



## **Skills Bootcamp Wave 6**

Specification Lot 1 – Digital Marketing

## Contents

Introduction .....	3
Provider Eligibility .....	3
Programme Requirements.....	4
Programme Funding Requirements.....	4
Learners Eligibility .....	4
Curriculum and Delivery .....	6
Audit, Data and Reporting .....	7
Payments and Charging .....	8
Programme Management.....	9
Quality Assurance .....	9
Performance Measurement.....	10

## Introduction

This specification outlines the requirements for prospective delivery partners to deliver a Digital Marketing Skills Bootcamp as part of Wave 6. This procurement process aims to appoint experienced providers, capable of delivering high-quality, employer-aligned digital marketing training.

The Skills Bootcamp must be designed to meet sector demand, covering core areas provided in the provider eligibility section of this document. Providers must demonstrate the ability to engage employers, support diverse learner cohorts, and achieve progression outcomes, including guaranteed interviews and employment opportunities.

Successful providers will be expected to meet strict compliance, reporting, and quality assurance requirements, and ensure delivery aligns with local skills priorities.

## Provider Eligibility

To be eligible to secure funding for the delivery of Digital Marketing Skills Bootcamps, providers must demonstrate the following sector-specific capabilities:

### **Specialist Knowledge in Digital Marketing**

Providers must have demonstrable expertise in delivering training aligned with current and emerging digital marketing practices, including (but not limited to):

- Search Engine Optimisation (SEO)
- Paid media and digital marketing
- Content marketing and social media strategy
- Data analytics and performance tracking
- CRM systems and marketing automation
- Email marketing and inbound lead generation

### **Application of Artificial Intelligence (AI) in Marketing, such as:**

- AI-driven content generation tools
- Predictive analytics and customer segmentation
- AI in campaign optimisation and automation platforms
- Ethical considerations in AI-powered marketing

### **Industry-Recognised Curriculum**

Providers must offer a curriculum that reflects industry standards and includes relevant technical training. Programmes should:

- Be pitched at Level 3-5
- Cover both core marketing competencies and current digital tools, including AI applications
- Embed real-world application, project work, or portfolio development

### **Strong Employer Integration**

Providers must have existing partnerships or demonstrate capacity to work with employers in the digital marketing and creative sectors. This includes:

- Co-design or curriculum with employer input

- Live and genuine vacancies in the sector
- Delivery of guaranteed interviews and job progression opportunities
- A minimum of 60% engagement with SME's

### Capacity to mobilise at Pace and Scale

Providers must:

- Be ready to begin mobilisation by September 2025
- Demonstrate access to skilled Digital Marketing trainers with industry experience, including knowledge of AI tools and platforms
- Offer flexible, hybrid, or in-person learning formats as appropriate
- Ensure access to up-to-date digital tools, AI-enabled platforms, and other learning resources

### Programme Requirements

The Digital Marketing Skills Bootcamp is designed to equip learners with essential digital marketing capabilities aligned to the evolving needs of modern businesses. The programme will focus on core areas such as email marketing, the use of AI in marketing, and inbound marketing strategies, enable participants to confidently navigate the digital landscape and implement measurable marketing solutions.

Digital Marketing skills are vital for businesses striving to succeed in a competitive, digitally driven economy. Through high quality training learners will gain the knowledge, skills and tools needed to enhance brand visibility, engage audience, and support long term growth.

The Skills Bootcamp is aimed at:

- **Employed** individuals looking to upskill and progress into new or enhanced roles within their businesses;
- **Self-employed** learners seeking to strengthen their marketing expertise and their businesses;
- **Unemployed** individuals aiming to re-entre the workforce with relevant, job-ready skills that are in high demand across the industries.

By the end of the programme, participants will have developed a comprehensive understanding of the tools and strategies required to drive digital growth and deliver value across a wide range of business context.

### Programme Funding Requirements

Funding Available for Lot

- Maximum cost per learner must not exceed **£4,000.00**
- The minimum number of learners for this Lot is 30
- Funding of up to **£120,000.00** will be available for this lot

### Learners Eligibility

Learners can be employed and enrol in the Skills Bootcamp with the aim of taking on a new or enhanced role with their current employer, using the new skills acquired by the Skills Bootcamps.

Learners can be self-employed or freelance and enrol in the Skills Bootcamp with the aim of securing a new or enhanced work contract using the skills they acquire.

Skills Bootcamps should be open to adults who are aged 19 or older on 31<sup>st</sup> August within the DfE funding year. This means:

- For Skills Bootcamp starting between **1<sup>st</sup> April 2025 – 31<sup>st</sup> July 2025** the learners must be aged 19 or older on/or before **31<sup>st</sup> August 2024**.
- For Skills Bootcamps starting between **1<sup>st</sup> August 2025 and 31<sup>st</sup> March 2026** learners must be aged 19 or older before **31<sup>st</sup> August 2025**.

**Learners must also meet all the following criteria:**

- Have the right to work in the UK - this can be checked on [gov.uk/view right-to-work](https://gov.uk/view-right-to-work); and
- To meet residency requirements, learners must satisfy the 3-year residency rule, which means they should have lived in the UK for at least three years before starting their course. Providers must consult the Residency Eligibility section of the Adult Skills Fund funding rules before enrolling an individual in a Skills Bootcamp. and
- Live in Oxfordshire
- Residency eligibility requirements for learners participating in Skills Bootcamps follow the Department for Education's (DfE) Adult Skills Fund (ASF) funding rules in relation to residency requirements. The latest AFS Funding Rules [Adult Skills Fund information](#).

An individual living outside England, including in Scotland and Wales, can only be funded if the specialist skills training is exclusively available in England and the individual intends to work within the Oxfordshire area upon completing the Skills Bootcamp. Learners should reside within the region unless they are already working in the region and enrolling with the intention of staying with their current employer or enrolling with the intention of securing a new role within the region.

Providers should focus on areas with underrepresented individuals within the sector, including but not limited to those from ethnic minority backgrounds, people with disabilities, women, veterans, prison leavers, and learners with childcare or similar responsibilities; as well as those with protected characteristics and others who might face barriers to employment

Military personnel who are based within the United Kingdom but intend to leave the military and return to Oxfordshire to live and work within six months of completing the Skills Bootcamp, will be eligible for funding. Providers must ensure that the learners have a clear intention to return to Oxfordshire to live and work and will need to provide evidence to support this. Where Milestone 3 outcomes are claimed within six months after completion, Enterprise Oxfordshire will require evidence to confirm the learner has relocated to Oxfordshire in line with their original intention.

Skills Bootcamps are open to serving prisoners due to be released within 6 months of completion of a Skills Bootcamp and those on Temporary Release.

No prior attainment is required unless specifically prescribed by an employer and/or specifically related to the job and sector within which the vacancies offered are situated. Providers should screen potential learners and select those who will benefit from enrolling onto a Skills Bootcamp, including

by checking that the potential learner does not already have a significant proportion of the knowledge, skills, and behaviours that the Skills Bootcamp is designed to help them acquire. Providers should signpost to other opportunities where a Skills Bootcamp is not appropriate for a potential Learner.

A robust Initial Assessment (IA) must be used to ensure the right learner is placed in the right course and should assess whether the learner is able to study at the required level. In addition, the IA should assess whether the learner has the relevant prior experience and other qualification. Us employers require for the roles identified as progression routes for the Skills Bootcamp. Providers may define their own selection processes and/or initial assessments as part of their approach to learner recruitment.

Where a learner needs additional support, the provider must support the learner overcome these barriers.

If a learner is unable to complete the training and withdraws from the Skills Bootcamp programme. They must be signposted to further services including the [National Career Service](#) for information on further opportunities.

Providers have an obligation to ask prospective learners whether they have already undertaken a Skills Bootcamp in that funding year and if they are currently undertaking a Skills Bootcamp.

A learner may only undertake one Skills Bootcamp per funding year (1<sup>st</sup> April to 31<sup>st</sup> March). We will not pay a Provider for a learner where we have already incurred a payment for the same learner for a Skills Bootcamp within the same funding year. Providers must ensure when registering learners that they have not attended a Skills Bootcamp with any Supplier in the same funding year and are not planning to attend another Skills Bootcamp at the same time. We will not fund any part of any learner's learning aim or programme that duplicates provision they have received from any other source.

Learners may only transfer between Skills Bootcamps within a year but only under the following conditions:

- The learner must have left their first Skills Bootcamp before the first payment milestone cut-off.
- The learner may only start two Skills Bootcamps maximum within a year.

Adults who claim Universal Credit can apply for a Skills Bootcamp provided it will improve their chance of securing work.

Providers must ensure that there is no charge to the individual learners for any element of the Skills Bootcamp. If this is found to be the case your funding will be withdrawn.

## Curriculum and Delivery

Skills Bootcamps must be delivered at Level 3-5.

The training for this Skills Bootcamp must be delivered at a minimum of Level 3 or equivalent, in line with UK Qualification Levels, and focus on employer/sector 'in demand' skills.

Employers must be engaged during the design phase of the Skills Bootcamp to ensure that curriculum aligns with their needs.

Courses on offer must be a minimum of 60 Guided Learning Hours (GLH) and a maximum of 16 weeks. Guided Learning Hours are the time a learner spends being taught or instructed by or otherwise participating in education or training under the immediate (live) guidance or supervision of a lecturer, supervisor, trainer or other appropriate training whether this is in person or online.

The following do not count as Guided Learning Hours:

- Pre-recorded content.
- Learners are sent off to do a project independently, in groups or alone where the tutor is not regularly supporting or interacting.
- Self-directed study hours (e.g., using a learning platform).
- Assignments not directly facilitated by a tutor in a live format (e.g. a tutor being contactable on demand does not qualify as GLH).
- Optional, drop-in sessions that learners can book in addition to the planned guided learning hours set out for the Skills Bootcamp grant.

The training can be accredited by an awarding body or non-accredited. Where the training is non-accredited, they training must align with occupational standards managed by Skills England (formally managed by the Institute of Apprenticeships & Technical Education), or adopt a recognised skills framework for quality assurance, such as Recognising and Recording Progress and Achievement (RARPA) or the Skills Framework for the Information Age (SFIA).

The Skills Bootcamp programme must include wraparound support, that includes, but is not limited to, CV Writing, interview techniques and how to implement a plan for continuous personal development.

The Skills Bootcamp must be flexible to accommodate adults' existing commitments, with a focus on widening participation, including reaching even the most rural locations. Therefore, blended, online, or face-to-face delivery models are acceptable. The delivery can be flexible in terms of duration, intensity, and mode of delivery to best meet the needs of learners and employers.

At completion of the Skills Bootcamp all learners must be provided with a certificate in digital or physical format that identifies learning outcomes completed and level of achievement to aid in gaining employment and progression.

After completion of the Skills Bootcamp, the learner must receive continued support with CV writing, interview techniques and signposting to opportunities, with a minimum of monthly check-ins to track a learner's employment status for 6 months post training or until a learner has:

- Secured a new or enhanced role with their current employer that utilises the new skills acquired.
- Secured a new or enhanced contract utilising the new skills acquired, for those that are self-employed or freelance.

### Audit, Data and Reporting

Providers are required to use the standardised Evidence Pack provided by Enterprise Oxfordshire for each learner. This will ensure consistency in data collection, compliance with our audit requirements, and support performance monitoring. No alternative formats will be accepted without prior written approval.

Providers will be required to submit learner and employer data via the individualised Learner Records (ILR). In addition, providers will be required to submit supplementary datasheet inline the ILR monthly submission deadlines.

All data, progress tracking, reporting, claims, and any additional evidence as outlined by Enterprise Oxfordshire must be securely stored and maintained on a dedicated, secure Microsoft Team channel, which will be set up and maintained by Enterprise Oxfordshire.

Provider must always adhere to GDPR Regulations.

#### **Employer Eligibility:**

All Milestone 2 Guaranteed Interviews and Milestone 3 outcomes/Career Progressions must be with an employer registered as a UK company under the Companies Act 2006 and / or is located in England. All Milestone 2 and 3 employers listed on Companies House must be active. Their accounts should not be dormant, in the process of dissolution, or being struck off.

#### **Payments and Charging**

Providers must ensure that there is no charge to the individual learners for any element of the Skills Bootcamp. If this is found to be the case your funding will be withdrawn.

For unemployed, freelancers and self-employed the training is fully funded.

Large Employers **must contribute 30%** of the cost of the training, when upskilling their own employees through the Skills Bootcamp. A large organisation is defined by having 251 employee or more.

Small Medium Enterprises (SME) **must contribute 10%** of the cost of training, when upskilling their own existing employees through the Skills Bootcamp. A SME is defined as an employer who employs 250 or less.

Payments will be made on achievement of milestones:

- 1. Payment Milestone 1:** 30% of the agreed unit cost will be paid on completion of 14 qualifying days. A qualifying day means that a learner attended day 1 of their Skills Bootcamp and undertook the required study and remains on programme on day 14 (calendar days) having completed a minimum of 10 guided learning hours (contact hours).
- 2. Payment Milestone 2:** 35% of the agreed unit cost will be paid on successful completion of the training programme, including passing any required assessments, a guaranteed interview and an offer of new or enhanced roles.
- 3. Payment Milestone 3:** 35% of the agreed unit cost will be paid on receipt of recording of 'a successful outcome' within 6 months of completing the training. A successful outcome being:
  - a. Having a new or enhanced role with their existing employer, using the new skills acquired.
  - b. Offer of a new or enhanced work contract using the skills acquired.



## Programme Management

Enterprise Oxfordshire is committed to working collaboratively with Skills Bootcamps providers to ensure the success of the programme.

To enable this, your obligations regarding management of the programme should include, but are not limited to:

Appointment of:

- Contracts Manager
- Data, Compliance and Audit Lead
- Delivery and Quality Lead
- Learner and Employer Engagement Lead

Providers will be required to attend a minimum of one meeting per month with Enterprise Oxfordshire. These meetings will be used to review progress, discuss risks, address compliance matters, and ensure continued alignment with programme objectives and contractual obligations. Regular attendance and active participation will form part of ongoing performance monitoring.

## Quality Assurance

Enterprise Oxfordshire Team will complete monitoring visits to inspect the quality of provision. Each provider can expect at least one annual monitoring visit.

The quality assurance visit will comprise of:

- Observations of teaching and learning, either face-to-face or online
- Meetings with learners, delivery teams and, where relevant, employers
- Scrutiny of participant work and assessment practice
- Policy and procedures check

A written report will be provided within two weeks of the quality assurance visit. These are not graded and will not be publicly shared.

Enterprise Oxfordshire and DfE will survey adult learners during and at the end of their course to determine learner experience and intended next steps.

Enterprise Oxfordshire and DfE survey participating employers to understand the impact of Skills Bootcamps on employers and the workforce.

Skills Bootcamps fall under Ofsted remit for inspection under the Education Inspection Framework (EIF) in April 2023. Ofsted will inspect all Skills Bootcamp provision as part of their monitoring visits or full inspections.

## Performance Measurement

Performance Measure	Description	Performance Target
<b>Starts</b>	Learners planned to start the Skill Bootcamp against the planned numbers. 100% of planned learners must start across the programme before January 2026.	<b>100%</b>
<b>Guaranteed Interview</b>	Learner who completes training must have a guaranteed interview within 8 weeks.	<b>100%</b>
<b>Completions</b>	<p>Learners who successfully complete the Skills Bootcamp (of those that started and reached milestone 1). Completion includes:</p> <p>Offer of a new or enhanced role with existing employer.</p> <p>OR</p> <p>Development of an action plan or business plan to generate access to new or enhanced opportunities if self-employed/freelance.</p>	<b>80%</b>
<b>Positive Outcomes</b>	<p>Learners who successfully achieve a positive outcome:</p> <p>A new role or enhanced role with existing employer.</p> <p>OR</p> <p>A new or enhanced work contract.</p>	<b>75%</b>
<b>Withdrawal</b>	Learners who leave a Skills Bootcamp before they finish the training, of those learners who start (achieved Milestone 1). This measure will be assessed on an ongoing basis.	<b>&lt;15%</b>