

QUALITY & PERFORMANCE STRATEGY

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Version	Change Detail	Latest Review Date	Date of Next Review	Updated By:
1.1	Annual Review & Policy Amended	03/12/2019	03/12/2020	Shabir Siddiq
1.2	Annual Review & Policy Amended	03/12/2020	03/12/2021	Shabir Siddiq
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1.5	Annual Review Changed to Academic Year Start & Policy Amended	01/08/2023	31/07/2024	Shabir Siddiq
1.5	Annual Review and Name change	01/08/2024	31/07/2025	Shabir Siddiq

OUR VISION AND MISSION

Alphabet Training vision is to become a high-quality niche provider within the apprenticeship and adult education environment.

We are committed to investing in our infrastructure, people, systems and local communities together with creating opportunities raising standards and adding value for our customers.

OUR AIMS

- Identify and address skills gaps by offering high quality apprenticeships tailored to the business needs for our customers.
- Nurture and grow our own workforce with embedded company values and the skills to deliver high quality service.
- Ensure equality and diversity is applied at all stages of the learner journey.
- Provide customer satisfaction that leads to repeat business.
- Increase staff morale and engagement through clear career pathways and the opportunities apprenticeships offer.

ALPHABET TRAINING VALUES:

- Adding benefit to learners the guiding principle for all its activities.
- Work for continuous improvements in the quality of its services.
- Commit itself to equality, diversity and Inclusion.
- Support and enable individuals to achieve their full potential.
- Work for and with the local community.
- Provide a safe, welcoming and sustainable environment for all learners.
- Invest in its people.
- Provide value for money and social value.

OWNERSHIP AND INCLUSIVITY

Alphabet Training will seek to demonstrate ownership by all involved of its approach to quality improvement. and provide a high public profile to the Quality and Performance Strategy by regular communication to ensure awareness of the Quality and Strategy Implementation Plan throughout the organisation.

INTERNAL ACTION

Alphabet Training will seek to demonstrate that:

- Data is collated and analysed on apprentice / learner engagement, retention and achievement.
- All staff members will be trained in the effective implementation of the strategy.

- Challenging targets will be set to improve Alphabet Training performance by drawing on relevant data and feedback. Achievement against these targets will be measured and recorded against the relevant action points in the Quality Improvement Plan.
- Continuous monitoring will allow Alphabet Training to evaluate its progress against all aspects of the apprenticeship and other programmes.

EXTERNAL ACTION

Alphabet Training will seek to demonstrate that:

- They regularly attend meetings of the DFE provider and other networks to share good practice.
- Advice on quality will be sought, when appropriate, from relevant outside agencies including OFSTED, DFE and Awarding Bodies.

MEETING DfE FUNDING REQUIREMENTS

Alphabet Training will seek to demonstrate that it is:

- Committed to continuous quality improvement.
- Meeting the needs of individual apprentices and other learners.
- Able to meet funding body criteria to the quality and value for money of provision.

REVIEW OF THE QUALITY AND PERFORMANCE STRATEGY

The Quality and Performance Strategy will be reviewed on an annual basis to ensure that it remains effective and aligned to the requirements of the apprenticeships and other programmes.

EQUALITY AND DIVERSITY

Alphabet Training is committed to the implementation of policies and procedures to achieve equality of opportunity for all clients (this includes employers and learners including apprentices).

SAFEGUARDING AND PREVENT

- ALPHABET TRAINING is committed to the implementation and management of Safeguarding and Prevent policies and procedures.
- All apprentices / learners will undergo a Safeguarding and Prevent Workshop to support their knowledge and understanding and be in a position to respond to any incidents.
- All our staff will complete an online eLearning Prevent and Safeguarding Module annually as part of our commitment to embed Safeguarding and Prevent into our culture.
- All our tutors / coaches will include Prevent and Safeguarding within their progress reviews.
- There is a nominated DSO and Prevent Lead.
- The DSO and Prevent Lead will be involved in local networks in order to maintain up to date

information and support.

OPERATIONAL AIMS

1. Provide and deliver a Quality and Performance strategy that will:

- Provide a Quality Assurance framework which will ensure outstanding provision across all programmes and activities.
- Ensure timely intervention and support for areas of under-performance.
- Set and monitor challenging targets for agreed KPIs to improve quality and performance across all provision.
- Adhere to a planned programme of audits and quality health checks as detailed within Quality and Performance Improvement Calendar to assure quality compliance.
- Promote the sharing of identified good practice and continuous improvement strategies across all programmes.
- Provide an efficient and effective examination service for functional skills.
- Ensure effective response to external quality monitoring agencies and external awarding body verification activities.

2. Provide a Quality Assurance framework that will:

- Ensure a timely and robust annual self-assessment across Alphabet Training provision, leading to the development and implementation of clear, focused and timely improvement plans.
- Maintain up to date policies and procedures in order to deliver the commitments of the Quality and Performance Strategy.
- Formulate an Annual Quality and Performance Improvement Calendar which sets out key dates for monitoring and measuring progress against quality improvement plans, consultation with learners, employees and stakeholders and dates of major quality and performance meetings.
- Provide timely and accurate management reports on all aspects of Performance and Quality Assurance framework including internal and external quality assurance.
- Ensure robust processes and measures for assessing and monitoring the quality of training and learning.
- Adhere to a planned programme of audits and quality health checks designed to assure quality compliance.

3. Ensure timely intervention and support for areas of underperformance by:

- Identifying and regularly monitoring areas of underperforming provision through the monthly activities identified in the Quality Calendar and performance reviews.

- Supporting managers and staff in implementing improvement and intervention strategies.

4. Set and monitor targets for agreed KPIs by:

- Setting baseline targets for success, retention, achievement benchmarked against national performance.
- Regularly review performance against KPIs for the standards.
- Providing timely and comprehensive management reports on progress and outcomes against targets.

5. Provide an efficient and effective examination service by:

- Ensuring all learners are registered (where required) with the appropriate awarding body in a timely manner for functional skills.
- Ensuring all examinations are carried out in line with awarding body requirements and guidelines.
- Ensuring all results have been recorded on Alphabet Training systems in an efficient, accurate and timely manner.
- Ensuring apprentices and team members are notified of examination outcomes in a timely manner.

6. Ensure effective response to external quality monitoring agencies by:

- Organising and supporting cross company responses to external agencies, including Ofsted, DFE and EQA reports from Awarding Bodies.

Related Documents:

- Staff training file
- Alphabet Training Self-Assessment reports and Quality Improvement plans
- Alphabet Training Standard KPIs
- Learner surveys
- Employer feedback survey
- Alphabet Training Quality Performance Improvement Calendar



ALPHABET
TRAINING



Education & Skills
Funding Agency



AT Group
Organisation Chart.pc

QUALITY AND PERFORMANCE IMPROVEMENT CALENDAR

Month	Date	Annual Quality/Performance Cycle
Aug		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Workshop feedback report – Quality and Compliance
		Weekly SMT meeting
		Review of Quality and Performance Strategy
		Review of Quality and Performance Improvement Calendar
		Review of Quality Improvement Cycle
		Review of Quality Performance Indicators
		Start to Develop SAR and start to formulate QIP
		ILR Data Audit
		Prepare OTL Sampling Plan
		Annual Curriculum review
Month	Date	Annual Quality/Performance Cycle
Sept		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
Month	Date	Annual Quality/Performance Cycle
Oct		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
		Internal Audit – Minimum Quality Standards
		Internal Audit – Minimum Equality & Diversity Standards
		Internal Audit – Minimum Safeguarding Standards
		Amendments to SAR & QIP
Month	Date	Annual Quality/Performance Cycle
Nov		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers



		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
		Finalise SAR & QIP
Month	Date	Annual Quality/Performance Cycle
Dec		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
		Publish SAR & QIP
		Policy Reviews
Month	Date	Annual Quality/Performance Cycle
Jan		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
		Share SAR & QIP with Stakeholders
Month	Date	Annual Quality/Performance Cycle
Feb		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
Month	Date	Annual Quality/Performance Cycle
March		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team

		managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
		Internal Audit – Minimum Quality Standards
		Internal Audit – Minimum Equality & Diversity Standards
		Internal Audit – Minimum Safeguarding Standards
		Health & Safety Audit
		Midyear curriculum review
Month	Date	Annual Quality/Performance Cycle
April		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR data audit
Month	Date	Annual Quality/Performance Cycle
May		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
Month	Date	Annual Quality/Performance Cycle
June		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers
		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		ILR audit
Month	Date	Annual Quality/Performance Cycle
July		Monthly Performance and Quality Review – Respective programme teams
		Monthly Standardisation Meeting – Respective programme teams
		Weekly MD meeting with respective team managers
		Monthly Performance and Quality Review – Respective programme teams
		Monthly sales and engagement meeting Head of Sales & Marketing and Team managers

		Weekly SMT meeting
		Workshop feedback report – Quality and Compliance
		OTLA activity reports
		Quality Assurance review
		ILR audit

QUALITY FRAMEWORK			
Activity	Person(s) Responsible	Purpose	Additional Information
Self-Assessment	<p>Head of Quality & Compliance</p> <p>SMT</p> <p>Apprenticeship Tutors/Coaches</p> <p>Employers</p>	<p>An annual process intended to assess strengths and areas for improvement across all our apprenticeship standards.</p> <p>It is structured to reflect the key aspects in the Education Inspection Framework (EIF).</p> <p>The report is accompanied by a Quality Improvement Plan (QIP) which is monitored through the year at regular intervals to assess progress against our priorities.</p> <p>The SMT assist in the validation of the judgments.</p> <p>Key judgments are:</p> <ul style="list-style-type: none"> • Overall Effectiveness • Outcomes for Learners • Quality of Training, Learning and Assessment • Leadership and Management (Safeguarding and Prevent) <p>The Self-Assessment Report is made available to the DFE/Inspectorates, learners and other stakeholders.</p>	<ul style="list-style-type: none"> • SAR Cycle • SAR development • Development of QIP • Surveys • Data analysis • Compliments, Comments and complaints
Apprenticeship Standards Review	<p>Head of Quality & Compliance</p> <p>Apprenticeship Manager</p>	<p>This is an annual process intended to assess strengths and areas for improvement on all standards delivered by Alphabet Training</p> <p>Each standard will be reviewed on a regular basis and graded by the apprenticeship manager at the end of the academic year.</p>	<ul style="list-style-type: none"> • Tutor feedback analysis • Learner feedback analysis • Standards criteria • Awarding body and EPA criteria
Internal Quality Assurance	<p>Head of Quality & Compliance</p>	<p>This is the key to ensuring robust quality assessment on all programmes.</p>	<ul style="list-style-type: none"> • IQA Procedure • IQA sampling Plans

	Apprenticeship Manager IQA	<p>The apprenticeship manager/IQA will sample the planning, delivery and support of all aspects on the apprenticeship programme.</p> <p>Apprenticeship coaches will be provided with CPD opportunities and on the job development to improve support for the apprentice</p> <p>Curriculum review to be conducted</p>	<ul style="list-style-type: none"> • Training records • CPD Records • Meeting minutes
Stakeholder Satisfaction Surveys	Head of Quality & Compliance Apprenticeship Manager	<p>A learner survey will be carried out each year. They provide valuable information to assist quality improvement.</p> <p>Reference to actions taken as a result of survey outcomes will be included in Standards review and self-assessment reports.</p> <p>Surveys to be conducted annually with apprentices and Employers</p>	<ul style="list-style-type: none"> • Survey plan & Analysis • Apprentice on programme survey • Apprentice Completion survey • Employer survey
Quality Management and Performance Cycle	Head of Quality & Compliance Apprenticeship Manager	A comprehensive cycle of key activities throughout the year that proactively monitors performance against targets including apprentice and employer feedback, target setting, Standards review, SAR and QIP Progress.	<ul style="list-style-type: none"> • Quality and Performance Improvement Calendar • Performance reviews
Performance management -Under-performance Cycle	SMT Head of Quality & Compliance Apprenticeship Manager	<p>Performance management will be conducted on a weekly/monthly basis</p> <p>Quarterly reviews - This reviews all provision and identifies underperformance through a number of indicators encompassing retention, achievement and success rates, attendance, apprentice survey outcomes, EQA report outcomes, value added and high grades.</p> <p>Provision is reviewed and flagged at regular intervals.</p> <p>Meetings are held with apprenticeship tutors/coaches delivering on provision identified as potentially not meeting performance targets.</p>	<ul style="list-style-type: none"> • 1-2-1 Meetings • Minutes of meetings • IQA reports • Observation reports

		<p>Action plans will be discussed and reviewed.</p> <p>In addition, support strategies will be discussed, identified and implemented if appropriate.</p>	
Apprentice e-Portfolio (BUD)	Apprenticeship Manager	<p>Apprentice e-portfolios are a key source of evidence.</p> <p>They are an essential requirement and the responsibility of all apprenticeship tutors/coaches, Apprentice Manager, Data Administrator and Apprentice.</p> <p>All are subject to audit</p>	<ul style="list-style-type: none"> • 20% off the job recorded within e-portfolio • Enrolment and engagement • Skill scans • Progress reviews on e-portfolio
Quality Health Checks	Head of Quality & Compliance Apprenticeship Manager	<p>A number of audits will be carried out throughout the year to assess compliance with QA procedures.</p> <p>These include e-portfolio audits, internal quality assurance, Standards review, Ofsted readiness file, Quality and Performance meetings and apprentice tracking, E&D, HR, Safeguarding/Prevent & Functional Skills</p>	<ul style="list-style-type: none"> • Internal Audit Procedure
External Quality Assurance	Head of Quality & Compliance Apprenticeship Manager	<p>All awarding bodies have their own methods of ensuring compliance and QA.</p> <p>Most will involve an external moderator or external quality assurer either visiting or asking for samples of work. They will look for compliance with their regulations and procedures and assess the rigor of the internal systems.</p> <p>NCFE is the only awarding body that Alphabet Training are working with for Functional skills testing. Highfields – Ad hoc qualifications and EPA for Pharmacy and Business Administration TQUK – apprenticeship programme related qualifications and EPA BCS EPA for Digital Marketeer Innovate EPA for Team Leading</p> <p>A report will be submitted to Alphabet Training detailing their findings. All reports must be sent to the Apprenticeship Manager</p>	<ul style="list-style-type: none"> • Awarding organisation websites and documentation. • NCFE centre file • Highfield Qualifications and Assessments • TQUK Qualifications and Assessments • BCS

		who will monitor actions required.	
Key Performance Measures	Head of Quality & Compliance Apprenticeship Manager Data Administrator	<p>Success rates are a key indicator for performance and will be scrutinised by SMT</p> <p>Targets include success, retention, achievement, attendance rates. Apprenticeship coaches and other tutors/assessors will be set targets linked to KPIs in their personal reviews.</p> <p>Internal data will be used throughout to monitor this and regular reports are made available to the SMT</p> <p>The data administrator is tasked with ensuring the validity and reporting of this data.</p>	<ul style="list-style-type: none"> • Target setting documents • Strategic objectives • Benchmarking/National Averages information
Ofsted Inspection	Director for Quality and Compliance Head of Quality & Compliance Apprenticeship Manager	<p>OFSTED carries out inspections on a cyclical basis.</p> <p>As a provider Alphabet Training is subject to Ofsted Inspection this will normally follow some period after the initial Monitoring visit.</p>	<ul style="list-style-type: none"> • Handbook for Inspections • EIF • Ofsted plan • SAR • QIP
Apprenticeship programme performance meetings	Apprenticeship Manager Apprenticeship Tutors/Coaches SMT	<p>Weekly Quality and Performance Meetings</p> <p>Monthly Cohort meetings where progress is discussed and monitored.</p> <p>Weekly SMT meeting where all aspects of delivery are reported and discussed.</p> <p>SMT (Quality Assurance team) to provide scrutiny and challenge, will advise on KPI's</p>	<ul style="list-style-type: none"> • Meeting minutes • Action plans • SAR • QIP • ILR data
Quality Improvement Team (QIT)	Director for Quality and Compliance Head of Quality and Compliance Apprenticeship Manager	The QIT will meet on a quarterly basis to address any concerns or issues related to the delivery across all Alphabet Training activities	<ul style="list-style-type: none"> • Meeting minutes • Action plan • Feedback analysis • SAR • QIP • Data