

Dean Ashton

Business Trailblazer Group

Cc: Hayley White

16 August 2018

Dear Dean,

**Reviewed final funding band recommendation for Customer Service Practitioner standard, Ref: ST0072**

Thank you for working with the Institute for Apprenticeships on the funding band review for your Customer Service Practitioner standard. The aim of the review is to identify the most appropriate funding band to support high quality delivery, and provide value for money for employers and government.

I am writing to confirm that our reviewed final funding band recommendation is band 5 (upper limit of £3,500), and to explain how we reached this decision.

How we reached this decision

The Institute reviewed the funding for your apprenticeship standard using the process we explained to you when we met in June (Appendix A). We considered the full range of available evidence, specifically:

- Information from you, training providers and assessment organisations;
- The cost and funding bands of any equivalent apprenticeship frameworks;
- The level and nature of the training/end-point assessment, and consistency across similar types of apprenticeship standard;
- Affordability within the wider apprenticeship programme, and other factors in the Institute's Strategic Guidance;
- The initial funding band which would have been allocated to the standard following the Institute's new funding approach;
- The current funding band of the apprenticeship standard;
- Current apprenticeship delivery cost data and current market activity;
- The expertise of our provider panel; and
- The expertise of our route panels.

The Institute used the Department for Education's new funding band [structure of 30 bands ranging](#) from £1,500 to £27,000. This structure replaces the 15 bands in the same range which were previously used.

For your particular standard, the evidence showed:

- Your nominated training providers submitted information about the cost of training delivery, with totals ranging from £3,937 - £4,960. We reviewed these costs

against the Education and Skills Funding Agency's funding rules and removed any ineligible items.

- Your nominated end-point assessment organisation submitted assessment costs of £545.
- There are 3 other apprenticeships approved for delivery in the Sales, Marketing and Procurement route at level 2 with a duration of 12 months. Their funding band maximums range from £4,000 to £5,000.
- If this were a new standard, the Institute's initial band (allocated at proposal stage) would have been £2,000. This is based on the amount of training, the sector subject area and an allowance for end-point assessment.
- We identified that this standard has similarities to the Customer Services apprenticeship framework. This framework has a funding band maximum of £1,500.
- At the time your standard was originally allocated to a funding band, the 15 band structure was in place. There are now more funding bands available.

### Next steps

The Institute will make reviewed final funding band recommendations to the Secretary of State for Education, who takes the final decision on all funding bands.

Our appeals procedure enables you to make an appeal before the recommendation is sent to the Secretary of State for Education, only where there is a procedural or other impropriety. The appeals procedure is set out on our [website](#). The appeals procedure is not an opportunity for the Institute to reconsider its decision in circumstances where you disagree with the reviewed final funding band recommendation. Any appeal should be submitted as soon as possible and no later than 10 working days from the date of this letter.

You cannot appeal against the final decision taken by the Secretary of State.

The Institute will keep the funding bands of all apprenticeship standards under ongoing review. Where we intend to recommend changes, we will notify trailblazer employer groups in advance.

I have enclosed answers to common questions at Appendix B. If you have any further questions or concerns, please do not hesitate to get in touch with your dedicated Funding Manager, Ben Stockwell ([fundingreview.ifa@education.gov.uk](mailto:fundingreview.ifa@education.gov.uk)).

Yours sincerely,

Jayne McCann  
Deputy Director, Funding Policy Team

### Enclosed:

- Appendix A: Review Process
- Appendix B: Q&A