

## PRCA Apprenticeship Terms and Conditions

Thank you for your interest in employing and supporting an apprentice through the PR & Communications Assistant apprenticeship with the PRCA. This is the first agreement between the PRCA and your organisation. Agreement is required prior to recruitment or enrolment. In signing, you are agreeing to the responsibilities of employing a PR & Communications Apprentice. For Government guidance on hiring an apprentice, please visit [gov.uk](https://www.gov.uk).

### Programme Delivery – Learning and Assessment

The apprentice will work towards occupational competency as stated on the PR & Communications Assistant standard in the first 14 months. Apprentices will progress through three developmental stages – forming, norming, and performing – during their training period. The apprentice is to progress through gateway to complete an end point assessment with an external body in the final five months. The programme duration is 19 months in total. The apprenticeship programme is delivered by the PRCA through a combination of study materials, e-learning, webinars, telephone support, competence assessments in the workplace and attendance at revision sessions.

A PRCA Apprenticeship Coach is assigned to each apprentice to set and assess assignments, follow progress, and hold regular reviews with the apprentice and supervisor until they reach the assessment period.

Apprentices will require study time each week to undertake their learning, complete coursework, and compile their workplace evidence to demonstrate competency. During the programme, apprentices will be required to attend PRCA training sessions as outlined. The PRCA has provided a guide to the required apprenticeship study time (see Appendix 2), which should be given full consideration.

The ASCL Act 2009 requires that all the content of the apprenticeship is delivered within the contracted hours of employment and hence the apprentice is paid for the time to undertake the off-the-job learning specified within the relevant apprenticeship framework. Apprentices are to spend at least **20%** of their working week on apprenticeship work, which works out as one day a week. This does not include the time taken to attend PRCA training courses.

***Employers are required to enable their apprentices to attend required learning and assessment sessions as detailed in the scheme of work provided by the PRCA.***

### Apprentice Enrolment Documentation

#### Health & Safety

All employers are required to complete a PRCA Health and Safety Form prior to the recruitment or enrolment of any apprentices, where apprentices have not been on programme with PRCA previously. PRCA can support in the completion of this paperwork.

#### Apprenticeship Agreement

An apprenticeship agreement is an agreement between an employer and an apprentice under which the apprentice undertakes to work for the employer and states that the agreement is entered in connection with a qualifying apprenticeship standard.

The requirement for an apprenticeship agreement between an employer and an apprentice, under the Apprenticeships, Skills, Children and Learning (ASCL) Act 2009 sections 32-36, came into force on 6 April 2012. An apprenticeship agreement is required at the commencement of the apprenticeship for all new apprentices who start on or after that date.

The apprenticeship agreement must state that the apprentice will be undertaking an apprenticeship in a particular skill, trade or occupation.

***All employers are required to sign an apprenticeship agreement provided by Public Relations Communications Association (PRCA) for each apprentice they employ to be on an apprenticeship programme with the PRCA.***

### Contract

Employers are required to sign a Contract for Services between the PRCA and the employer prior to enrolment. The laws of England and Wales shall apply in all respects and the courts of England and Wales shall have exclusive jurisdiction.

### Apprentice Enrolment Pack & Individual Training Plan

At the start of the programme, an enrolment pack is completed with each apprentice to ensure that they have a clear plan to achieve their apprenticeship and the appropriate support is provided.

## Employer Responsibilities

### PR Apprentice Job Requirements

There is a requirement for employers to provide apprentices with ample opportunity to develop relevant practical experience and comfortably meet the criteria within the apprenticeship standard. ***See Appendix 3 for the minimum industry-related duties employers must set apprentices whilst on-programme.*** Initial discussions with the PRCA will help determine the proposed role's suitability to the apprenticeship.

### Work Supervisor's Roles and Responsibilities

It is advisable that apprentices are allocated a mentor/direct line manager to provide them with day-to-day support in the workplace.

To ensure that apprentices are able to complete their apprenticeship, work needs to be delegated at appropriate times which enables the apprentice to meet the competence requirements. Guidance will be provided by the PRCA to ensure that every employer has access to the requirements of the relevant programme, but it is important that the apprentice's work supervisor enables the apprentice to undertake the full range of work activities required. See ***Appendix 3*** for the minimum industry-related activities apprentices must complete on programme.

The assessment of competence in the workplace is an important part of an apprenticeship programme and the validation of assessment evidence presented by an apprentice or observed by a PRCA Apprenticeship Coach can often be achieved through an additional documented conversation or expert witness testimony provided by the work supervisor. All employers are expected to participate fully in this element of the apprenticeship programme.

## Progress Reviews

Throughout the apprenticeship, the PRCA will conduct regular reviews with the apprentice and their direct line manager (otherwise, supervisor or HR Manager). These are called progress reviews. Progress reviews will be conducted virtually but ensure that the apprentice is fully supported on the programme and is provided with the opportunity to give and receive feedback to/from their PRCA coach and employer.

Apprentices and managers are required to attend a progress review on a bi-monthly basis with their assigned Apprentice Coach. These reviews are recorded for quality assurance and auditing purposes, as they capture the full extent of discussions and best practice observed.

***Employers are expected to attend progress reviews and must sign the training plan and progress reviews on completion, as these are required for audit purposes by the Education & Skills Funding Agency (ESFA).***

## English & Mathematics (Functional Skills)

All Level 4 apprentices are required to complete functional skills at Level 2 in English and mathematics where they do not have pre-existing qualifications that meet the Specifications for Apprenticeships in England exemption requirements (generally but not exclusively GCSE's at Grades A-C or 9-4). All apprentices will be required to do an initial assessment in Literacy, Numeracy and IT at the start of the programme. The Government will meet the costs of any additional functional skills support required by apprentices. If relevant, employers must allow apprentices additional time to their apprenticeships study day(s) to spend on training and assessment for their functional skills. This is often no more than two hours per week, over a 10-12 week period.

## Apprentice Eligibility and Employer Contributions

The employer contribution varies depending upon age of the apprentice, any prior qualifications, and the size of the employer. Employers should refer to the PRCA Apprenticeship Price List in **Appendix 1**.

The following information relates to apprentices who meet the eligibility criteria for public funding of apprentices in England. Where an individual is not eligible for public funding in England through their place of birth or work status, then there may be a requirement for the employer to pay the full training rate. PRCA will advise on the individual eligibility of potential apprentices.

## Support for younger apprentices

The ESFA will provide [additional funds](#) for both employers (£1,000) and training providers recruiting an apprentice aged 16-18 or a 19-25-year-old care leaver or individual with an Education, Health and Care (EHC) Plan. These additional payments will be paid at the points the apprentice is still in learning at 90 days and 365 days.

Employers who do not pay the apprenticeship levy can train apprentices aged 21 and below at no cost. The government will pay 100% of the training costs for these individuals up to the funding band maximum.

## Co-investment

Co-investment will apply in certain situations (see **Appendix 1**), dependent on the age of the apprentice and employer size. The co-investment amount is set at 5% of the funding band maximum set by the ESFA. This is currently £11,000, so the co-investment requirement is £550.

Co-investment will be waived for employers who do not pay the apprenticeship levy if, on the first day of their apprenticeship, the apprentice is aged 16-21 years old. ESFA defines the number of employees as the number of

people with a contract of service. This must be calculated using the average number of employees with a contract of service in the 365 days before the apprentice is recruited.

***Employers will be required to pay in full the required co-investment amount when invoiced by the PRCA at the start of the apprenticeship programme.***

## Payment and Terms

### Government Apprenticeship Service

PRCA is registered as a main provider on the Register of Apprenticeship Training Providers (RoATP). PRCA is to be registered within employers' digital accounts where we will collect payment for the apprenticeship training. Our UKPRN is **10046089**.

Apprentices will be on a 19-month programme, including five for the end point assessment. 20% of the overall funding band is reserved for the end point assessment. Employers will have funds drawn from their digital accounts for the full amount, over the course of the apprenticeship programme, excluding the 20%. The final 20% will be collected at the period of end point assessment. Alternative payment terms are by agreed exception only.

***Invoices for co-investment fees are to be paid within 30 days of receipt.***

### Late Completions

Should the Apprentice not complete their Apprenticeship by the scheduled training completion date, the PRCA will continue to support the Apprentice for a further period of up to 3 months at no extra cost.

### Apprenticeship Leavers

If the Apprentice should withdraw from the Apprenticeship prior to completion, no subsequent monthly instalments will fall due, and the Provider shall issue a credit note for such subsequent instalments where these have been invoiced. The instalment for the month in which the Apprentice withdraws from learning shall remain payable.

If the Apprentice should withdraw from the Apprenticeship but continues to be employed by the Employer, a termination fee will be charged as follows:

- £500 where the PRCA did not provide support with the recruitment of the Apprentice (unless the apprentice was an existing employee for at least three months prior to apprenticeship placement)
- £1,500 where the PRCA provided recruitment support (see *15. Recruitment*)

If an apprentice recruited by the PRCA and placed with an employer leaves the company within three months of the programme induction date, the PRCA can restart the recruitment process to find another suitable candidate at no extra cost. If an apprentice or the employer chooses to terminate the apprenticeship one month either side of a scheduled induction, the employer must cover any induction costs.

If an apprentice has completed their apprenticeship programme but leaves before their anticipated apprenticeship end date, the PRCA will not provide a credit or refund as the apprenticeship certificates will still be claimed.

***Employers are required to notify the PRCA if they are considering ending an apprentice's contract before their anticipated apprenticeship end date or if they are aware of an apprentice's intention to leave employment. PRCA will work closely with all employers to provide support and guidance.***

## Recruitment

PRCA offers an optional recruitment service. The flat rate covers one apprentice, at a fee of £800+VAT (for PRCA members) and £1,000+VAT (for non-PRCA members).

The recruitment service includes:

1. The PRCA advertising the vacancies on the [Recruit an apprentice service](#)
2. Providing employers with a shortlist to conduct interviews
3. Supporting in the final decision

Employers are invoiced at the beginning of the recruitment process, to cover administration costs. Should a candidate be deemed unsuitable at the end of the process, PRCA can restart the recruitment at no extra cost. Similarly, if an apprentice recruited by the PRCA and placed with an employer leaves the company within three months of the programme induction date, the PRCA can restart the recruitment process to find another suitable candidate at no extra cost.

If you chose to hire a candidate we have provided and NOT put them on the apprenticeship programme, there will be an additional cost of £1,500 plus VAT. There will be a total cost of either £2,300 or £2,500 if an employer was to hire a candidate with the PRCA and not have them enrolled on the apprenticeship programme as initially agreed (PRCA-membership-dependent).

***Please note, invoices are to be paid within 30 days of receipt, regardless of the outcome.***

## Certificates

On completion of the end point assessment for the PR & Communications Assistant standard, apprentices will receive a statement of results from the end point assessment organisation. This is not a certificate nor intended to replace it. If apprentices are successful in their apprenticeship, they will receive a certificate from the Institute for Apprenticeships and Technical Education to their registered place of work.

## Quality Assurance

All apprenticeship programmes are subject to quality assurance through the ESFA, OFSTED, and AIM as the awarding body. At any time throughout the programme, observers could be required to attend the workplace to quality assure the apprenticeships delivered by the PRCA. Your co-operation, should there be a requirement for observers from any of these organisations to undertake an observation while we are working with your apprentice, would be appreciated.

## Data Protection

PRCA is registered with the Information Commissioner's office on the Data Protection Register as holders of information required for ESFA employment and training contracts. Both Parties shall comply with the provisions and obligations imposed by the General Data Protection Regulation and other laws relating to data protection applicable in the United Kingdom (together, "Data Protection Law") when storing and processing any personal

data. All personal data acquired by one Party from another shall be returned to the disclosing Party on request, provided that the performance of a duty imposed by Data Protection Law shall not constitute a breach of any obligation in respect of confidentiality which may be owed to the other Party.

PRCA is required to hold and pass on information to the ESFA on apprentices and their employers. Records relating to the funding and delivery of apprenticeships are required to be kept for 7 years as part of the funding contract and may be subject to an ESFA audit at any time. All records are held securely in line with PRCA Data Protection policies, and any records are only accessed by individuals working on the apprenticeship programme. PRCA is also required to enable access to apprentices' portfolios (held in our secure OneFile e-portfolio system), to auditors and external organisations for quality assurance purposes.

On a minimum bi-monthly basis, coaches conduct progress reviews with supervisor and apprentice. Each progress review will be video recorded on Microsoft Teams and uploaded onto the apprentice's e-portfolio within OneFile. At different points of the year, these recordings are reviewed by:

- PRCA in-house Apprenticeships team
- PRCA Internal Verifier
- Ofsted
- Education and Skills Funding Agency
- AIM (awarding body for the Diploma)

More information about the PRCA Privacy Policy and Cookie Policy can be found on [our website](#) and Contract for Services.

## Copyright

Copyright in all materials used by PRCA in the programme remains that of PRCA, unless specified otherwise. Any unauthorised reproduction or transmission of any part of the materials, whether electronically or otherwise, will constitute an infringement of copyright. No part of the materials may be lent, resold or hired out for any purpose without the prior written permission of PRCA.

## APPENDIX 1 - Funding Rates and costs

### Funding Rates for Level 4 Higher Apprenticeship in Public Relations and Communications

The Public Relations and Communications Assistant apprenticeship standard costs **£11,000** to deliver and assess. This is in terms of the training and assessment costs of the course, delivered over 19 months. The standard is funded at a rate of **£11,000**, meaning the maximum contribution either levy paying employers or the ESFA (Education and Skills Funding Agency) will make through the apprenticeship service.

### Levy paying employers

Any employer with a wage bill of more than £3 million annually, currently pays a levy of 0.5% of their total wage bill into the Apprenticeship levy.

Levy-paying employers will pay a maximum of **£11,000** towards the cost of the training from their digital apprenticeship service accounts. This will be paid in monthly instalments directly from those accounts, with 20% retained for completion and payment to AIM Awards for the end point assessment.



## Non-levy paying employers

Non-levy paying employers in this category will be required to contribute 5% to the maximum funding band value – so **£550**, as set currently. This is called co-investment. The Government offsets the remaining 95%. \*Employers that do not pay the apprenticeship levy can train apprentices who are aged 16-21 at **no cost**. These employers are not required to contribute the 5% co-investment; instead, the government will pay 100% of the training costs for these individuals up to the funding band maximum.

## All employers

- The Employer agrees to pay the **Qualifying Charges** for the apprenticeship programme required by the ESFA Funding Rules and outlined in the relevant supporting documentation as follows:

Training costs per apprentice			
Subject	Higher – Level 4 equivalent to a Higher National Diploma (HND)	Full cost of the apprenticeship programme for Transferred Levy paying employers	*Cost of training for non-levy paying employers
Public relations & Communications Assistant	✓	£11,000	£550

- Other Charges** are in addition to the Qualifying Charges and are not able to be recovered through government funds or the Apprenticeship Levy.

Other costs per apprentice	
What is it?	Cost
The Training Provider will charge a <b>Recruitment Fee</b> for the optional recruitment service.	<ul style="list-style-type: none"> <li>• £1,000 for non-PRCA Members</li> <li>• £800 for PRCA Members</li> </ul>
The Training Provider will charge the <b>administration fee</b> when an employer withdraws from the recruitment process at any stage following the date of this agreement unless agreed otherwise.	£300
The Training Provider will charge an <b>Induction Administration Fee</b> should the candidate be withdrawn from the apprenticeship process within a month of the candidate's booked induction date.	£75
The Training Provider will charge an <b>Early Leavers Fee</b> where the Training Provider introduces a candidate to the Employer who is subsequently offered a position with the Employer but does not enrol onto an Apprenticeship Programme delivered by Training Provider.	£1,500
The Training Provider will charge the Employer a <b>Programme Withdrawal Fee</b> should the Apprentice remain in permanent or temporary employment or be self-employed by the Employer yet fail to complete any part of the Apprenticeship programme (unless the apprentice was an existing employee for at least three months prior to apprenticeship placement).	<ul style="list-style-type: none"> <li>• £500 where the PRCA did not provide support with the recruitment of the Apprentice</li> <li>• £1,500 where the PRCA provided recruitment support</li> </ul>
The Employer will pay a <b>no-show fee</b> when an apprentice confirms their attendance to a workshop/pre-booked training session or coach visit and fails to show or gives the Training Provider less than 24 hours' notice of their inability to make the appointment.	£35
The Training Provider may charge a <b>Transfer fee</b> when an apprentice gives less than 3 days' notice. The first transfer is free.	£35 (this is a reduced cost for apprentices)
If the Employer or Apprentice cancels 14 days or fewer to the date of the <b>EPA</b> (including a failure of the apprentice to attend on the day).	<p>Full cost of the EPA will be charged and an admin fee of £75.</p> <p>Any attempts to rebook the date will incur 100% of the EPA fee along with a £75 admin fee.</p>

If the Employer or Apprentice cancels 15-30 days to the date of the EPA	An admin fee of £75 and a cancellation charge of £205.
60-31 days to the date of the EPA	An admin fee of £75 and a cancellation fee of £100.
90-61 days to the date of the EPA	An admin fee of £100.

## APPENDIX 2 - Guidance and Recommendations for Employers on Apprentices' Study Time Requirements

It is a requirement of an apprenticeship that apprentices can undertake their learning during the working day. In response to enquiries from employers, we have developed guidance regarding the amount of time we would recommend that apprentices are given for study at various points in their programme.

### General Study Time

Apprentices should be given minimum 1 day per week (20%) to complete their learning activities, and where appropriate, the hourly equivalent. This 'study day' is in addition to any scheduled PRCA teaching sessions or training courses. In other words, the study day is to be spent on completing theoretic assessments set by the Apprentice Coach, and not on attending training courses. Apprentices' training courses take place on different days of the week, so the apprentice's chosen study day should be on a consistent day of the week wherever possible. The time apprentices spend on training and study whilst on programme is called 'off-the-job' (OTJ). To count as OTJ, it must be within the apprentice's paid working hours, relevant to the apprenticeship standard, focussed on developing new knowledge/skills/behaviours, and be separate to their normal day-to-day role. OTJ can include the following types of activities:

- Completing competence assessment tasks and uploading to their e-portfolio OneFile
- Completing competence webbooks, study exercises or reading
- Attending progress reviews with coaches and supervisors
- Conducting research for development of knowledge and understanding
- PRCA training courses

### Functional Skills

Level 4 (Higher Level) Apprentices are required to complete functional skills qualifications in English and Maths at Level 2 if they have not already achieved GCSE Grades A-C or 9-4 in each of these subjects. Apprentices will be required to undertake online training, revision, and an exam for each functional skill they need to complete. Each functional skills programme takes approximately 10 weeks, and apprentices are expected to attend 1-hour weekly lessons with a Functional Skills Coach.

## APPENDIX 3 – PR Apprentice Job Requirements

Please see below PR activities which apprentices must be given ample opportunity to complete within their role. These will allow them to comfortably meet the criteria on the programme and be fully prepared for their final end point assessment (EPA). The duties are directly from the most up-to-date [PR & Communications Assistant standard](#).

- Develop **written and non-written content** and schedule this content for **publication/distribution** according to the public relations and communications or campaign plan.
- Contribute to the creation of **campaigns or new business proposals** planning and their implementation.
- **Research, analyse and monitor stakeholders** to inform engagement strategies.



- Monitor media to keep up to date with **current affairs** and build knowledge of the **journalist and media landscape**.
- Research, analyse and evaluate **campaigns** against key performance indicators (**KPIs**) to prepare future campaigns.
- **Share content** with relevant stakeholders and media, to inform and influence audiences to maintain positive relationships.
- Undertake **reputation assessment** and **formulate responses** to support stakeholders with the planning and implementation of reputation management and/or crisis strategies.
- Support the Public Relations and Communications' team with routine **administrative, logistical, and time-sensitive tasks**.
- Support the planning and delivery of ad hoc **engagement activities** such as events.
- Contribute to team development through **sharing relevant knowledge and skills** when required.
- Organise and coordinate **stakeholder meetings**.
- Contribute to the **organisational objectives** and key performance indicators to support communication activities which drive and improve performance and **sustainability** goals.

## Employer Information Form

<b>Company Name</b>	
<b>Address</b>	
<b>Telephone Number</b>	
<b>Main Contact Name</b>	
<b>Main Contact Email</b>	
<b>Line Manager(s) Name and Email</b>	
<b>Number of current full-time staff</b>	
<b>Does your company pay the apprenticeship levy?</b>	
<b>Will you use PRCA for recruitment?</b>	<i>(If not, recruitment fees do NOT apply)</i>
<b>If you are managing your own recruitment for new apprentice(s), please confirm you will use the <a href="#">Recruit an apprentice service</a>. Otherwise, please state your reasoning.</b>	

### Declaration:

1. I agree to the terms and conditions set out in this document.
2. I confirm the information provided is correct.

Employer Name.....

Employer Signature.....



**PRCA UKPRN: 10046089**

**PRCA Representative Signature.....**