



Training Report

2019/2020

ENTRUST
June 2020

1. Background

Since March 2014, we have delivered an annual training programme for Environmental Bodies (EBs) with a focus on delivering Value for Money (VfM) and meeting the following objectives:

- Offering induction and training which helps facilitate EBs compliance with the Landfill Tax Regulations 1996 (Regulations) by providing continuous coaching;
- Promoting efficient and effective delivery of projects by providing access to knowledge and understanding of the Regulations through a range of guidance and supporting materials;
- Providing EBs with the opportunity to continually improve their operational frameworks through networking and sharing with other EBs best practice information on compliance and risk; and
- Increasing access points to, and take-up of, our training offerings whilst maintaining cost effective delivery solutions, which meet the differing needs of a wide range of individuals across our target groups.

It is also our key aim that the programme delivers a consistent low cost per delegate and cost per access whilst extending reach, maintaining high levels of positive feedback and resulting in a positive impact on compliance levels.

2. 2019/2020 Training Programme

Events

The basic training event for September 2019 was cancelled due to insufficient interest, however we delivered events in November 2019 and February 2020 at our offices in Leamington Spa, with an average feedback score of 4.9 out of 5, exceeding the target of 4.5:

Type of event	No of events	No. of delegates	Avg. feedback	Target
Basic training	2	6	4.9	4.5/5

Our basic training event presentation continues to provide essential information to delegates including the use of ENTRUST Online (EOL) in the form of an interactive workshop to support the 100% e-delivery of services covering the completion and submission of each form as well as other common reporting misunderstandings. There has been no requirement to hold any Update and Exchange events in 2019/2020.

Since 2017/2018 we have retained high satisfaction levels with the majority of attendees stating that they would recommend the event to a colleague. EB feedback from our basic training events in 2019/2020 included a suggestion for the inclusion of a five minute 'meet the team' section before presentation.

Comments made by EB attendees at this year's basic training events included:

- *"The training was great! Thanks for having it!";*
- *"A very useful day, thank you";*
- *"It was a good all-round presentation all of which was useful"; and*
- *"A really helpful day, thank you!"*

In line with the 2019/2020 training strategy, we ensured that the training costs remained low by avoiding the use of external venues. Our total expenditure for events against our training budget in 2019/2020 (set at £500) was £61.15 which can be attributed to the provision of lunch and refreshments at the two events held in Leamington Spa.

While we recognise that attendance of formal training events has decreased, we have observed that for those delegates who do attend the training it is a valuable tool in facilitating their organisation's compliance with the Regulations. As such, considering the low additional cost of running training events, we consider that the face to face basic training event delivers excellent VfM and represents a great opportunity for delegates, particularly those new to the scheme, to ask questions and meet the ENTRUST staff as well as the opportunity to network with other EBs.

Training Materials

One new training guide was published in 2019/2020. This new guide, published in August 2019, was in relation to how EBs upload documents to EOL as part of the inspection process, to reflect a change to EOL as this was a new facility. No other new training needs were identified during the reporting year.

In April 2018, the Environment Agency (EA) closed its online interactive mapping service which displayed the location of landfill sites in England. We continue to use data published by the EA to advise EBs of their nearest landfill site using an in-house programme. As the identification of landfill site locations is a key element of the scheme our guide to locating landfill sites is a frequently used resource. This points people in the direction of where the information can be accessed and advises that we can assist.

Our website now contains a significant number of downloadable training resources that we have developed over the past few years. These documents are focused on providing advice on how to use EOL for certain functions ('How To' guides) or further help or information to aid EBs in understanding their obligations (e.g. 'Reporting and Record Keeping responsibilities'). These guides consistently receive positive feedback via surveys. We have updated these guides as and when required but to ensure they remain fit for purpose we will fully review all documents in 2020/2021.

The EB online training module was created to support organisations newly enrolled with the UK LCF and those considering enrolment. The module covers the basic knowledge required to participate within the LCF, the regulatory requirements surrounding LCF funding and the obligations and responsibilities of an enrolled EB and takes individuals through a series of questions to test and improve their knowledge. Since its launch in April 2017, 121 individuals have made use of the module, including 28 in the 2019/2020 year. The module is hosted via a third-party website tool (SurveyMonkey) for which we pay an annual subscription fee, we also use this tool for the EB satisfaction survey and carrying out consultations. It was originally intended that the enrolment module be compulsory however this was deemed inappropriate as it would potentially create a barrier to entry to the scheme. We promote the module via various means including our website and our enrolment correspondence. This module was reviewed in 2019/2020 to ensure that it remains correct and will be reviewed again in 2020/2021.

Our four training videos, introduced in 2014/2015 and updated in 2015/2016 continue to provide a popular and useful introduction to the LCF and ENTRUST's role and an overview of the most utilised objects and the requirements placed on EBs. Since February 2019, viewing numbers have increased as follows. These figures show that they are still considered useful resources and remain well used despite the reduction in the number of new entrants to the scheme.

Title	Total Views as at Feb 2020	Total Views as at Feb 2019	In year increase
An introduction to ENTRUST	1,601	1,409	+192
LCF – Object D projects	1,035	871	+164
LCF – Object DA projects	383	319	+64
LCF – Object E projects	684	576	+108
Total	3,703	3,175	+528

Following the Provision of Information consultation, we planned on adding a new page to the website providing an introduction to the LCF. This was scheduled into the plan as a result of a consultee stating that this would be beneficial to people with limited awareness of the scheme. Due to the requirement to move to a new website this page was uploaded in January 2020.

Other Training Information

We continued to coach EBs to compliance by offering advice and guidance through face to face meetings, inspections, telephone calls and emails. The impact this approach has is monitored through our compliance and enforcement analysis which occurs quarterly. This monitoring identifies any patterns or new themes in EBs failing to meet requirements which leads through to our approach, not only in the production of training guides, but in how we focus our efforts in increasing EBs' understanding through our various contacts. For example, it is a frequent failing of EBs in updating their details on EOL such as governing member information; this is now stressed as being of key importance at training events and in our enrolment correspondence.

Though none were delivered in 2019/2020, we are able to offer educational visits to EBs. These visits address specific areas of concern for new members of staff at EBs, help them to prepare for voluntary revocation from the scheme and provide organisations with one on one support.

In 2020/2021, we also intend to carry out visits or reviews at the project approval stage for a small number of high-risk projects. As well as helping to promote project compliance, these visits or reviews will provide educational opportunities for project applicants who are new to the scheme, reducing the risk of future problems of reporting and potential non-compliance.

Communications

We continue to promote events and resources through our website pages, in particular through the home page promotion boxes and through the standing item within our quarterly e-Newsletters. This standing item is used to promote upcoming events and new resources and aims to ensure that our stakeholders receive a regular update on what training resources and materials are available to help support their EB. The scheduled January newsletter was sent in February 2020 due to the website upgrade project.

In addition to our website news items and e-newsletters, we use Twitter to promote our training resources and the training videos. By sharing the videos and resources on Twitter, we hope to maximise stakeholder exposure, with our followers sharing the videos and materials amongst each other.

3. Review of 2019/2020 strategy and programme

We fully implemented the 2019/2020 Plan and also kept our approach under review throughout the year in response to booking rates and feedback.

Against the measures we proposed last year to assess the cost efficiency and effectiveness of our training approach, we can report the following indicators for 2019/2020:

Measure	2019/2020 Target	2019/2020 Actual
Cost per delegate attending a training event	£15	£10
Feedback scores	4.5	4.9
Take up/reach (training events, enrolment module and online training videos)	500	562
EB Satisfaction Survey: Accessing training information on the ENTRUST website	95%	95%
Is the information on the ENTRUST website useful	95%	97%
Training event feedback form: Recommend event to a colleague	95%	100%

4. EB Satisfaction Survey Training Results 2019

EBs who had accessed a training resource in the last 12 months were requested to give an opinion of each of the resources irrespective of whether they had, or had not used them. For example, if they had attended a training day and they thought it was useful, they would select useful. If they had NOT attended a training day but they believed it would be a useful thing to do, they would also select useful.

Of those EBs who responded to the survey 95% stated that they had accessed training information on the ENTRUST website, and 97% agreed that the training information on the ENTRUST website was useful, a slight increase from 96% in 2018/2019. Any comments relating to specific training resources or events are analysed and acted on, if required, to ensure that feedback continues to improve our services.

5. 2020/2021 Implementation Plan

The plan for 2020/2021 is to continue to focus on the approach and aims we delivered during 2019/2020. We plan to run the following activities:

- Three basic training days; and
- Update and Exchange events as necessary throughout 2020/2021.

With consideration to the ongoing COVID-19 situation, ENTRUST will continue to review its training plan throughout 2020/2021. Where face to face training is not possible, we will consider options such as webinars and video conferencing facilities, and our online guides and modules will continue to be accessible via our website.

We have set the following targets for 2020/2021 in relation to the baselines achieved in the current year:

Measure	Target for 2020/2021
Cost per delegate attending a training event	£15
Training event feedback scores	4.5
Take up/reach of videos and events	500
EB Satisfaction Survey:	
Accessing training information on the ENTRUST website	95%
Is the information on the ENTRUST website useful	95%
Training event feedback form:	
Recommend event to a colleague	95%

The overarching objective of our training programme for 2020/2021 remains to coach EBs to compliance and to:

- Raise awareness of training events and accessibility of training resources available to EBs;
- Target the development of ENTRUST’s training resources to address areas of highest concern for EBs; and
- Ensure best VfM in implementing the training programme and maintaining the current level of training resources in light of the reducing value of the LCF.

We will also continue to coach EBs to compliance by offering advice and guidance through face to face meetings, inspections, telecoms and emails.

Our annual EB Satisfaction Survey was due to be circulated in May 2020 but due to the current circumstances the start date was delayed; this will be issued in June 2020. We will analyse the results of this, along with feedback about our guidance manual and training resources. We will also continue to gather feedback from our monthly Helpline survey. The knowledge gained will be used to develop suitable new materials and improve the current training resources as necessary.

We will continue to use the website, Twitter and our email communications throughout 2020/2021 to promote our training events and materials.