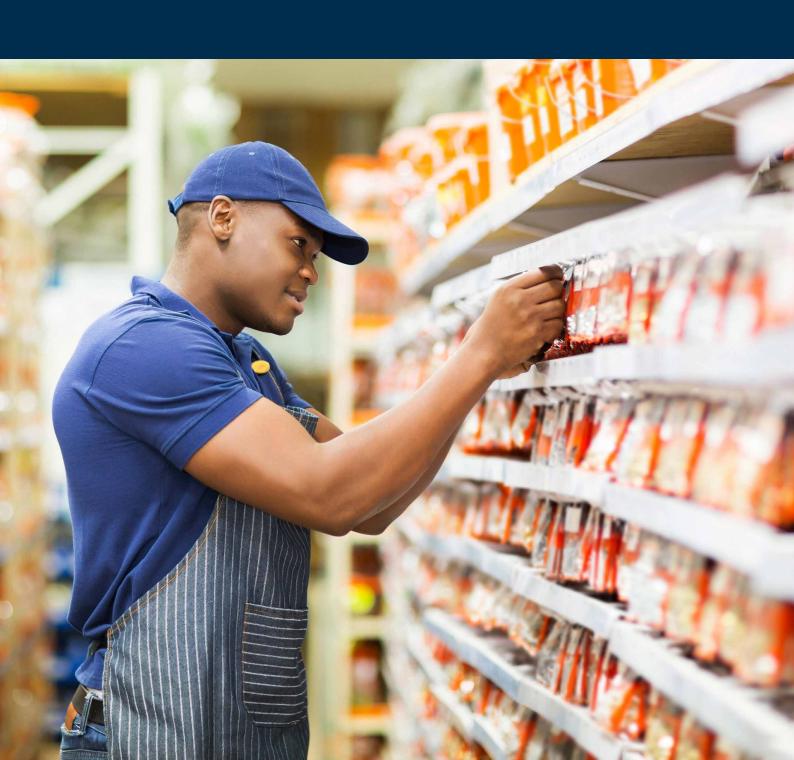


Pearson Apprenticeship End-point Assessment for Retailer (Level 2)

Specification date: February 2019

First assessment date: February 2019



Pearson and Apprenticeships

For new standards and on-programme learning, Pearson as the UK's largest awarding body is able to provide a range of qualifications, including BTECs that are globally recognised and benchmarked. As an approved assessment organisation for end-point assessment for a range of standards, Pearson provides assessment services in line with approved assessment plans. For further information, please visit our website at qualifications.pearson.com. Alternatively, you can get in touch with us using the details on our contact us page at qualifications.pearson.com/contactus

About Pearson

Pearson is the world's leading learning company, with 35,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning. We put the learner at the centre of everything we do, because wherever learning flourishes, so do people. Find out more about how we can help you and your learners at qualifications.pearson.com

References to third-party material made in this specification are made in good faith. Pearson does not endorse, approve or accept responsibility for the content of materials, which may be subject to change, or any opinions expressed therein. (Material may include textbooks, journals, magazines and other publications and websites.)

All information in this specification is correct at time of publication.

ISBN 978 1 446 95997 8

All the material in this publication is copyright © Pearson Education Limited 2019

Collaborative development

Pearson has worked in close collaboration with sector experts in the development of this end-point assessment. We are grateful to all those who have generously shared their time and expertise to help us in the development process.

Contents

| En | a-point assessments for the new apprenticeship standards | 1 |
|----|--|----|
| 1 | The Retailer Apprenticeship | 2 |
| | Overview | 2 |
| 2 | Retailer Apprenticeship end-point assessment | 3 |
| | Structure | 3 |
| | Grading | 3 |
| | Preparing for end-point assessment | 4 |
| | Gateway requirements | 4 |
| | Language of assessment | 5 |
| | End-point assessment planning and scheduling | 5 |
| | Reassessment | 5 |
| 3 | End-point assessment components | 7 |
| | Component 1: Multiple-choice Test | 8 |
| | Component 2: Observation | 12 |
| | Component 3: Professional Discussion | 17 |
| 4 | Further information and useful publications | 23 |
| 5 | Contact us | 24 |
| An | nexe A: End-point Assessment Gateway Declaration Form | 25 |

End-point assessments for the new apprenticeship standards

Introduction

One of the most significant changes of the apprenticeship reform in England is the introduction of an independent end-point assessment.

The end-point assessment (EPA) is a synoptic assessment of the knowledge, skills and behaviours (KSBs) outlined in the Apprenticeship Standard, and that have been learned throughout the apprenticeship programme. The purpose of the end-point assessment is to make sure that apprentices meet the standard set by employers and are fully competent in the occupation.

All apprentices must undertake the independent end-point assessment at the end of the on-programme phase of training when their employer, and in some cases their training provider, is satisfied that they have met the 'gateway' criteria to undertake the assessment. Apprentices will not be awarded the apprenticeship certificate until they have successfully completed the end-point assessment.

The end-point assessment can only be delivered by a registered assessment organisation that must be independent of the employer or any training provider involved in the delivery of the on-programme phase of the apprenticeship. All assessment decisions for the end-point assessment must be made by the independent assessment organisation.

Pearson, as a registered assessment organisation, has been working closely with occupational experts, employers and training providers in the development of endpoint assessment tools to ensure that they are:

- valid and appropriate to assess occupational competence in the relevant industry and will deliver reliable outcomes
- fair to all apprentices and help them to make progress in their lives
- manageable for apprentices and the industry, and can be delivered effectively and efficiently.

This specification and the accompanying *Pearson Apprenticeship End-point Assessment for Retailer (Level 2) – Additional Resources* (available directly from Pearson once your EPA service agreement is in place) contains the information needed to prepare apprentices for the Retailer Apprenticeship end-point assessment. It is important that both documents are read together so that apprentices and employers and/or training providers have all the relevant information they require for this end-point assessment.

1 The Retailer Apprenticeship

Overview

The end-point assessment in this specification relates to the Retailer Apprenticeship.

The apprenticeship is at Level 2 and is for apprentices working in the role of a retailer to assist customers when they purchase products and services. This requires a good understanding what is being sold, the variety of ways customers can shop and the ability to process payments, for example using a till. Retailers must be passionate about delivering a high-quality service that always aims to exceed customers' expectations. Therefore, retailers enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing a customer is happy with their purchase. They can work in a variety of shops and other retail establishments: small boutiques, large high street chains, supermarkets and well-known department stores are just some examples. More specialist retailers include funeral services, garden centres, delicatessens and people who work in remote environments, for example in telephone, online and mail order retail. Regardless of the type of products and services being sold, a wide representation of employers from across the retail industry have defined this standard and agreed the knowledge, skills and behaviours that apprentices will need to work in the role of a retailer.

The purpose of the end-point assessment is to confirm that the apprentice has met the required level of knowledge, skills and behavioural standards set by employers and that they are competent in their role as a retailer.

The duration for this apprenticeship programme is a minimum of 12 months.

To achieve the apprenticeship certificate, apprentices are required to successfully complete:

- their on-programme period of learning and development, including the required maths and English qualifications
- the end-point assessment detailed in Section 3.

The Institute for Apprenticeships (IfA) awards the certificate, through a process administered by the Education and Skills Funding Agency (ESFA). As the apprenticeship end-point assessment organisation, Pearson will claim for the certificate on behalf of the apprentices.

Employers and/or providers should familiarise themselves with the requirements of the apprenticeship and communicate these clearly to apprentices.

The published Retailer Standard and Assessment Plan can be found at https://www.instituteforapprenticeships.org/apprenticeship-standards/retailer/

2 Retailer Apprenticeship end-point assessment

Structure

The end-point assessment for the Retailer Apprenticeship consists of three components, shown in the table below.

| End-point assessment component | Duration | Component grading |
|--------------------------------|--|-------------------|
| 1. Multiple-choice Test | 30 minutes, plus 10 minutes reading time | Pass |
| 2. Observation | 120 minutes | Pass/Distinction |
| 3. Professional Discussion | 60 minutes | Pass/Distinction |

The components must be attempted in the order shown above.

Detailed information about each of these end-point assessment components is given in *Section 3*.

Grading

The table below shows how the grade for the end-point assessment is determined.

| Multiple-choice Test | Observation | Professional Discussion | Overall EPA grade |
|-------------------------|-------------|----------------------------|----------------------|
| Pass | Pass | Pass | Pass |
| Pass | Distinction | Pass | Pass |
| Pass | Pass | Distinction | Pass |
| Pass | Distinction | Distinction | Distinction |

To achieve a Pass in the Multiple-choice Test, learners must achieve a score of 65 per cent (equivalent to 13/20).

For the Observation and the Professional Discussion, to be awarded a Pass, all of the Pass criteria must be achieved. To achieve a Distinction, all of the Pass *and* Distinction criteria must be achieved.

Preparing for end-point assessment

To ensure that apprentices develop the knowledge, skills and behaviours that underpin occupational competence, it is recommended that they follow a structured programme of learning and development based on the Apprenticeship Standard.

The period of training and development should be a minimum of 12 months and must include a minimum of 20 per cent off-the-job training – away from the day-to-day job.

In order to prepare apprentices for the end-point assessment effectively, it is important that employers and/or training providers have a good understanding of the Apprenticeship Standard and the structure and format of the end-point assessment. Information on the end-point assessment and the individual components given in this specification and the accompanying *Additional Resources* document will support employers and/or training providers in planning the learning programme and in designing formative assessment to prepare apprentices for the end-point assessment.

Throughout the period of learning and development, and at least every two months, the apprentice should meet with the on-programme assessor to record their progress against the Apprenticeship Standard. Further information about this can be found on the People 1st website: www.people1st.co.uk/apprenticeships/standards-assessment-plans/retail-apprenticeship-standards/

Gateway requirements

When the employer is confident that the apprentice has developed all the knowledge, skills and behaviours defined in the Apprenticeship Standard, a formal meeting will be held and must include the relevant people that have responsibility and accountability for the completion of the apprenticeship, such as the line manager, on-programme assessor and/or a senior manager, as appropriate to the business.

The outcomes of the meeting must be recorded on the *Readiness for Independent End Assessment – Retailer*. This can be found on the People 1st website www.people1st.co.uk/apprenticeships/standards-assessment-plans/retail-apprenticeship-standards/

When the Readiness for Independent End Assessment form has been signed off, Pearson's End-point Assessment Gateway Declaration Form (see Annexe A) should also be completed.

Both documents will be transferred to Pearson. Together, they confirm that the apprentice has met the mandatory requirements that must be completed before endpoint assessments can take place.

Language of assessment

The end-point assessment is conducted in English.

Apprentices may be assessed in British Sign Language where it is permitted for the purpose of reasonable adjustment.

End-point assessment planning and scheduling

Once the *Readiness for Independent End Assessment* and *End-Point Assessment Gateway Declaration Form* are received by Pearson, an end-point assessment planning meeting will be arranged with the Pearson independent end-point assessor (IEA). This meeting will include an employer representative and the apprentice.

The purpose of the meeting is to share information with the IEA, to support the assessment process and to agree a plan for the upcoming assessment activities for the apprentice.

The IEA will agree a plan and schedule for each assessment activity to ensure that all assessment components can be completed within the three-month end-point assessment window.

The end-point assessment planning meeting may be conducted remotely using appropriate technology.

Apprentices must be registered and booked onto their end-point assessment in sufficient time to allow adequate planning and scheduling of the assessments.

Reassessment

If an apprentice fails one or more components, they may be reassessed in the following ways.

If an apprentice fails one component, this should be reassessed as soon as the apprentice is ready and when practicable for the business.

If an apprentice fails two or more components, a period of further training and development lasting between one and three months must take place before reassessment.

A maximum of two reassessments per component are permitted.

When being reassessed, the maximum grade that can be achieved for that component is a Pass.

When a component is reassessed, it must be taken in its entirety.

3 End-point assessment components

This section contains information for each component in the end-point assessment.

| Component 1: Multiple-choice Test | 8 |
|--------------------------------------|----|
| Component 2: Observation | 12 |
| Component 3: Professional Discussion | 17 |

Component 1: Multiple-choice Test

Purpose

The Multiple-choice Test will assess apprentices' underpinning knowledge and understanding across the Apprenticeship Standard, in line with the Retailer Assessment Plan requirements.

Standards being assessed

The test will assess the apprenticeship standard outcomes shown below.

| Standards area | Apprenticeship standard outcomes |
|----------------------|---|
| Financial | Understand the principles of operating commercially and supporting the overall financial performance of the business, for example by aiming to exceed targeted sales and reduce wastage and returns. |
| Stock | Know how to maintain appropriate levels of the right stock to meet customer demand, taking into account planned marketing activities and expected seasonal variations and the conditions they must be stored in. |
| | Maintain appropriate levels of the right stock to meet customer demand, ensure it is kept in the correct condition (for example correct temperature, environment, packaging), and minimise stock loss through accurate administration, minimising wastage and theft. |
| Communication | Use effective methods of communication that achieve the desired result, according to the purchasing process, e.g. face to face, via the telephone or online. |
| Brand reputation | Know and understand the importance of brand and business reputation and what can affect it. |
| Merchandising | Understand how to increase sales through product placement by utilising 'hot spots' and recognising the relationship between sales and space. |
| Legal and governance | Recognise and understand legislative responsibilities relating to the business and the products and/or services being sold (for example the importance of food safety for food retailers), the importance of protecting people's health, safety and security, and the consequences of not following legal guidelines. |

| Standards area | Apprenticeship standard outcomes |
|----------------|---|
| Environment | Know how to take responsible decisions to minimise negative effects on the environment in all work activities. |
| | Minimise the effect of work activities on the environment through managing wastage and loss according to business procedures. |
| Marketing | Know how the business positions itself in order to increase its market share and compete against its main competitors, for example its unique selling points, its straplines, promotions and advertising campaigns. |

Test format

| Context | The assessment will be an onscreen test in a multiple-choice format. |
|---------------------|---|
| Question type | Each question has four options, from which the apprentice selects the correct answer. Questions relate to a given scenario. |
| Availability | On-demand. |
| Duration | 30 minutes, plus 10 minutes' reading time. |
| Number of questions | 20 |
| Number of marks | 20 |
| Pass mark | 13 (65%). |
| Grading | Pass/Fail. |

Content to be assessed

The range of content to be assessed can be found in the *Additional Resources* document. This is available from Pearson once your EPA service agreement is in place.

Sample assessment materials

Sample assessment materials (SAMs) are provided separately: these comprise a sample test and its mark scheme. The sample test gives an example of what the live test will look like in terms of the feel and level of demand. It shows possible question types that may appear in the tests and gives a good indication of how the tests will be structured. However, it should be noted that the the sample test is paper-based, whereas the live tests have been adapted for use onscreen.

The sample test can be used for practice with apprentices. However, the content covered and specific details of the questions asked will change in each version of the live test.

Delivery and conduct

Tests are available through Pearson's onscreen testing systems. We will discuss the set-up and delivery of the tests with the employer/training provider, as part of our planning discussions.

Registrations must be made through Pearson's online systems. Registered apprentices will then need to be entered for specific testing sessions. The employer/training provider should ensure that apprentices are adequately prepared before each test attempt. The onscreen testing systems have useful help facilities that provide guidance on the functions and layout of each system. Those invigilating the tests should familiarise themselves with the screen and ensure that there is time for apprentices to fully explore the information on the help screen before starting the test. Onscreen assessments must comply with the requirements set out in Pearson's *EPA Service* document, which will be provided for the employer/training provider alongside this specification.

Component 2: Observation

Purpose

The purpose of the Observation is to assess the apprentice's ability to use a range of skills and demonstrate the appropriate behaviours in carrying out their duties as a retailer. The Observation involves apprentices being observed during the course of their normal work, in their normal place of work. It must also maximise the apprentice's opportunity to demonstrate competence, for example moving to another area of the business to perform a different part of their job role.

For retailers working in a remote retail environment (telephone, online and mail order), opportunities to demonstrate merchandising may be limited. For this reason, Pearson has designed two assessments:

for face-to-face retail, the Observation will include merchandising

for remote retail, the Observation will not include merchandising; assessment of this standard will be evidenced only in the Professional Discussion.

Standards being assessed

For **all** apprentices, the Observation will assess the Apprenticeship Standard outcomes shown below.

| Standards area | Apprenticeship Standard outcomes |
|-----------------------|--|
| Customer ¹ | Positively interact with customers, using business relevant methods, for example face to face or on-line, to support and increase sales by providing useful information and service. |
| | Adopt an approachable and friendly manner, interacting with customers in line with the style of the business, showing a genuine interest in meeting their needs and actively seeking feedback to improve own quality of service provision. |
| Communication | Use effective methods of communication that achieve the desired result, according to the purchasing process, e.g. face to face, via the telephone or online. |
| | Take a positive interest in customers, actively listening or taking due care to understand written or online communications and respond appropriately. |

¹ Because of the extent of the overlap between the *Customer* and *Communication* standards, the Observation will assess them together as a single entity.

| Standards area | Apprenticeship Standard outcomes |
|---------------------|--|
| Product and service | Know information on the brands, products and services as required by the business (for example in large retailers a general knowledge of a range of products and services may be needed, but in specialist outlets a detailed knowledge of the technical specification of a product and the aftercare service may be necessary). |
| | Help match products and services to customers' needs and increase the amount they spend, for example through the sale of associated products and services. |
| | Confidently demonstrate a belief in the products and services the business offers. |
| Sales and promotion | Use a variety of sales techniques when providing customers with information that are appropriate to the business and actively sell the benefits of seasonal offers. for example through in-store or online promotions. |
| Business | Establish a good rapport with customers, serve them in line with brand standards and promote the values of the business in all work activities. |
| Brand reputation | Uphold and personally demonstrate a positive brand and business reputation at all times. |
| Marketing | Influence customers' purchasing decisions by providing accurate guidance on product and price comparisons and sharing knowledge on local offers and variances. |
| Financial | Deliver a sales service that meets customers' needs and balances the financial performance of the business, for example working towards sales targets, following procedures relating to packing of goods and dealing with returned products. |
| Technical | Know how to operate technology such as customer payments and understand how changing technology, for example social media, digital and multichannel tools, support the sale of products and facilitates an effective and efficient service to customers. |
| | Use technology appropriately and efficiently in line with company policy to support sales and service, ensuring that maintenance issues are dealt with promptly. |

| Standards area | Apprenticeship Standard outcomes |
|----------------------|--|
| Legal and governance | Comply with legal requirements to minimise risk and inspire customer confidence, minimising disruption to the business and maintaining the safety and security of people at all times. |
| | Work with integrity in an honest and trustworthy manner, putting personal safety and that of others first. |
| Diversity | Put people at ease in all matters, helping them to feel welcome and supported, and provide them with information that is relevant to their needs. |
| | Operate in an empathic, fair and professional manner. |
| Team | Support team members to ensure that the services provided are of a high quality, delivered on time and as required. |

For apprentices working in **face-to-face** retail environments, the Observation will also assess the Apprenticeship Standard outcomes shown below.

| Standards area | Apprenticeship Standard outcomes | | |
|----------------|--|--|--|
| Environment | Minimise the effect of work activities on the environment through managing wastage and loss, according to business procedures. | | |
| Merchandising | Actively use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers. | | |

Assessment format

| Context | The apprentice will be observed in their normal work environment carrying out the daily responsibilities of their role. This must include interaction with customers. |
|----------|---|
| Duration | 2 hours. |
| Grading | Ungraded/Pass/Distinction. |
| | All pass criteria must be met to achieve a Pass. |
| | All pass and distinction criteria must be met to achieve a Distinction. |

The observation criteria for Pass and Distinction grades can be found in the *Additional Resources* document.

Planning and preparation

The Observation will be planned with the apprentice, their line manager/employer and the independent end-point assessor (IEA), and should be scheduled for a time when the apprentice will have sufficient opportunities to meet the observation criteria. It should be a time that reflects typical working conditions, avoiding seasonal periods of low levels of trading.

The IEA must plan the Observation in conjunction with the apprentice and employer at least five days in advance.

In a small number of retail environments, such as betting shops or funeral directors, an IEA may have an adverse impact on customer behaviour and therefore the retail operation. In such operations, should the method described above not be feasible, the independent end-point assessor must propose an alternative method to People 1st, which will advise on the most appropriate course of action. This may, for example, include the IEA observing while posing as a customer or other member of the team and utilising additional information through audio or visual recordings and witness testimony.

Delivery and conduct

This section gives information on how the Observation will be conducted. It is important that this information is shared with apprentices before assessment.

- 1. During the Observation, the apprentice should have the opportunity, if required, to move from one area/function of the business to another in order to demonstrate how they have applied their knowledge, skills and behaviours in a real-work environment to achieve genuine and demanding work objectives.
- 2. The Observation must be carried out in one session, except in exceptional circumstances, such as a business operating different functions across two sites.
- 3. The apprentice will be assessed using Pearson's *Retailer Observation Assessment Instrument* for either face-to-face or remote retail environments. This contains grading criteria based on the Apprenticeship Standard outcomes above. Some are targeted at Pass grade, and others at Distinction.
- 4. The IEA will assess one apprentice at a time.
- 5. The IEA will take notes during the Observation.
- 6. Any apprentice being reassessed must achieve all the Pass criteria.

Component 3: Professional Discussion

Purpose

The Professional Discussion is designed to allow the apprentice to demonstrate their knowledge and understanding of the standards, and for them to be able to describe how they have met those areas of the standards that may not be observable in the Observation.

Retailers working in a remote retail environment (telephone, online and mail order) may not have the opportunity to demonstrate skills in merchandising during the Observation. For these apprentices, the Professional Discussion has been designed to also assess these skills.

Standards being assessed

For **all** apprentices, the Professional Discussion will assess the apprenticeship standard outcomes shown below.

| Standards area | Apprenticeship standard outcomes | | |
|---------------------|---|--|--|
| Customer | Know the customer profile of the business, appropriate methods for communicating with customers, e.g. face to face and remotely, what customers' purchasing habits are, how to support and increase sales, encourage customer loyalty and achieve repeat business. | | |
| Communication | Know how to identify and determine individuals' situation and needs and how to respond in the most appropriate way in line with the business culture (for example the difference in how a branded goods retailer would communicate to their customers would be very different from an individual that retails a funeral service, or someone that needs to convey highly technical product information). | | |
| Product and service | Know information on the brands, products and services as required by the business (for example in large retailers a general knowledge of a range of products and services may be needed, but in specialist outlets a detailed knowledge of the technical specification of a product and the aftercare service may be necessary). | | |

| Standards area | Apprenticeship standard outcomes | | |
|---------------------|---|--|--|
| Sales and promotion | Understand the sales opportunities that exist across the year within the business and industry and the need to know customers' buying habits during these periods, seasonal product/service knowledge, and stock requirements at different times of the year. | | |
| | Proactively seek ways of enhancing sales whilst being sensitive to the needs of the customer and encourage team members to do the same. | | |
| Business | Know the vision, objectives and brand standards of the business and how to contribute towards their success. | | |
| | Demonstrate personal drive and a positive regard for the reputation and aim of the business. | | |
| Brand reputation | Respond to situations that threaten brand and business reputation in line with company policy and alert the relevant person if a threat is identified. | | |
| Marketing | Know how the business positions itself in order to increase its market share and compete against its main competitors, for example its unique selling points, its straplines, promotions and advertising campaigns. | | |
| | Take an interest in the position of the business within the wider industry. | | |
| Merchandising | Activity use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers. | | |
| | Make recommendations for merchandising as necessary to enhance sales and customer satisfaction. | | |
| Environment | Minimise the effect of work activities on the environment through managing wastage and loss, according to business procedures. | | |
| | Demonstrate personal commitment to minimising the effect of work activities on the environment and make recommendations for improvement if identified. | | |

| Standards area | Apprenticeship standard outcomes | | |
|----------------------|--|--|--|
| Stock | Maintain appropriate levels of the right stock to meet customer demand, ensure it is kept in the correct condition (for example correct temperature, environment, packaging), and minimise stock loss through accurate administration, minimising wastage and theft. | | |
| | Take ownership and responsibility to identify stock issues and take action to address them. | | |
| Financial | Act credibly and with integrity on all matters that affect financial performance. | | |
| Technical | Embrace the use of technology, use it responsibly and take an interest in new developments, for example in social media, that could support the business. | | |
| | Use technology appropriately and efficiently in line with company policy to support sales and service, ensuring that maintenance issues are dealt with promptly. | | |
| Legal and governance | Comply with legal requirements to minimise risk and inspire customer confidence, minimising disruption to the business and maintaining the safety and security of people at all times. | | |
| | Work with integrity in an honest and trustworthy manner, putting personal safety and that of others first. | | |
| Diversity | Understand how to work with people from a wide range of backgrounds and cultures and recognise how local demographics can impact on the product range of the business. | | |
| | Put people at ease in all matters helping them to feel welcome and supported and provide them with information that is relevant to their needs. | | |
| | Operate in an empathic, fair and professional manner. | | |
| Team | Know how to support and influence the team positively, recognising how all colleagues and teams are dependent on each other to meet business objectives. | | |
| | Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team. | | |

| Standards area | Apprenticeship standard outcomes | | |
|----------------|---|--|--|
| Performance | Understand how personal performance contributes to the success of the business, for example the sale of products and services, increasing sales and achieving customer loyalty. | | |
| | Challenge personal methods of working and actively implement improvements. | | |
| | Take responsibility for own performance, learning and development, striving to accomplish the best results and take a flexible and adaptable approach to work. | | |

Assessment format

| Context | The Professional Discussion will be conducted in a quiet room, away from the normal place of work. The IEA will ask the apprentice a series of questions designed to elicit the evidence to meet the Pass and Distinction grade criteria. |
|----------|---|
| Duration | 1 hour. |
| Grading | Ungraded/Pass/Distinction. |
| | All pass criteria must be met to achieve a Pass. |
| | All pass and distinction criteria must be met to achieve a Distinction. |

The areas of discussion for Pass and Distinction grades can be found in the *Additional Resources* document.

Planning and preparation

The independent end-point assessor (IEA) must allow sufficient time for planning the Professional Discussion and agreement on a day/time should be reached with the apprentice and employer **at least five days** in advance. A quiet room should be identified for the discussion, away from the normal place of work. The Professional Discussion may, if necessary, be undertaken remotely, as long as fair assessment conditions can be maintained. Acceptable means of remote assessment include video conferencing/video calling and must include a two-way visual and audio link.

Delivery and conduct

This section gives information on how the Professional Discussion will be conducted. It is important that this information is shared with apprentices before they undertake the assessment.

- 1. The Professional Discussion is divided into three stages:
 - introduction: a review of the period of learning, development and continuous assessment (5 minutes). The apprentice should summarise how they feel they have performed over the period of learning, including highlights, lowlights and key lessons they have learned
 - the main part of the discussion: this focuses on 14 areas of the retailer standards (45 minutes)
 - personal development and reflection: this focuses on the two additional areas of the retailer standards: Team and Performance (10 minutes).
- 2. The employer will be present to provide support (but not lead) the apprentice. The IEA conducting the Professional Discussion should normally be the same person who conducted the Observation.
- 3. The IEA will ask a series of questions to focus and guide the discussion with apprentices. Some questions have associated guidance that indicates specific requirements. The IEA may rephrase the questions or ask additional questions (known as 'prompts') to allow apprentices to show what they know. If discussion of one question ends up eliciting full evidence for another question, the IEA will not need to ask this second question explicitly. The IEA can choose to vary the order of the questions, for example if it helps promote a natural flow to the discussion.
- 4. The apprentice will be assessed using Pearson's *Retailer Professional Discussion Assessment Instrument* for either face-to-face or remote retail environments. This will contain grading criteria based on the apprenticeship standard outcomes above. Questions are targeted at either Pass or Distinction criteria.
- 5. The apprentice may bring materials to assist them. As part of the planning process, the IEA, employer and apprentice should identify where additional materials would be useful. The apprentice can also bring in brief notes (up to one side of A4) but not pre-prepared answers.
- 6. The IEA will assess one apprentice at a time.
- 7. The IEA will make notes during the interview, which will be audio recorded to support assessment decisions and for verification purposes.
- 8. Any apprentice being reassessed must achieve all the Pass criteria.

4 Further information and useful publications

To get in touch with us visit our 'Contact us' pages:

Edexcel, BTEC and Pearson Work Based Learning contact details: qualifications.pearson.com/en/support/contact-us.html

books, software and online resources for UK schools and colleges: www.pearsonschoolsandfecolleges.co.uk

Key publications:

Equality, diversity and inclusion policy (Pearson)

EPA Service document (Pearson).

These publications will be made available on our website.

5 Contact us

We have a dedicated Account Support team, across the UK, to give you more personalised support and advice. To contact your Account Specialist:

Email: wblcustomerservices@pearson.com

Telephone: 0844 576 0045

If you are new to Pearson and would like to become an approved centre, please

contact us by:

Email: wbl@pearson.com **Telephone**: 0844 576 0045

Annexe A: End-point Assessment Gateway Declaration Form

| Apprentice name: | | | |
|--|----|-----|--------------------------|
| Requirement | | Y/N | Comments (if applicable) |
| Apprentice has been on apprenticeship for at least 12 months | | | |
| English and maths certificates (Level 1 or above) | | | |
| English and maths attempted (Level 2) | | | |
| People 1st Readiness for Independent End Assessment form completed and signed off | | | |
| | | | |
| Employer declarati | on | | |
| I confirm that the apprentice has achieved the occupational knowledge, skills and behaviours required to achieve the apprenticeship. | | | |
| The apprentice has achieved the prerequisites listed above and is ready for their end-point assessment. | | | |
| Name: | | | |
| Date: | | | |
| Signature: | | | |
| Apprentice declaration | | | |
| I confirm the information recorded on this form is correct and agree to be put forward for my end-point assessment. | | | |
| Signature: Date: | | | |

February 2019

For information about Pearson Qualifications, including Pearson Edexcel, BTEC and LCCI qualifications visit qualifications.pearson.com

Edexcel and BTEC are registered trademarks of Pearson Education Limited

Pearson Education Limited. Registered in England and Wales No. 872828 Registered Office: 80 Strand, London WC2R ORL.

VAT Reg No GB 278 537121

