

Chartered Manager Degree Apprenticeship

Leading to BA (Hons) in Management & Leadership (level 6)

FACT SHEET VISITOR ECONOMY PATHWAY

Fact Sheet for Hospitality Employers looking to enrol new and existing employees on the University of Cumbria programme

The University of Cumbria launched the CMDA as part of their portfolio of professional higher level and degree apprenticeships. The programme helps existing, new and aspiring managers to develop skills and knowledge that enables them to take a lead responsibility for people, projects, operations or services providing the foundation for long-term business success.

From September 2019, we will be offering a blended version of the programme to meet the needs of the Visitor Economy. This will be delivered from our Ambleside campus with a revised delivery plan focusing on learning in the winter months, taking the pressure of vital summer months for those who work in front-line customer service role.

Programme Delivery?

The next intake will be **September 2019** for the three-year programme delivered from our Ambleside Campus location.

Taught, on campus delivery will be Thursday each week for 24 weeks of the year

Autumn Term (Sept– Dec 2019) 12 weeks Spring

Term (Jan – Mar 2020) – 12 weeks

The taught weeks will guide learners through each module in that year (see module plan on page 5), with a personal development thread running through the programme. The personal development will grow year-on-year, starting with skills around managing self in year one, progressing through to managing others in year two, culminating in leadership skills in the final year. Learners will then proceed to the final assessment for the apprenticeship.

The 'Work-Based Learning' module will form the assignment-based work completed as part of the 20% off-the-job learning supported by the employer.

How will the apprenticeship be assessed?

The university and the employer agree the assessment method; typically, they include an appropriate mix of assignments, reports, practical exercises, projects and 360-degree feedback of equivalent mechanisms.

The Apprentice will also create a portfolio of evidence that will demonstrate how learning has been applied, including achievements and capabilities. This should demonstrate the skills, knowledge and behaviours that have been acquired against the apprenticeship standard, and support the attainment of Chartered Manager status.

There will be regular 12-week reviews between the employer and the university with a formal annual assessment of progress. Towards the end of the programme, the Apprentice will undertake a synoptic work-based project, which will bring together elements of learning from different parts of the apprenticeship programme and show the accumulated knowledge and understanding of management and its application in the Apprentices organisation.

The final assessment is undertaken externally by an independent body and involves a presentation on the synoptic work-based project, review of portfolio evidence, and a question and answer session. This combination will fully test that the Apprentice meets all the requirements of the Chartered Manager apprenticeship standard.

What does it cost?

The CMDA is £22,000 for the full programme. Levy-paying businesses will fund this cost through their digital levy account. The University of Cumbria is a registered Apprenticeship Training Provider.

For non-levy payers the University of Cumbria can draw on 95% government funding with the employer being asked to contribute 5% of the cost, which would equate to a £1,100 investment for the course. Funding is subject to annual government allocation and contract. For small employers with less than 50 employees, if your learner is 18 years at the start of the programme you pay no fees, and could be in receipt of £1,000 cash back from the Government.

The Employer continues to pay the full salary to the individual during their training period. If a new employee is being recruited to undertake the CMDA then the Employer will set the pay and benefits to reflect the role and the relevant industry.

What does the price cover?

The price includes teaching and learning related to the core programme, personal tutor support, programme specific learning materials, access to the University of Cumbria library, e-library and learning resources, student support and use of study facilities on any campus (Carlisle, Ambleside, Lancaster and London) regardless of core delivery location.

The price also covers the final assessment for the programme.

Are there costs not covered by the fee?

The price does not include associated professional membership upon completion (for example the CMI or ILM), additional student support (although this may be separately funded by the ESFA), pre-employment checks, uniform, equipment or travel costs associated with the programme. The price does not include any trips or residential activity (this is not a core requirement of the programme).

How are businesses being asked to pay?

For those businesses who need to contribute to the programme costs the university are asking for payment upfront when the Apprentice signs-up to the programme, the university will then use this contribution to draw down the funding from government on the Employers behalf. Our business team are happy to discuss with employers, for smaller businesses we can offer payment in three instalments.

Recruitment Process

The Employer can use the CMDA to recruit a new member of staff or invite an existing member of staff to complete the programme as part of the workforce development strategy; different organisations will have different motivations and options. Our business team are happy to discuss how we can help with recruitment of new staff to the business.

The selection and nomination of candidates is completely the choice of the Employer, assuming the candidate meets the academic entry requirements for the programme (as detailed in the brochure). The University will ask employers to ensure that learners are either in a management role, albeit at a junior level or offer a trainee management to require the level of management and leadership training offered by this programme

To complete the application process to the university there are a few key documents that will be required:

- **Training Needs Assessment with the employer**
- **Initial Learner Needs Analysis with each prospective learner**
- **Individual Application Form and copies of supporting documents**
- **Commitment Statement between university, employer and apprentice which sets out the roles of each party**
- **An apprenticeship agreement between the employer and apprentice. (The University can provide a sample document)**
- **Apprenticeship Standard Service Agreement between the employer and the university**

All of the documents above are required to access funding from the Education and Skills Funding Agency (ESAF). Please note applications will be subject to individual circumstances and checks on eligibility, consideration or prior learning etc.

Apprenticeship are employees and as such are subject to the usual terms of employment. Apprenticeships are protected by a **national minimum wage**. In order to attract a good quality candidate we would recommend you offer a salary in excess of £12,000 per year.

Developing Manager Capability

We know that successful visitor economy businesses are those with excellent leadership and management teams. The Cumbria LEP recognise through their sector skills work that apprenticeships are a key vehicle through which employees can recruit, train and develop their staff. We have set out below two scenarios to help you consider how you can successfully make the Chartered Manager Degree Apprenticeship work for your business.

Example 1 – Talent Management of Existing Staff

Fine Dining by the Lake

Fine Dining by the Lake are a family owned restaurant, café and deli, operating with a small team of 16 full and part-time staff. They have successfully grown and managed the business for 10 years, but the owners now want to step back a little from the daily operations. The current team are all fairly competent but the owners are concerned that they may not have the right management skills to take the business forward.

Alice is completing her A' levels and works weekends, she is interested in the business, hardworking and has an eye for detail. She has been applying to go to University, but she is not sure she wants to take on the debt or to leave home. The owners think she could make a great future manager and after a conversation with the Apprenticeships Team at the University of Cumbria and a chat with Alice, they offer her a trainee manager's role linked to the Chartered Manager Degree Apprenticeship.

On passing her A' levels Alice has the UCAS points needed to step onto the course, allowing her to study by day-release whilst working full time in the business.

Alice is able to develop her management skills by combining University-level learning, with on-the-job experience, tackling different challenges across the restaurant, café and deli functions of the business. She completes her programme with a range of skills and competences that ensure she has the grounding to be a manager in the business, but also obtains a recognised degree in Business and Leadership at no cost to her and the option to be a member of a professional body in management. She is now a degree holding individual with no student debt and has been earning full time for three years whilst she trains.

As Alice was aged 18 when she started the programme, it has cost Fine Dining by the Lake no fee, and they have received £1,000 from the Government, which the owners used to provide Alice with a laptop and to fund a travel pass for her to get the bus to work and University.

On completion of her course Alice became the Operations Manager of the Retail Deli and Coffee Shop, bringing new ideas and sound business knowledge to the company. The owners can now take a step back from the daily operations, knowing they have someone trained, locally based and committed to their success.

Example 2 –

Three Valley Boutique Hotel Group

As a long-established privately – owned, small chain of hotels, they are a levy payer and established supporter of apprenticeships, using the levy and local colleges to train your kitchen staff. Over recent years, your turnover of managers has increased, and along with competitors, you have been working hard to improve your working practices, terms, and conditions. The hotel group have a small number of up and coming managers who understand hospitality, but need enhanced business skills.

After discussion with the Apprenticeships Team at the University of Cumbria they realise that having committed to the levy you can co-invest, paying 5% of the fee and drawing down 95% government funding, meaning you can sponsor an employee through the Chartered Manager programme for just £1,100 for the three years of the degree.

Working with the University of Cumbria, they invite expressions of interest internally and shortlist two employees who are invited to apply for the programme. Whilst both have different prior learning, both are deemed eligible. Oliver is a junior manager with one of the hotels and joins the programme to enhance his skills with a view to being a future Duty Manager. Jason is currently working in the office and handles reservations, supports the website and social media work of the group, he is supported to start the programme to boost the groups skills in a range of back-of-house functions.

Both Oliver and Jason graduate with a degree in Business and Leadership gaining higher level skills in business operations, finance, project management and strategic marketing, with assignments and projects related to their operational areas, but benefiting from rotating through the various hotel departments developing a deeper understanding of the hotel group and the interrelationships of the different business functions.

The hotel group has benefited from university level business training for their aspiring managers, and have been able to retain and progress two individuals with a total financial commitment of just £2,200 for the three-year training period.

We hope the above examples provide a few ideas for your business. Our business development team will be pleased to work with you to review and scope how the programme can help you develop talent in your business.

Expectation of the employer

On entering into contract for a higher level, degree apprenticeship with the University of Cumbria there is a clear expectation from government that the employer supports off- the-job training for at least 20% of their paid work hours. Whilst the University of Cumbria provides structured learning on-campus through taught sessions (1 day x 24 days per annum), the balance needs to be met by employers.

Off-the-job training is defined as learning which is undertaken during normal work hours but outside an apprentice’s normal day-to-day working role and leads towards achievement of the apprenticeship. This can include training that is delivered at the apprentice’s normal place of work but must not be delivered as part of their normal working duties. It should be directly relevant to the apprenticeship standard and could include the following:

The teaching of theory (for example: role playing, simulated exercises, online learning or training on machine/process/systems relevant to the standard)

- **Practical training: shadowing, mentoring, industry visits and attendance at competitions,**
- **Learning support and time spent writing assessments/assignments**

Off-the-job training does not include:

- **English and Maths (up to level 2) which is funded separately**
- **Progress reviews or on-programme assessment needed for an apprenticeship standard**
- **Training which takes place outside the apprentice’s paid working hours.**

More guidance that is detailed will be provided to employers before the learner starts on programme.

Proposed Delivery Model for September 2019 Ambleside Cohort

	From Operations to Strategy	Business Development	Marketing	Technology & Innovation	Personal Development	Work Based Learning
1 st Year	Business Operations	Business Finance	Data & Analysis	Digital Literacy	Managing Self	Evidencing Work Based Learning I
2 nd Year	Dynamic Business Contexts	Business Case Development	Customer Service & Relationships	Information Management	Managing Others	Evidencing Work Based Learning II
3 rd Year	Operational Strategy	Project Management	Strategic Marketing	Managing Innovation	Leadership	Evidencing Work Based Learning III

The Visitor Economy cohort will allow the learning outcomes to be carefully blended to meet the needs of the sector and provide a rich and relevant context for learners.

Resources for Learners

We give all our students equal access to incredible support, facilities and opportunities, to make their learning a success.

IT Facilities – as a student at the University of Cumbria you'll use our online learning environment called 'Blackboard'. By giving you access to e-books and catalogues, and letting you collaborate with other students and lectures, it allows you to work from anywhere, and at any time, on your computer or smartphone. The 'Student Hub' portal lets you access your emails, your timetable and our library system, and help you hire laptops and other equipment. We provide plenty of other IT facilities, from dedicated computer rooms and labs to assistive technology, multi-media support, printing and photocopying services. There's Wi-Fi right across our campuses.

Want to know more? Visit cumbria.ac.uk/it-facilities

UoC Active – is all about making sport and exercise as inclusive as possible, to help students, staff and local communities stay healthy and happy. It encompasses all of our sporting opportunities including our Student Union sports clubs, facilities on and off campus. There is something for everyone whatever your level or interest.

Want to know more? Visit cumbria.ac.uk/studentlife/facilities/sports

Student Support

Your Personal Tutor can give you advice on your course, provide feedback on your assessed work, and steer you to a range of support services within the University.

Head Start is our award-winning pre-entry programme, and helps you prepare for university life.

Our **Libraries** offer help with accessing digital books, databases and online specific resources. Library workshops cover things like referencing, rules and plagiarism, digital skills and academic writing.

Disability and SpLD if you have a disability, specific learning disability (SpLD), medical, mental health or long-term health condition that may impact on your ability to study, we may be able to help in a number of ways including access to specialist support.

cumbria.ac.uk/DisabilityAndSpLD

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apprenticeships@cumbria.ac.uk www.cumbria.ac.uk/HLAS