

VENI Skillful

The VENI Skills Academy
Apprenticeship Journey



VENI

VISIT EAST OF ENGLAND



The VENI Skills Academy is keen to promote the clear benefits of an apprenticeship in the visitor economy - benefits for both employers and students.



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This Project is part-funded by
the European Social Fund



The VENI Skills Academy is not a place. It is not a set curriculum either. Rather it is a visible collaboration between well-established colleges in East Anglia to work together to offer people an opportunity to explore a career in the visitor economy. Through this partnership, the Academy offers an apprenticeship journey and a skills model which allows students to choose the areas of specialism they'd like to focus on.

Why choose the visitor economy?



The visitor economy is much more than the tourism sector. It includes town centre management, cultural events, retail, dining, the evening economy and all of the experiences that people visiting an area might expect. The visitor economy welcomes people from far afield but also close by - even from a neighbouring town. So the visitor economy represents the collection of sectors that make a visit to a location worthwhile.

And let's be clear: it really doesn't matter what you are studying, the visitor economy has so many entry points, so few barriers to joining its sectors, and such a range of opportunities, that you can bring your skills from different disciplines to a job role that suits you.

A wide range of career opportunities

With such a wide ranging local economy, there are many exciting opportunities for work. And the visitor economy has a reputation for promoting people into management roles faster than in other sectors. The visitor economy is full of interesting people doing interesting roles, often leading the way: whether it's planning conferences, staging cultural events, creating historic re-enactments, or delivering the perfect dining experience to name a few. This is a group of sectors in which you can make your home and stamp your own identity on a role that suits you.



Careers to suit everyone

Good customer service is a huge part of any job in the visitor economy, but this doesn't mean that you have to be outgoing and an extrovert. There are plenty of jobs behind the customer facing roles. Chefs, planners, marketers, accountants and computing specialists are just a few of the opportunities available. There are public sector job roles as well as many private sector roles, and most will lead an enthusiastic hard worker on to their first management role.

The visitor economy can also offer a fast track into management. We're always looking for people who show initiative, and can think on their feet.

The visitor economy is also a creative place, often making use of, and working alongside the creative industries.

The VENI project is one of many initiatives promoting opportunities in the visitor economy. It's worth exploring further, looking a little closer and digging below the surface to find a job that can take you to the top! You'll see it's a "place with space for ambition".

About VENI

VENI is the Visitor Economy Network Initiative that brings educators, businesses, the public sector and social enterprises closer together.





VENI creates opportunities for young people as well as people of more mature years, to develop work-ready skills and participate in, and learn about, their local visitor economy. It is part-funded by the European Social Fund.

VENI is all about changing perceptions. In the past, tourism, hospitality and other sectors in the visitor economy were seen as limited careers – seasonal work, part-time, low paid and long hours. Highlighting the vast choice of career paths within the sectors and getting first-hand experience and advice from industry leaders is all part of the VENI approach. The visitor economy often offers a fast track into management – a fact not widely known.

VENI Skills Academy

VENI focuses on all ages, makes a commitment to reach out to all businesses across the visitor economy, and recognises the importance of raising awareness of the region.

Participating colleges will be at the heart of VENI Skills Academy, and businesses will provide leadership and guidance.

Our apprenticeship journey - A job with Training!

We spoke to both employers and students, and have come up with a package which we believe will suit businesses and provide apprentices with a great start to their careers.

The VENI Skills Academy is piloting a new apprenticeship initiative with West Suffolk College – and if successful, we intend to roll out this approach to other colleges in the region. West Suffolk College is one of the best providers in the Eastern region with a proven track record of delivering apprenticeships for over 20 years. The college prides itself on providing exceptional quality learning experiences and customer satisfaction. Currently working with

over 950 employers, West Suffolk College successfully delivers on 65 apprenticeship Standards across 13 sectors, involving 15 different End Point Assessment Organisations. Over 90% of the college's apprenticeship work is repeat business and its current provider rating on the Apprenticeship Service is the highest at 4-stars. 94% of apprentices pass their End Point Assessment (EPA) first time.

All this is achieved through a rigorous framework of systems and processes specifically designed for the successful delivery of apprenticeships. This framework allows employers and apprentices to confidently set out on their apprenticeship journey.



VENI careers - a route into the visitor economy



The VENI Skills Academy has developed a model to help people navigate their way into the visitor economy – and on to a successful career.

The VENI skills approach includes:

- A focus on skills for the job
- An apprenticeship to match a career in business
- A menu of masterclasses available across the year

- An invitation to become part of the VENI Skills Academy Learning Network where you will meet like-minded people working in the sector
- A VENI Skills Passport, enabling you to record the skills and experience you have built up – something employers across the visitor economy should welcome.

Our approach for employers



Our starting point is to undertake an organisational training needs analysis with employers, which forms the basis of our collaboration and sets out measurable outcomes.

A dedicated Business Development Team

The Business Development Team is responsible for managing communication from enquiries to enrolments and forging long-lasting relationships with employers to learn how organisations operate and to understand their vision, values and goals.

The team are the vital link between employers and the delivery teams who subsequently pick up communication management with employers once apprenticeship delivery has commenced. Each employer completes written and verbal surveys along their apprenticeship journey to capture vital feedback which is also combined with details gathered during Progress Reviews.

Our approach for apprentices



The apprentice's journey starts with an initial assessment. This is fundamental to the quality and success of our apprenticeship programmes.

A tailored learning programme to suit each student

The individual's prior learning and experience is used to determine the applicant's starting point, from which we set milestones and measure progress. All apprenticeship applicants follow the same rigorous initial assessment

process, regardless of their prior attainment in English and maths, so that we can determine current working levels and tailor learning programmes/support accordingly.

Towards the end of this process a 'Training Plan' and Individual Learning Plan will be created to record the skills gaps and describe what training will be undertaken, when and by whom. This is then updated during Progress Review meetings with the employer.

A well-established Apprenticeship Delivery Team

Our Apprenticeship Delivery Team comprises over 100 apprenticeship tutors/trainers who are experienced industry specialists dedicated to providing exceptional support to their apprentices. Our robust recruitment processes ensure that we only appoint individuals with the right vocational expertise, commitment to high quality teaching and learning and professional behaviours and attitudes that employers of apprentices expect from our staff.

Every apprentice in training with West Suffolk College has a dedicated Programme Tutor who is responsible for coordinating

their journey from enrolment to achievement, with one-to-one support taking place at least every month. We offer a range of delivery options including traditional weekly day release; block release sessions; self-directed online/blended learning; monthly group sessions and/or individual one-to-one sessions.

Apprentices document their off-the-job training using a reflective journal built into our ePortfolio system. The journal details what and how the training was delivered with apprentices then reflecting on what they have learnt and how this applies to their work.

West Suffolk College staff assess this rich information to confirm the effectiveness of the off-the-job training and relevance in relationship to the apprenticeship Standard. The journal also allows us to track and monitor off-the-job training against planned hours.

Apprentices are encouraged to consistently challenge themselves, ideally to attain higher skills and competence than that of the basic apprenticeship requirements (for example, taking on a business project as influenced by their employer or competing in regional/national competitions) or to achieve a higher Functional Skill than is necessary for the Standard.



Apprenticeship levels - see the relevance of these skills!

The VENI Skills Academy is all about making links between employers, educators and apprentices. Take a look at the skills that are learnt at different levels.

In the following pages we explore VENI Apprenticeships at:

Level 2 – Customer Service Practitioner

Level 3 – Business Administrator

Level 4 – Improvement Practitioner



Customer Service Practitioner (Level 2)

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care,

service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type. Your actions will influence the customer experience and their satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You provide service in line with the organisation's customer service

standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

For more information see:
[www.instituteforapprenticeships.org/
apprenticeship-standards/
customer-service-practitioner](http://www.instituteforapprenticeships.org/apprenticeship-standards/customer-service-practitioner)

Business Administrator (Level 3)

This apprenticeship offers a highly transferable set of knowledge, skills and behaviours that can be applied in all sectors. This includes small and large businesses alike; from the public sector, private sector and charitable sector. The role may involve working independently or as part of a team and will involve developing, implementing, maintaining and improving administrative services. Business administrators develop key skills and behaviours to support their own progression towards management responsibilities.

This Level 3 apprenticeship will lead to these skills:

- Skilled in the use of multiple IT packages
- Produces accurate records and documents
- Exercises pro-activity and good judgement
- Builds and maintains positive relationships within their own team and across the organisation
- Demonstrates good communication skills, whether face-to-face, on the telephone, in writing or on digital platforms

- Completes tasks to a high standard
- Takes responsibility for initiating and completing tasks, manages priorities and time in order to successfully meet deadlines
- Uses relevant project management principles and tools to scope, plan, monitor and report.

For more information see:
[www.instituteforapprenticeships.org/
apprenticeship-standards/
business-administrator](http://www.instituteforapprenticeships.org/apprenticeship-standards/business-administrator)

Improvement Practitioner (Level 4)

The Improvement Practitioner builds on many of the skills learnt at Level 3. Level 4 apprentices will learn skills in the following areas:

- Induction and Introduction to Continuous Improvement
- Personal Development
- Project Management
- Managing People
- Change Management
- Meeting Management
- Coaching and Mentoring
- Presentation Skills.

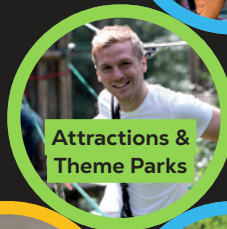
Typically, Business Improvement Practitioners lead smaller projects and/or play a key supporting role in a larger programme tackling issues that may require swift problem solving, or recurring challenges, or that require in depth analysis and the implementation of a range of effective and sustainable countermeasures.

Typical activities include:

- Identifying potential opportunities, diagnosing issues, proposing solutions and implementing changes and controls
- Coaching teams and sharing best practice
- When leading projects they may manage small teams ensuring motivation and momentum.

For more information see:
[www.instituteforapprenticeships.org/
apprenticeship-standards/
improvement-practitioner](http://www.instituteforapprenticeships.org/apprenticeship-standards/improvement-practitioner)

The VENI Skills Academy offers people an opportunity to explore a career in the visitor economy.



Contact us: info@veni.org.uk

veni.org.uk



VENI PARTNERSHIP

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