

Inspection of Apprentify Limited

Inspection dates:

13 to 16 September 2022

Overall effectiveness**Outstanding**

The quality of education

Outstanding

Behaviour and attitudes

Outstanding

Personal development

Outstanding

Leadership and management

Outstanding

Apprenticeships

Outstanding

Overall effectiveness at previous inspection

Not previously inspected

Information about this provider

Apprentify Limited (Apprentify) is an independent learning provider based in Cheshire. It specialises in providing apprenticeship training to the digital sector. Apprentify works with one subcontractor that provides training to apprentices on the level 3 junior content producer apprenticeship standard. All teaching takes place online.

At the time of the inspection, there were 287 apprentices enrolled on apprenticeships. Most apprentices study at level 3, with the majority of enrolments in digital marketer and junior content producer apprenticeships. The remaining level 3 apprentices are enrolled on the advertising and media executive, IT technical salesperson and data technician apprenticeships. There are 32 apprentices studying at level 4. Of these, 13 are on the marketing executive and public relations and communications assistant apprenticeship, 11 are on the business analyst and data analyst apprenticeships and the remainder study software developer and software tester apprenticeships.

What is it like to be a learner with this provider?

Apprentices are enthusiastic and motivated to succeed on their apprenticeship. They consistently demonstrate extremely positive attitudes to their work and their learning. Apprentices complete tasks diligently in preparation for their online training sessions, enabling them to participate fully in group discussions. During online sessions, apprentices demonstrate high levels of respect towards the views and opinions of others.

Apprentices speak highly of their training and coaching sessions. Attendance is high. Apprentices benefit greatly from the industry expertise of their development coaches, who support them to develop new knowledge, skills and behaviours swiftly. Development coaches use this experience to support apprentices to evaluate marketing campaigns, deal with client calls and use data to measure the success of campaigns. Staff encourage apprentices to develop a 'lifelong love of learning'.

Apprentices gain confidence and improve their communication skills as a result of their apprenticeship. Apprentices value the opportunity to access a range of additional activities, such as attending networking conferences, exhibitions and masterclasses. Digital marketer apprentices develop the confidence to present their departmental needs to other departments in the business. Junior content producer apprentices develop their technical language to communicate effectively with clients. Apprentices quickly become highly valued members of their team in the workplace.

Apprentices feel safe and know how to keep themselves safe when online and in the workplace. They complete a range of online learning on topics such as crossing behavioural boundaries, staying safe online and the risks of sexual harassment. Development coaches reinforce this learning well using well-thought-out scenarios linked to apprentices' job roles. Apprentices who work with social media influencers carefully discuss how to analyse words used in responses to social media posts to identify dangers.

What does the provider do well and what does it need to do better?

Leaders and board members have high expectations and aspirations for their staff, apprentices and employers. Leaders choose their employers carefully, ensuring that they are committed to providing a high-quality learning experience for their apprentices. As a result, apprentices make excellent progress on their apprenticeship and at work.

Leaders develop an ambitious curriculum that meets the needs of both employers and apprentices. Leaders include additional learning to meet the needs of employers. The junior content producer apprenticeship includes topics on creating content for internal clients. Marketing executive assistant apprentices learn about the need to represent different audiences. They use this information to promote body-positive images when planning campaigns for online clothing retailers.

Leaders create a well-structured curriculum where apprentices, including those on programmes taught by the subcontractor, incrementally build their knowledge, skills and behaviours over time. Digital marketer apprentices learn about the principles of marketing before moving on to researching newer technologies, such as artificial intelligence. They gain a greater understanding of digital marketing to meet the needs of their clients successfully. IT technical salesperson apprentices learn about how to lead meetings effectively and complete coaching sessions to improve their presentation skills. Following this training, apprentices successfully convert leads into sales and confidently lead client meetings.

Development coaches provide highly effective feedback to apprentices that enables them to improve their work rapidly. Apprentices increasingly include highly technical vocabulary in their written work and use software tools to improve their presentation skills. IT technical salesperson apprentices develop their work to make effective use of cloud technology. Apprentices use this technology to increase the range of sales options available to customers. This improves their sales approaches with potential clients. Junior content producer apprentices use feedback to improve their copywriting skills. They apply this effectively when producing content for social media platforms.

Apprentices develop their English and mathematical skills as a result of their apprenticeship. They use formulas to work out conversion rates and compile data on marketing analytics for reports to senior colleagues. However, leaders are aware that the very few apprentices who require functional skills in English and mathematics do not always receive support early enough in their apprenticeship. As a result, a few apprentices do not pass their functional skills examinations. Leaders have recently recruited new staff to provide support, but at the time of the inspection, the impact of these changes could not be seen.

Development coaches carefully monitor apprentices' progress. They put action plans in place and provide individual support to apprentices who fall behind. Leaders identified the need for further support for those apprentices who have additional support needs to improve their English skills and to improve their ability to multi-task at work. Apprentices attend monthly sessions to develop their English skills and learn how to manage and plan projects effectively. This enables them to develop these essential skills, and to catch up and make swift progress for the remainder of their apprenticeship.

Development coaches ensure that apprentices are prepared well for their final assessments. Apprentices take part in additional sessions on how to analyse marketing briefs and practise delivering pitches to clients. Development coaches use skilful questioning, discussions and quizzes to identify gaps in apprentices' knowledge and plan their teaching. At the time of the inspection, all apprentices who had come to the end of their apprenticeship had passed, with most achieving distinction grades.

Development coaches provide apprentices with comprehensive, specialised career guidance that prepares them extremely well for their next steps. Apprentices

complete a 'professional development module', during which they learn how to create a career development plan, complete CVs and update online profiles. Advertising and media apprentices access industry-specialist mentors to support them in their chosen career paths. Development coaches provide information on higher level apprenticeships, university courses and career development in the sector. They use their knowledge of the industry well to guide apprentices on the various career pathways and job roles open to them. Apprentices use this information to negotiate confidently new positions in their workplace. Most apprentices move into promoted posts or take on greater responsibility at the end of their apprenticeship.

Leaders use a range of quality assurance techniques to monitor effectively and improve the quality of education that apprentices receive. They use the results from their quality monitoring processes to swiftly rectify areas for improvement. Leaders and board members have strong oversight of the performance of the subcontractor. They thoroughly understand the strengths and areas for improvement. Board members receive high-quality reports that enable them to provide support and challenge to senior leaders.

Safeguarding

The arrangements for safeguarding are effective.

Leaders place a very high priority on the safeguarding and well-being of their apprentices. They record and monitor safeguarding referrals and welfare concerns carefully. Leaders put additional support in place swiftly and liaise well with external agencies.

The designated safeguarding lead (DSL), the deputy DSLs and staff are appropriately trained and qualified to carry out their roles. They are knowledgeable about current issues that affect the lives of their apprentices. For example, they provide training for staff and apprentices on topics such as the impact of gambling and gaming and the increased cost of living.

Provider details

Unique reference number	2554100
Address	Glasshouse Alderley Park Nether Alderley Cheshire SK10 4TG
Contact number	0333 9960 165
Website	www.apprentify.com
CEO	Paul Drew (Managing Director)
Provider type	Independent learning provider
Date of previous inspection	Not previously inspected
Main subcontractors	Tangerine Partnership Limited

Information about this inspection

The inspection team was assisted by the director of quality, as nominee. Inspectors took account of the provider's most recent self-assessment report and development plans, and the previous monitoring visit report. The inspection was carried out using the [further education and skills inspection handbook](#) and took into account all relevant provision at the provider. Inspectors collected a wide range of evidence to inform judgements, including visiting learning sessions, scrutinising learners' work, seeking the views of learners, staff and other stakeholders, and examining the provider's documentation and records.

Inspection team

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