Apprenticeship Providers Profile form

Dear Provider,

Please complete this form as accurate and as realistic as possible. NHS Education South Central decisions will be based on information provided on this form.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>ICON TRAINING LTD</th>
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<tbody>
<tr>
<td>Address</td>
<td>Regional Support Centre (South), Suite Two Guildford Spectrum</td>
</tr>
<tr>
<td>Website address</td>
<td>Leisure Complex, Parkway, Guildford, Surrey GU1 1UP</td>
</tr>
<tr>
<td>Telephone Number</td>
<td>01291 423655</td>
</tr>
<tr>
<td>Contact person</td>
<td>Julian Leybourne</td>
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<td>Email address / phone number</td>
<td><a href="mailto:julian@icon-training.com">julian@icon-training.com</a></td>
</tr>
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<td>07785 374 555</td>
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Please provide brief information on your Organisation’s Apprenticeship Provision History.

The company was formed in 1995 with a track record of 14 years delivering Apprenticeships in Sport and Active Leisure, Customer Service and Administration all within the sports operations, leadership and management sectors.

Our Apprenticeship Framework success rates are the highest in the UK:

- South East England/London Average Actual: 83%
- South East England/London Average: 96%
- Wales Average Actual: 90%
- Wales Average Timely: 77%

Note: Expanding into the North West; Midlands; South West

ICON is an Employer-led organisation for people employed in the Active Sport and Leisure sector to develop competencies through innovative learning solutions with the aim of unlocking potential for both employee and employer for the benefit of customers.

ICON currently delivers a wide range of accredited qualifications and will continue to deliver these as follows:
<table>
<thead>
<tr>
<th><strong>Sport and Active Leisure (SkillsActive)</strong></th>
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<tr>
<td>• Coaching, teaching and instruction: Exercise and Fitness (Gym) based activities</td>
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<tr>
<td>• Operational Service</td>
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<td>• Activity Leadership</td>
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<tr>
<th><strong>Customer Service (Institute of Customer Service)</strong></th>
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<td>• Customer Services</td>
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<tr>
<th><strong>Leadership and Management (Institute of Leadership &amp; Management)</strong></th>
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<tr>
<td>• Team Leading</td>
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<td>• First Line Management</td>
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<tr>
<th><strong>Learning and Development (City &amp; Guilds)</strong></th>
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<tr>
<td>• Learning and Development Level 4</td>
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<td>• Internal Verifier Awards</td>
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<tr>
<td>• Vocational Assessor Awards</td>
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Our experience of Apprenticeship delivery is vast and we currently work with some of the major leisure employers such as Parkwood and Serco Leisure plus some of the largest leisure trusts in the UK with employees ranging from 30 to 3000.

ICON is an Active-stakeholder in the sector and contributes significant resources for the further development of our sector using the following examples in England:

- NSD SkillsActive Steering Group
- Guildford County 14 – 19 Partnership (Gateway 3)
- Waverley Federation 14 – 19 Partnership (Gateway 3)
- Kent County Council School Forum
- Member of SkillsActive National Forum for Workforce Development
- Member and Lead Partner of Active Skills-Analyser group
- Member and Lead Partner of the Young Apprenticeship Steering Group
- Development of Regional Employer Network Meetings (in line with current Kent Leisure Forum)
- Annual business conference with key partners and stakeholders
- Road-shows with Active IQ and ISRM
- Membership of ISPAL forums if possible
- Continue to attend Skills Forums
ICON currently supports the work of SkillsActive on the Executive in Wales.

ICON have developed an exciting programme of upskilling by delivering individualised and bespoke training solutions linked to National Occupational Standards. We have always advocated progression and can easily demonstrate where this has occurred in the workplace such as developing young people from school at Level 1 to Level 2 and Level 3 and on occasions into management at Level 4. Other examples include: Upskilling through Technical Certificate delivery; Syndicated workshops for supervisors and managers in leadership and development skills linking employer business plan/training and development needs to bespoke to accredited bite size unit accreditation for example:

- Supervisory Management and Leadership Skills
- Customer Service Skills including sales and marketing competencies
- Project Management
- Resource Management
- Team Work
- Self-Management

ICON has also demonstrated excellence in its delivery of Young Apprenticeships with one of the largest number of cohort allocations in the UK. ICON’s work has been recognised in HMI Inspections, ESF Inspections and in the recent 2008 LSC South East Regional Awards with the following two major outcomes; Winner of the Apprentice of the Year (Ali McQueen) and Medium Sized Employer of the Year Category Award (Guildford Spectrum). Over 300 entries were received making this a significant achievement for all stakeholders.
Please detail all awards and accreditations you currently hold and sector/programme specific awards. E.g. The Training Quality Standard, Ofsted Grades, e.t.c.

We are the top UK OFSTED/ESTYN inspected Centres for Sport and Active Leisure in the UK with consistent top grades at Level 2 or higher in 2002; 2006, 2007 and 2008 outperforming all other companies in our sector.

ICON has a proven track record of working with regional and national employers. We have an OFSTED Grade 1 record with Grade profiles of 33/67% Grade 1 - Grade 2.

- Grade 1 33%
- Grade 2 67%
- Grade 1 Two commendations

In 2007, ICON’s ESTYN/OFSTED report stated that:

"ICON Vocational Training (ICON) provides a very good range of opportunities for learners to gain qualifications and skills in the recreation and leisure industries. The training programmes meet the specific needs of employers and learners very well. The provider is very responsive to the training needs of employers. It has an outstanding range of strategic partnerships with major employers in the industry. These partnerships help employers to plan their overall training and development strategies well. ICON also provides a very good range of work-based learning opportunities for school pupils in both South Wales and South East England."

In 2009, ICON were assessed as having first class provision by OFSTED for a collaborative Train to Gain contract with the Association of Learner Providers where the overall grade was 2 but with an ICON Best Practice commendation for Equality and Diversity.

ICON currently holds the MATRIX and IiP Standards and are registered with TQS which we anticipate success later this year.
Please provide details of Provision flexibilities that you can offer NHS South Central based on the three priority areas identified across NHS South Central using list of Frameworks attached

ICON is fully committed to the Skills for Health Agenda and our strategic work as reflected in our ESTYN/OFSTED HMI findings concur that our Apprentice delivery is underpinned by the Health Agenda including:

1. physical activity
2. lifestyle
3. diet

The three priority areas in which ICON can support NHS South delivery: Clinical Support; Estate and Facilities; and Admin and Clerical are mainly covered under Clinical Support with respect to rehabilitation, exercise and lifestyles. This covers Active Leisure and Learning, sector code 231: SkillsActive.

ICON has worked directly with NHSW health promotions unit in developing a bespoke Apprenticeship programme for GP Exercise Referral in Association with the Health Science Unit at the University of Glamorgan covering key areas of competencies to allow specialist fitness advisors to understand and deliver the fundamentals in prescribing exercise programmes to clients referred by their GP.

ICON currently has the capacity to deliver the following Units of competency that forms part of the occupational standards towards the Level 3 Advanced Apprenticeship programme

- Unit 1 – Principles of Physical Activity and Exercise Referral (D/501/8377)
- Unit 2 – Medical Conditions, Treatment and Safe and Effective Exercise Programming (H/501/8378)
- Unit 3 – Professional Practice and Processes in Exercise Referral. (K/501/8379)

We also deliver a range of level 2 and level 3 Apprentice-related programmed to underpin knowledge and to support the technical and key certificates including the following awards:

**ISRM Fitness Management Certificate Level 3**

Section 1: Design and technical  
Section 2: Operations and management  
Section 3: Management of systems, staff and customers

**Exercise and Fitness level 2**

Unit 1 – Exercise and Fitness Knowledge Level 2 (J/500/5915 )

Unit 2 – Health, Safety and Professionalism in Exercise and Fitness Instruction (R/500/5917)  
Unit 3 – Instructing Gym (T/500/7529) or Instructing Group Exercise to Music (L/500/5916).
Advanced Fitness Instructor

Unit 1 – Advanced Exercise and Fitness Knowledge (J/500/6059)
Unit 2 – Advanced Resistance Training (F/500/6061)
Unit 3 – Advanced Cardiovascular Training (A/500/6060).

Circuit Training Instructors

Unit 1 – Planning a Group Circuit Training Session (Y/102/4315)
Unit 2 – Instructing a Group Circuit Training Session (D/102/4316).

Teaching physical Activity to Children

Unit 1 – Introduction to Anatomy and Physiology (H/500/3654)
Unit 2 – Preparing a Physical Activity Session for Children (K/500/3655)
Unit 3 – Teaching a Physical Activity Session for Children (M/500/3656)
Unit 4 – Concluding and Reviewing a Physical Activity Session for Children (T/500/3657)
Unit 5 – Introduction to Working with Children (A/500/3658).

Award in Adapting Gym Instruction for Adolescents

Unit 1 – Physical, Mental, Cognitive and Emotional Development of Adolescents in Relation to Gym Instruction (T/501/2083)
Unit 2 – Principles of Adapting Gym Instruction for Adolescents (F/501/2085)

Leading Health Related Activity Sessions

Unit 1 – Plan and Prepare an Activity Session (D/501/3633)
Unit 2 – Deliver an Activity Session (H/501/3634)
Unit 3 – Conclude and Review an Activity Session (K/501/3635).

Please list resources required from NHS South Central

- We require learners in cluster groups to facilitate taught sessions allowing up to 16 full days per year for taught modules (depending on level of Apprentice) plus time for learners to complete the underpinning knowledge, observations and work-based assignments
- We are prepared to train work based assessors to provide observations in the workplace to A2 Vocational Assessor Award with City & Guilds – depending on numbers the cost could be shared by ICON and the client
• We would require a training room and access to physical exercise facilities – however, if this was not available then we may require additional financial resources to pay for external facilities although we would try and negotiate with our work based learning clients to allow free or reduced cost access to fitness facilities as required
• Monthly access to learners as per our agreed delivery plan
• Contributions and observations from senior colleagues and/or line manager to engage with and support each learner
• We would require a 16 week progress and evaluation meeting with a senior line manager to discuss commendations, concerns and recommendation for action

Give details of anticipated funding available for Apprenticeships

Full LSC funding covered under the Apprenticeship scheme to provide for all delivery and administration of the schemes

Give details of evaluation plans

Evaluation Plans would include our own tried and tested monitoring systems including:
- Unit achievement of Individual learning plan (ILP)
- Timely achievement of component learning units and full frameworks
- Progress against learner status plans
- Learner satisfaction
- Employer satisfaction
- Achievement to regional and national success rates and benchmarking
- LSC SAR and QIP
- Quest benchmarking
- Free consultancy on service improvement and strategic report findings