with the apprentice and provider
 - Agree, with the apprentice and provider, when learning is complete and the apprentice is ready to undertake the end-point assessment
7. Seek to resolve any complaints brought by the apprentice/provider



Commitment to the programme - Training Provider, Employer, Apprentice

Apprentice

The Apprentice (Name) will:

1. Give the main provider relevant information to assist in learner or programme eligibility checks.
2. Comply with any policies and procedures as outlined in this commitment statement.
3. Attend all required off-the-job training and workshops (or notify the provider/employer (in advance where possible) of non-attendance).
4. Commit to the learning activities required in each module, including any additional self-study and research (to take place during working hours).
5. Complete any coursework, assignments and exams required to achieve the apprenticeship.
6. Assist the main provider in collecting evidence of off-the-job training (where information is held by the apprentice).
7. Attend and contribute to the progress review meetings.
8. Agree, with the employer and main provider, when learning is complete and that they are ready to undertake the end-point assessment.

Contribute to tripartite progress reviews with the apprentice and provider

9. Seek to resolve any complaints brought by the apprentice/provider.
10. Bring any issues to the attention of the employer/main provider, including any learning support/health issues that might effect the plan of training.

Main Provider to sign / initial once discussed

Signature	
Name in Capitals	
Position	
Date	

COMMITMENT STATEMENT: PLAN OF TRAINING – DIGITAL MARKETING

Apprenticeship Programme Details	Off-The-Job (OTJ) Calculation
Standard Name:	Apprentice hours per week: 35
Reference Number / Version:	Weeks On Programme (Wks): 52
Apprenticeship Level:	Less Annual Leave Entitlement (Wks)*: 5.6
Apprenticeship Start Date:	Minimum 20% Calculation (Hrs): 324.8
Apprenticeship End Date:	*Annual leave calculated as 5 days = 1 week inc bank holidays – Max 5.6 weeks per year

RECOGNITION OF PRIOR LEARNING

Prior Learning
Use this section to describe any prior learning assessment that may require an adjustment to the apprenticeship programme. For example - Prior education / extensive use of skills in a work setting / partial completion of an apprenticeship - <i>Refer to Skills Audit where appropriate / professional discussion.</i>

ENGLISH AND MATHS

English and Maths
Use this section to describe the outcome of any assessment of English and maths and the support deployed as a result.

Learning Support
Use this section to describe the outcome of any learning support assessment made and the support deployed as a result.

Progress Reviews
Use this section to describe the dates, format and frequency of the progress reviews, and how ad-hoc reviews can be arranged etc.



OFF THE JOB TRAINING

Off the Job Training Hours for your programme;

324.8

The Employer shall ensure and support the learner to spend at least 20% of their time on programme on 'off the job training' within their usual working hours.

Off-the-job training (OTJT) is defined as learning which is undertaken outside of the normal day-to-day working environment and leads towards the achievement of an apprenticeship. It can take place at the BCT training Centre, employers premises or online.

The Apprenticeship training programme is delivered on a roll on-roll off basis in order to prepare your apprentice for End Point Assessment (EPA)

Off the Job Training includes the following elements;

Off The Job Training	Time Allocated	Delivery Method
Face to face tutorials	2 days per month face to face tuition	BCT Training facility Creative Works / Remote as required
Online study Time spent writing assignments Preparation for Assessment Additional Learning Support	Flexible guided study Flexible guided study Flexible guided study 1-1 with BCT specialist staff	Undertaken during working hours
Mentoring at work Shadowing at work Industry Visits Industry Competitions	Flexible by agreement with employer and BCT work coach	Workplace Activities Checklist

OFF THE JOB TRACKING

Every apprentice is assigned an off the job training tracker form, as per example form below:

<https://docs.google.com/forms/d/e/1FAIpQLSdNma43nloRCwk1mgJMcjBzGJnv5NUofsrpvUBEaRi01h6B-w/viewform>

Each form is individualised, so that all of your off the job hours are calculated according to your hours of work.

OCCUPATIONAL CONTENT/COMPONENTS

Occupational Content /Components		Method	Delivery Lead	Total Hours	OTJ Hours	Funding source
<i>Use this section to detail the delivery of the programme as required by the apprenticeship. Agree with employer and apprentice the level of detail required (e.g. modules, topics, weeks). The example below is top-level and shows modules only</i>						
Module 1	Branding and Marketing Mix/Coding	2 hours, 13 hours online learning tutorials x 6.75	Main Provider	26.5	26.5	Levy / Non - Levy
Module 2	Competitor Analysis and Target Audience /Coding	2 hours, 13 hours online learning tutorials x 6.75	Main Provider	26.5	26.5	Levy / Non - Levy
Module 3	CRM and Marketing Campaigns /Coding	2 hours, 13 hours online learning tutorials x 6.75	Main Provider	26.5	26.5	Levy / Non - Levy
Module 4	SEO /Coding	4 hours, 26 hours online learning tutorials x 6.75	Main Provider	53	53	Levy / Non - Levy
Module 5	Email Marketing /Coding	4 hours, 26 hours online learning tutorials x 6.75	Main Provider	53	53	Levy / Non - Levy
Module 6	Social Media /Coding	4 hours, 26 hours online learning tutorials x 6.75	Main Provider	53	53	Levy / Non - Levy
Module 7	Pay per click /Coding	4 hours, 26 hours online learning tutorials x 6.75	Main Provider	53	53	Levy / Non - Levy
Flexible	Shadowing/Mentoring /Training courses/Seminars		Employer	33.3	33.3	
			Total	324.8	324.8	

MATHS / ENGLISH		Method	Delivery Lead	Total Hours	OTJ Hours	Funding source
FSENG	Functional Skills L2 Maths	5.5 hours per week online	Main Provider	55	0	ESFA
Module 2	Competitor Analysis and Target Audience /Coding	5.5 hours per week online	Main Provider	55	0	ESFA
			Total	110	0	

OUTLINE OF TRAINING – KEY DOCUMENTS - DIGITAL MARKETING

[APPRENTICE INDUCTION PACK](#)
[WORKPLACE CHECKLIST](#)



COMMITMENT STATEMENT AGREEMENT

I hereby accept all responsibilities to a high quality apprenticeship outlined in the commitment statement;

Apprentice, Employer and Lead Provider.			
Apprentice Name		Signature	
Date			

Employer			
Manager Name		Signature	
Date			

Training Provider			
Manager Name		Signature	
Date			