

# Professional courses and apprenticeships

Delivered in partnership with colleges



Accounting  
Management  
Business  
Law  
Human Resources

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# Media-rich professional courses and apprenticeships

**At Mindful Education, we believe everyone should have the opportunity to achieve new qualifications. That a busy family or work life, or a previous lack of opportunity, shouldn't be a barrier to accessing a high-quality, empowering education.**

That's why we produced our flexible, award-winning blended learning courses and apprenticeships. Designed and built by in-house teams, our compelling mix of academic, technical and creative expertise brings learning to life, and continues to set new standards in education technology.

Our Online and On Campus professional courses and apprenticeships feature video lectures, motion graphics and illustration. Flexible, engaging and inspiring, they are expertly crafted to motivate learners, helping people to take the next step in their careers.

**“The quality of the videos, the quality of the online resources, the questions and answers - we're getting everything and it's just amazing. It really makes my job so much easier.”**

**Michael Webster**

Lecturer in Accounting/AAT Programme Coordinator, Cardiff and Vale College



## Our awards



# The need for flexibility

**As demand for flexible study increases, colleges are looking for innovative ways to deliver their courses. Working in partnership with colleges, we deliver high-quality blended learning solutions that meet the needs of learners, employers and local communities.**

By partnering with Mindful Education, colleges can grow numbers for part-time adult professional courses by offering a truly flexible solution. With an Online and On Campus course, learners typically attend college for half the time required in more traditional classroom-only delivery.

Employers also value the blended approach to apprenticeships. With the growth in hybrid working, managers are seeking staff training solutions that fit around work requirements.



**“The blended option will always be the preferred option because it offers flexibility to all the parties involved, therefore the current option we have with Mindful Education and the college works really well for us.”**

**Emma Hart**

Deputy HR Director  
Ambitions Academies Trust

**“The Online and On Campus model allows learners who are working, are carers or have children to still be able to study because they can access the courses online at any time.”**

**Sam Carnegie**

Course Leader for Accounting and AAT  
Westminster Adult Education Service

# Your blended learning partner for professional qualifications

**Founded in 2015, we are an edtech company that specialises in blended learning.**

Through our unique blend of media-rich content, academic expertise and market-leading technology we create award-winning courses and apprenticeships. Then we partner with colleges to deliver a blended learning experience that is second to none.

Working hand-in-hand with our partners, we ensure learners are fully supported from day one. Our teams collaborate with your curriculum, marketing, admissions and employer engagement teams to support all aspects of recruitment and delivery.

Experienced and insightful, the Mindful Education team works in partnership with hundreds of colleges and employers, supporting thousands of learners each year to achieve their qualifications and realise their ambitions.



**“We’ve been incredibly impressed by how professional the Mindful Education team are. You have high-quality resources, access to professionals who understand the curriculum, and a system that allows you to track, monitor and onboard students.”**

**Karen Spencer**  
Principal and CEO  
Harlow College

**“Working with Mindful Education has been brilliant. We found right from the outset they were very open and flexible in the way they approach things. They provided a great deal of support for the tutors and our team.”**

**Alison Muggridge**  
Assistant Principal Curriculum and Quality  
Westminster Adult Education Service

# Futureproof your provision

**Working in partnership with Mindful Education can help colleges to combat some of the key challenges currently faced by the FE sector.**

## Staffing shortages

Many colleges are seeing challenges with recruiting tutors to deliver professional qualifications. Working in partnership with Mindful Education makes delivering professional qualifications easier for colleges. Our Online and On Campus blended learning model frees up staff time, enabling delivery teams to focus on the areas where they can make the most impact for learners.

## The threat of distance learning

Colleges can counter this threat by offering a high-quality blended learning provision, with focused marketing messages around strong achievement rates, the value of being part of a class that meets regularly with a college tutor, and the funding support available to learners.

## Meeting employer and learner demand for hybrid learning

An increasing number of employers are seeking hybrid apprenticeships and work-based training to match the needs of their workforce. As well as demanding flexibility, employers are looking for online solutions that are engaging and accessible.

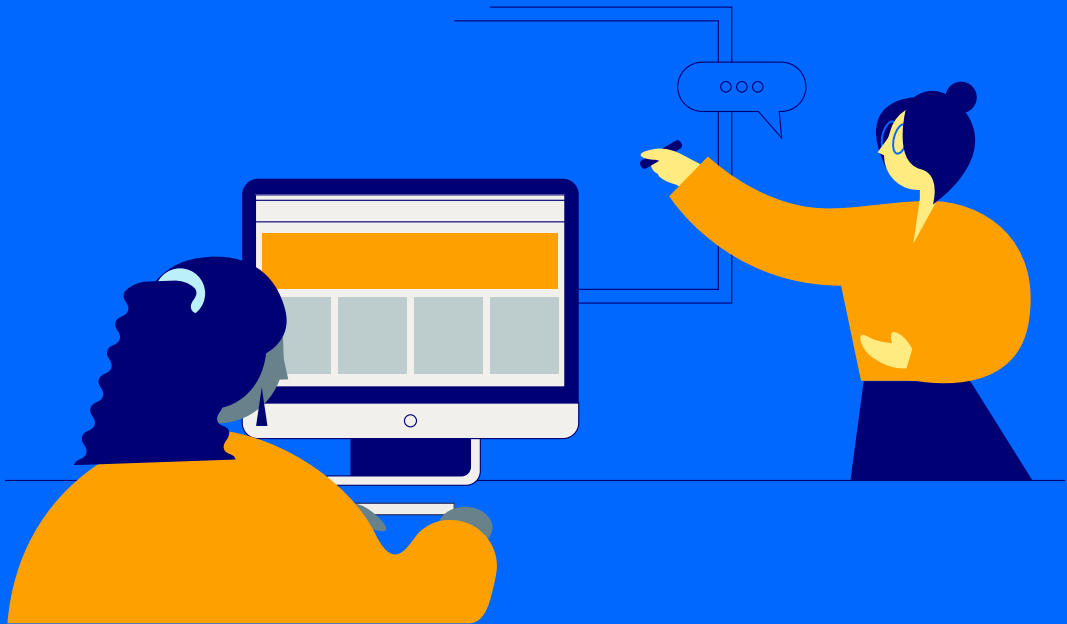
## Tutor Support Agency

Mindful Education offers an online tutor support agency, which is available for our college partners to use alongside our medium and long-term support for accounting tutor recruitment. This service enables us to provide our partners with additional time and flexibility for recruiting or replacing accounting tutors, as well as assistance with cover for long-term staff sickness.



# Online and On Campus – delivery

Through close collaboration with our partners, we make sure that Online and On Campus courses and apprenticeships are delivered effectively for the college and their learners.



## Online

Flexibility, accessibility and user experience - these are principles that underpin our courses. Online lessons can be viewed on mobile, tablet or desktop, empowering learners to study on their own terms.

## On Campus

Regular on campus or virtual classroom sessions with a college tutor provide an invaluable opportunity for peer-to-peer support and collaborative learning.

## The role of the tutor

With the Online and On Campus approach, tutors no longer need to spend significant time teaching concepts as these are covered in the online lessons. Instead, on campus sessions focus on collaboration, group work and embedding learning. Tutor preparation time is also reduced as Mindful Education provides tutors with materials to use in the classroom.

### Bespoke calendars

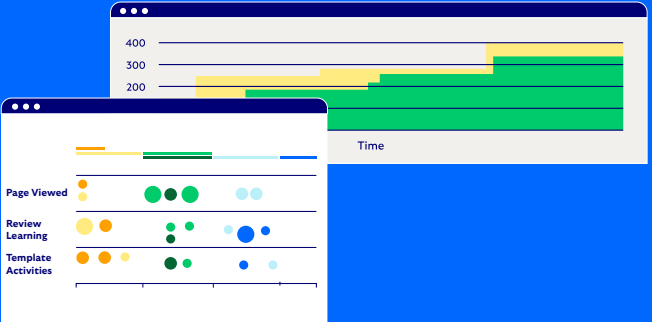
Each cohort of learners works to a unique calendar, agreed in advance with the college. Our courses are structured and paced, with lessons released to the group according to the timetable.

Activity	Date	Description
Online Lesson Unlock (s)	03 Nov - 09 Nov	Complete online lesson 1
Online Lesson Unlock (s)	10 Nov - 16 Nov	Complete online lesson 2
Online Lesson Unlock (s)	17 Nov	Attend on campus class
Online Lesson Unlock (s)	17 Nov - 23 Nov	Complete online lesson 3
Online Lesson Unlock (s)	24 Nov - 30 Nov	Complete online lesson 4
Online Lesson Unlock (s)	01 Dec	Attend on campus class

### Use of analytics

Tutors have access to comprehensive analytics where they can review learner progress, including the outcomes of exercises and quizzes and which segments of lesson videos learners are viewing most often.

Tutors can see which areas they might need to offer extra support during on campus sessions.



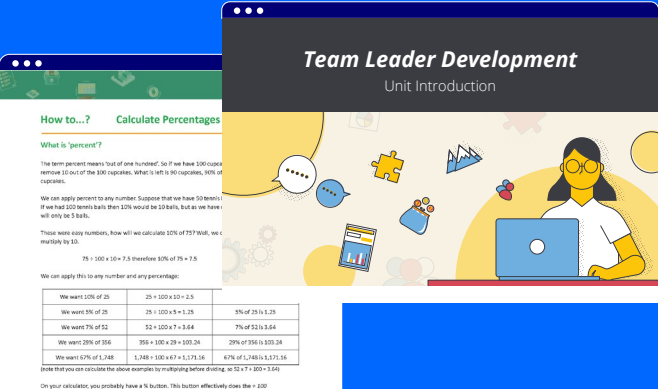
### Learner progress

Our in-house academics work closely with tutors and curriculum teams to ensure learners are progressing as they should. Learners receive alerts should they fall behind with lessons, and any significant issues are raised immediately with tutors.

Lesson	Page Views	Videos Watched	Engagement	Attempts	Forfeits	Progress Checks
The Accounting System	✓					
Essential Practice		✓				
Optional Practice			✓			
Bookkeeping			✓	✓	✓	
Purchasing Documents		✓	✓	✓	✓	

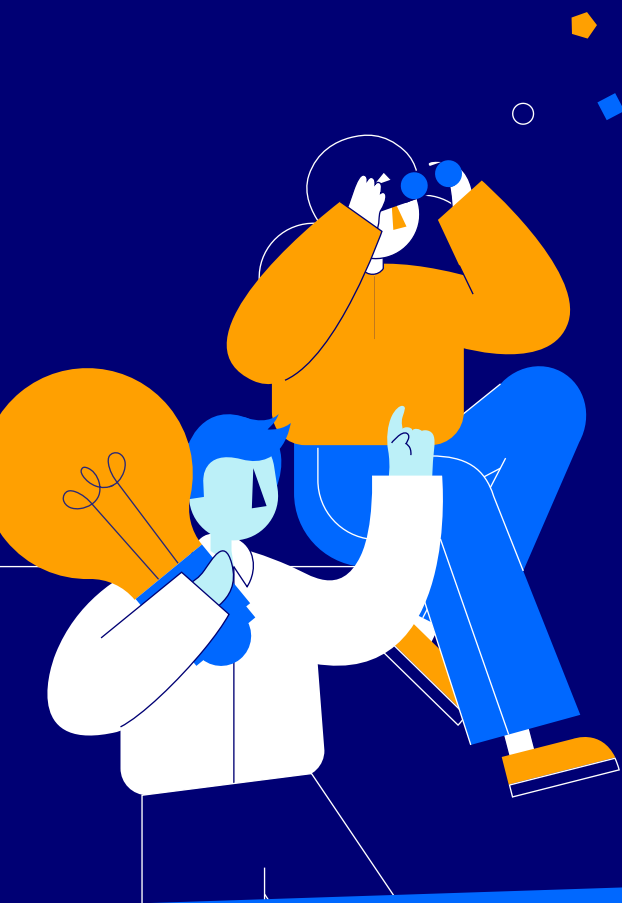
### Tutor resources

Tutors receive a range of resources to use in the classroom. Aligned with the topics covered online, these are available for every lesson.



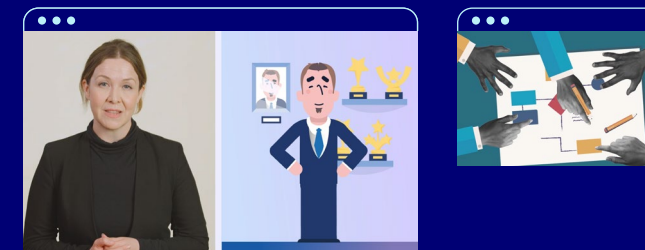
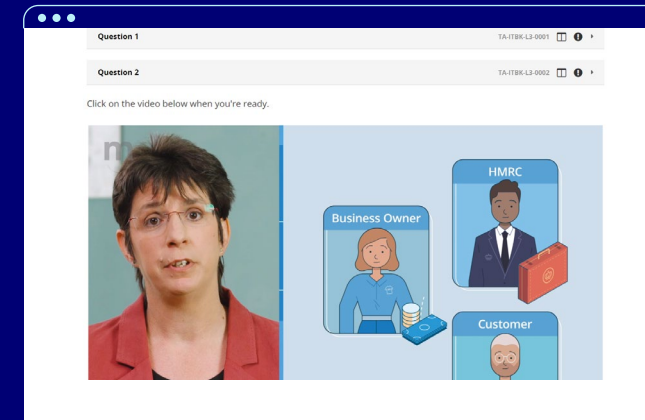
# Online and On Campus – learner experience

Flexible, inspiring and engaging, Mindful Education courses are expertly designed to bring learning to life and help learners to achieve outstanding results.



## Video lessons

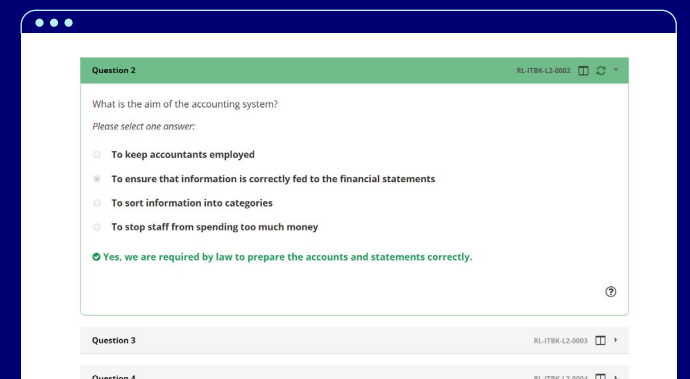
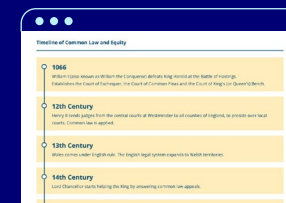
Our video lessons are written and presented by academic experts. Learners can re-watch sections as often as they wish, ensuring they fully understand the concepts.



## Motion graphics

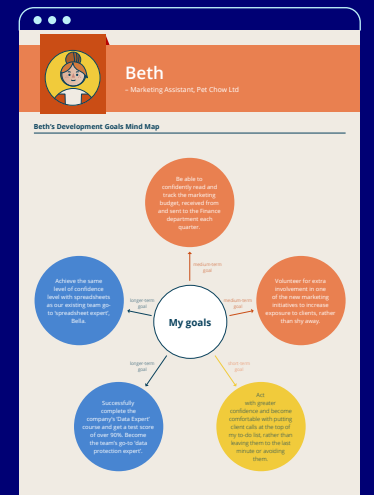
Unique motion graphics bring learning to life.

Animations and illustrations emphasise key learning points.



## Quizzes, questions and case studies

After each video, there is a series of questions to help consolidate key points. Questions come in a range of formats and are self-marking or provide a model answer.



Achievement rates for Mindful Education's courses are outstanding; 80% of Mindful Education learners who complete their qualification achieve a merit or distinction grade.



# Case study: Harlow College

2016-17		<ul style="list-style-type: none"> <li>Initial discussions with Harlow College about restarting their AAT provision.</li> </ul>
2017-18	<div>2 cohorts</div> <div>14 learners</div>	<ul style="list-style-type: none"> <li>Partnership launch with tutor training on the VLE and flipped/blended learning model.</li> <li>Marketing support to generate interest.</li> <li>First course launch in <b>Spring 2018</b>.</li> </ul>
2018-19	<div>4 cohorts</div> <div>61 learners</div>	<ul style="list-style-type: none"> <li>First autumn launches bring significant growth in learner numbers at Levels 2 and 3.</li> <li>Ongoing support for curriculum, marketing and employer engagement teams.</li> <li>First apprenticeship launch and strong outcomes for learners.</li> </ul>
2019-20	<div>7 cohorts</div> <div>83 learners</div>	<ul style="list-style-type: none"> <li>Continued growth in learner numbers and excellent progression between Levels 2, 3 and 4.</li> <li>Continued support from the Mindful Education team.</li> <li>Harlow College named Best New Training Provider at the AAT Training Provider Awards.</li> </ul>
2020-present		<ul style="list-style-type: none"> <li>Established provision, with consistently strong results.</li> <li>Ongoing support from the Mindful Education team.</li> <li>A strong partnership producing excellent outcomes for learners.</li> </ul>

“The Mindful approach has embedded technology in our teaching. It has not taken away the role of the teacher, but I can focus more on reinforcing knowledge and coaching students.”

Raymond Njorge  
Senior Tutor - AAT and Business

“What I like about the Mindful apprenticeship is that the learning materials are online. If I get spare time at work I ask my manager if I can do some college study and because it’s flexible and easy to access, I just go on the website and continue my studies. I also have a tutor, and he can help me out and help me to progress.”

Jack Middleton  
Assistant Accountant Apprentice

## Tutor spotlight

In 2018, a member of Harlow College’s finance team, Sue Kwok, began teaching the Online and On Campus AAT Level 2 Foundation Certificate in Accounting. Sue had never taught before, but with training and support from Mindful Education and the encouragement of her colleagues, Sue achieved a 100% pass rate for her 25 AAT Level 2 learners in her first year of teaching.

**100% pass rate achieved**

by a new tutor using the Online and On Campus delivery model



# Courses and apprenticeships overview

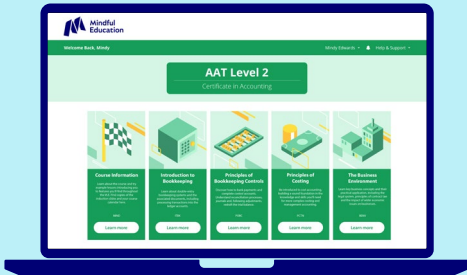
Mindful Education’s courses cover the full syllabus of each professional qualification and are equally suited to be delivered as part-time courses or apprenticeships.

### Our course content

Course materials are written by our in-house academics and undergo rigorous quality assurance to ensure they meet course specifications. We provide fully updated Virtual Learning Environments (VLEs) wherever awarding organisations make changes to their specifications, and we back this up with workshops and training for tutors and managers.

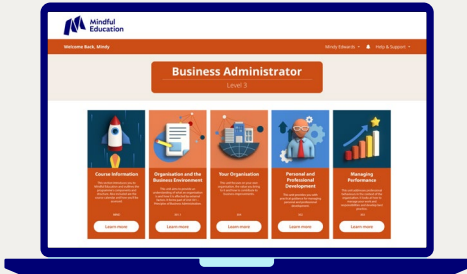
### Awarding organisations

The Mindful Education team works closely with respected awarding organisations. Many of our academics hold senior roles within the awarding organisations and we maintain strong relationships with their leadership teams. This means we are well placed to assist our partners with navigating the centre accreditation process.



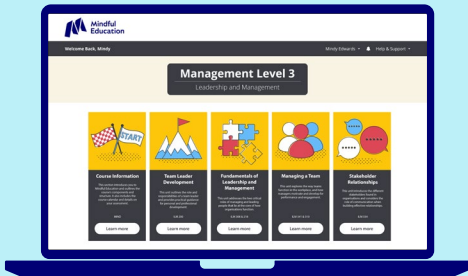
## Accounting Association of Accounting Technicians

AAT is the world’s leading professional body for accounting technicians. The organisation works across the globe with around 130,000 members in more than 100 countries. Members are represented at every level of the finance and accounting world, including students, people already working in accountancy and self-employed business owners.



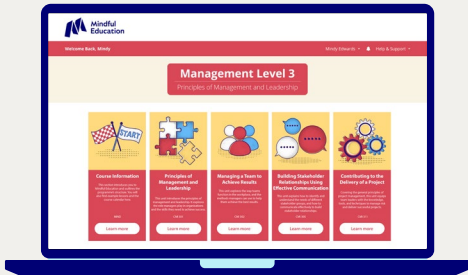
## Business City & Guilds

City & Guilds are a global leader in skills development, providing services to training providers, employers, and trainees across a variety of sectors to meet the needs of today’s workplace. Their qualifications and apprenticeships are valued by employers across the world, helping individuals develop their talents and abilities for career progression.



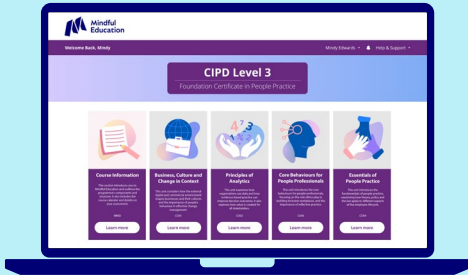
## Management ILM

Every year ILM qualifies 70,000 leaders and managers, helping them develop the critical skills to succeed. ILM works with organisations of all sizes, offering a robust programme that gives customers the freedom to focus on those leadership skills they most urgently need.



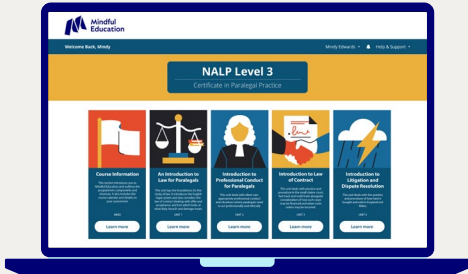
## Management Chartered Management Institute

The Chartered Management Institute (CMI) is the Chartered Body for Management and Leadership. For 75 years, they have worked with business and education to inspire people to become skilled, confident and successful managers and leaders.



## Human Resources Chartered Institute of Personnel and Development

CIPD is the professional body for experts in people at work. For more than 100 years, they have been championing better work and working lives by setting professional standards for HR and people development, as well as driving positive change in the world of work.



## Law National Association of Licensed Paralegals

NALP is a professional membership body for paralegals, offering recognised and accredited paralegal qualifications and training courses. NALP is the only paralegal membership body that is recognised as an awarding organisation by Ofqual.



# Online and On Campus courses

## Accounting

### Association of Accounting Technicians

	Level	Awarding organisation	Guided learning hours	No. of units	Available
Certificate in Accounting	2	AAT	255	4	✓
Certificate in Bookkeeping	2	AAT	115	2	✓
Diploma in Accounting	3	AAT	400	4	✓
Certificate in Bookkeeping	3	AAT	210	2	✓
Diploma in Professional Accounting	4	AAT	390	5	✓

## Law

### National Association of Licensed Paralegals

	Level	Awarding organisation	Guided learning hours	No. of units	Available
Certificate in Paralegal Practice	3	NALP	209	4	✓

## Management

### ILM

	Level	Awarding organisation	Guided learning hours	No. of units	Available
Diploma in Leadership and Management	3	ILM	134	12	✓
Diploma in Leadership and Management	5	ILM	107	6	Autumn 2024

## Management

### Chartered Management Institute

	Level	Awarding organisation	Guided learning hours	No. of units	Available
Diploma in Principles of Management and Leadership	3	CMI	175	7	✓
Diploma in Management and Leadership	5	CMI	170	7	✓

## Human Resources

### Chartered Institute of Personnel and Development

	Level	Awarding organisation	Guided learning hours	No. of units	Available
Foundation Certificate in People Practice	3	CIPD	120	4	✓
Associate Diploma in People Management	5	CIPD	175	7	✓

# Online and On Campus apprenticeships

## Accounting

### Association of Accounting Technicians

	Level	Awarding organisation	Duration	Maximum funding	Available
Accounts/Finance Assistant Apprenticeship	2	AAT	12- 14 months	£7,000	✓
Assistant Accountant Apprenticeship	3	AAT	15-18 months	£12,000	✓
Professional Accounting Technician Apprenticeship	4	AAT	15-18 months	£8,000	✓

## Business Administration

### City and Guilds

	Level	Awarding organisation	Duration	Maximum funding	Available
Business Administrator Apprenticeship	3	City & Guilds	12-15 months	£5,000	✓

## Law

### National Association of Licensed Paralegals

	Level	Awarding organisation	Duration	Maximum funding	Available
Paralegal Apprenticeship	3	NALP	15-18 months	£11,000	✓

## Management

### ILM

	Level	Awarding organisation	Duration	Maximum funding	Available
Team Leader/Supervisor Apprenticeship	3	ILM	12- 18 months	£4,500	✓
Operations/Departmental Manager Apprenticeship	5	ILM	18-24 months	£7,000	Autumn 2024

## Management

### Chartered Management Institute

	Level	Awarding organisation	Duration	Maximum funding	Available
Team Leader/Supervisor Apprenticeship	3	CMI	12- 18 months	£4,500	✓
Operations/Departmental Manager Apprenticeship	5	CMI	18-24 months	£7,000	✓

## Human Resources

### Chartered Institute of Personnel and Development

	Level	Awarding organisation	Duration	Maximum funding	Available
HR Support Apprenticeship	3	CIPD	12- 18 months	£4,500	✓
People Professional Apprenticeship	5	CIPD	18-24 months	£11,000	✓

# Working in partnership

We understand that delivering an outstanding learner experience is a college-wide effort involving many teams.

That is why we work in close collaboration with our partners, and provide unlimited support to their curriculum, marketing, admissions and business development teams, as well as technical assistance to learners. We provide unlimited support to curriculum, marketing, admissions and business development teams, as well as technical assistance for learners.

## College team

**Principal and senior management team**  
Lead on strategic partnership



**Partnership team**  
Agree partnership, provide regular updates

**Curriculum directors and managers**  
Implement the partnership



**Operations team**  
Regular input and communication

**Tutors**  
Deliver on campus sessions



**Academic team**  
Produce online lessons, run tutor training

**Business development team**  
Promote apprenticeships and professional courses to employers



**Employer engagement team**  
Support college business development work

**Marketing and admissions teams**  
Promote the courses and manage application process



**Marketing team**  
Support the college's marketing and promotion

**Students and apprentices**  
Learning and developing



**Student experience and digital teams**  
Lead student inductions, manage and update bespoke VLE

## Supporting you



### Student experience and technical support

- Live online inductions, led by our operations team
- A unique VLE for for each cohort, managed by our digital team
- Direct support for learners through the ticketing system on our VLEs
- Regular learner satisfaction surveys



### Curriculum support

- A dedicated account manager
- Bespoke calendars, agreed for every cohort
- Unlimited tutor training on the VLE and the use of analytics
- Learner engagement tracking and termly progress meetings



### Marketing support

- Paid online advertising to support recruitment for Online and On Campus part-time courses
- College-branded videos, fliers and website assets for learner recruitment
- Ongoing support and advice on learner recruitment strategies
- Product awareness training for admissions teams



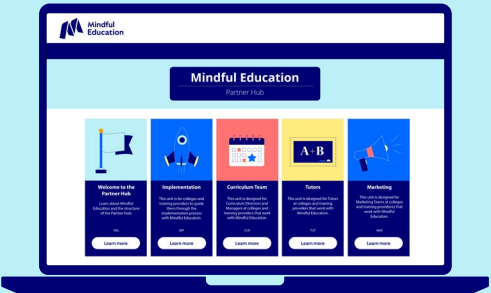
### Employer engagement support

- Paid online advertising to support recruitment for Online and On Campus apprenticeships
- College-branded videos, fliers and website assets for employer outreach
- Unlimited bid writing planning and support
- Product awareness training for business development teams

## Partner hub

We are delighted to announce the launch of the Mindful Education Partner Hub.

Powered by our award-winning virtual learning environment (VLE), we have created the Partner Hub as a one-stop-shop for college teams to access and download information about our courses, our partnership, and the services we offer. Containing the latest information, documents and updates for teams across the college, it's the perfect way for our partners to keep up to date.





# Start your journey

## A consultative approach

We know that no two colleges are the same, so we will take the time to understand your organisation. We will provide a full partnership proposal with detailed financial modelling based on learner numbers, staffing and preferred approach.

Our fees are contingent on student success. Our shared income partnership model means that we are aligned with our college partners and have a mutual interest in excellent learner outcomes.

**“Mindful Education’s courses are the benchmark for anything we look at in any other sector and, as far as I know, nothing else even comes close to it.”**

**Fiona Tierney**  
Deputy Head of Business, Cardiff and Vale College

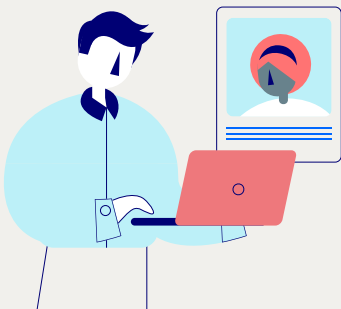
### Step 1: Initial meeting



A remote or in-person meeting with key college decision makers to introduce Mindful Education and discuss how our partnerships work.

- Introduce Mindful Education and our Online and On Campus learning model
- Discuss our partnership model and support
- Initial discussion on college requirements and potential scope of the partnership
- Brief product demonstration

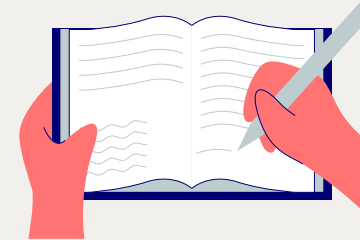
### Step 2: Follow-up meeting



Our second meeting can involve additional college stakeholders and offers an opportunity for more detailed discussions on specific areas of interest.

- Detailed product demonstration
- Agree specific areas of interest and potential start date for the partnership

### Step 3: Partnership proposal, financial models, references



We want to ensure that you have the full picture before deciding on our partnership.

- Full written proposal, covering the areas we have discussed in our meetings
- Detailed financial modelling based on specific college data
- The opportunity to speak to some of our current partners

### Step 4: Partnership sign-off



We understand that entering into a partnership is an important decision so we are very happy to arrange further meetings and discussions as needed.

- We have a simple framework agreement to cover our partnerships
- We are transparent about our fees and apply the same fee structure to all our partners

### Step 5: Implementation



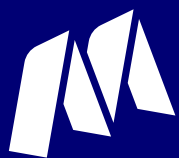
Through our experience of working with 70+ colleges and training providers, we have developed a partnership implementation process which ensures that all college stakeholders are engaged and that the partnership gets off to the best possible start.

- Structured implementation process, managed by a Mindful Education Account Manager and overseen by a steering group composed of senior staff from both partners
- Remote ‘kick-off’ meeting to begin the process
- Our operations, marketing and employer engagement teams will work with their counterparts at the college, supporting the initial work to set up the partnership

## Next steps

To begin your journey with Mindful Education, please contact our Partnerships team to arrange an initial discussion.

[partnerships@mindful-education.co.uk](mailto:partnerships@mindful-education.co.uk)



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