



Pearson

# We know Apprenticeships

ALWAYS LEARNING



# Apprenticeships

## We know Apprenticeships

We've been delivering apprenticeships in partnership with colleges, training providers and employers for many years and our knowledge of the standards new and old is second to none. That's why we can say with certainty we really know apprenticeships.

We provide outstanding assessment quality, reliability and flexibility across a wide range of sectors and the advice we give will always be bespoke and tailored. From BTEC Apprenticeships to Traineeships to Functional Skills to new Apprenticeships that meet the emerging standards, we have the range of qualifications, resources and expertise to help you plan your programmes, support learners and assess with confidence.

Work with us as your expert partner and together we'll make creating, delivering and growing a first class apprenticeship programme easy.

For more information visit:  
[quals.pearson.com/appb2017](https://quals.pearson.com/appb2017)

## What is our apprenticeship offer?

### We offer:

- ▶ A huge range of qualifications through our existing BTEC Apprenticeship qualifications plus related programmes such as Traineeships, Higher Apprenticeships and Functional Skills
- ▶ An expanding range of apprenticeships that meet the new standards
- ▶ Superb advice and support for employers, learning providers and learners
- ▶ Training, webinars and events that support those offering existing programmes and transitioning to the new apprenticeship standards



# BTEC Apprenticeships

Our BTEC Apprenticeships are available at levels 2 - 5 and involve both on and off-the-job training that result in a set of nationally recognised qualifications to prepare your learners for a choice of careers in a wide range of sectors.

## Qualifications created by working with employers, private training providers and FE Colleges

- ▶ We have experience of developing quality qualifications and working with employers to set up apprenticeships with over 135 pathways across 35 industry sectors from Automotive, Hospitality to Transport and Logistics.
- ▶ We can map employer's in-house training to apprenticeships.
- ▶ We employ our own apprentices and appreciate and endorse the benefits and successes that come from having apprentices being an integral part of the business.

■ [quals.pearson.com/btecappqual](https://quals.pearson.com/btecappqual)

## Skills development including Employability, Information, Advice and Guidance (IAG) and English and maths

- ▶ We have a comprehensive English and maths provision including Functional Skills and GCSEs and QCF Awards which support and underpin core English and maths skills, allowing progression onto the next learning outcome.
- ▶ Employability skills development is built into the learning to ensure learners have the relevant skills to be able to be employed.
- ▶ IAG - built into qualifications in a holistic way.

## Free resources to support delivery and learners

We have a first class range of resources to support you in the delivery of our BTEC Apprenticeships and to support your learners.

■ [quals.pearson.com/btecappres](https://quals.pearson.com/btecappres)

## Progression routes which lead to careers and higher education

Our BTEC Apprenticeships offer a clear progression route from Traineeships to Higher Apprenticeships, careers and higher education.

## Higher Apprenticeships and BTEC Higher Nationals

Pearson's renowned BTEC Higher Nationals qualifications can be used as part of BTEC Apprenticeships at levels 4 and 5, as well as covering the content of many new apprenticeships. With the widespread recognition of BTEC Higher Nationals by higher education institutions, in addition to the completed apprenticeship, your successful learners will have excellent progression prospects both in education and employment.

■ [quals.pearson.com/higherapprenticeships](https://quals.pearson.com/higherapprenticeships)

# New Apprenticeship Standards

Our new apprenticeship standards offering consists of products and services across a wide range of sectors.

We offer advice and support for employers, colleges and learning providers transitioning to the new apprenticeship standards.

All standards have different requirements but our solution will always allow you to meet those requirements, because we break the complexity down into the three key components you need:

### ▶ On-programme

We provide a clear learning programme to take apprentices from entry through to the gateway which can include mandatory, recommended or mapped qualifications that support the on-programme element of the new standards.

You can use our on-programme offer regardless of whether you are using Pearson as your end-point assessment provider.

### ▶ Training Support

We offer a wide range of support services, events and resources to support learners and those working with them to navigate the new standards for different sectors and prepare for end-point assessment.

### ▶ End-Point Assessment

We provide high quality end-point assessments designed and ready to deliver for each specific new standard.

You can use Pearson as your end-point assessment provider regardless of whether you choose to use our on-programme offer.

■ For more information on each of the new apprenticeship standards components visit: [quals.pearson.com/nasouoffer](https://quals.pearson.com/nasouoffer)

We are currently approved to offer end-point assessment for many new apprenticeship standards across a range of the Skills Plan Sectors from Business and Administration to Social Care. In addition, we have on-programme offers in many more where every offer is specific to each standard.

■ For full and up-to-date information on our new apprenticeship standards visit: [quals.pearson.com/nasb2017](https://quals.pearson.com/nasb2017)

■ Information, online events and advice for employers considering starting a new apprenticeship programme visit: [quals.pearson.com/appb2017](https://quals.pearson.com/appb2017)

# A list of what we offer in Apprenticeships

|                                      | BTEC Apprenticeships (SASE Frameworks)   | New Apprenticeship Standards (EPA offer) |
|--------------------------------------|--|--|
| <b>Business and Administration</b>   | 5 pathways – Business Administration<br>1 pathway – Recruitment  | Operations/Departmental Manager          |
|                                      | 4 pathways – Team Leading and Management<br>1 pathway – Voluntary                                      | Team Leader/Supervisor                   |
| <b>Catering and Hospitality</b>      | 10 pathways - Hospitality  | Commis Chef                              |
|                                      |  | Hospitality Supervisor                   |
|                                      |  | Hospitality Team Member                  |
|                                      |  | Senior Chef Production Cooking           |
| <b>Construction</b>                  | 4 pathways – Cleaning and Facilities Management<br>6 pathways – Construction and the Built Environment | Dual Fuel Smart Meter Installer          |
|                                      | 1 pathway – Property and Housing   | Property Maintenance Operative           |
|                                      |  |  |
| <b>Engineering and Manufacturing</b> | 5 pathways – Automotive<br>19 pathways – Engineering and Manufacturing                                 | Systems Engineering                      |
|                                      |  |  |
| <b>Health and Science</b>            | 8 pathways – Health, Optical and Pharmacy<br>2 pathways – Science<br>7 pathways – Sport and Recreation | Dental Practice Manager                  |
|                                      |  | Healthcare Assistant Practitioner        |
|                                      |  | Healthcare Science Assistant             |
|                                      |  | Healthcare Science Associate             |
|                                      |  | Healthcare Support Worker                |
|                                      |  | Senior Healthcare Support Worker         |
|                                      |  |  |

|   |   |  |
|---|---|--|
| <b>Legal, Finance and Accounting</b>              | 3 pathways - Financial Services   | Financial Services Customer Adviser        |
|   |   | Senior Financial Services Customer Adviser |
| <b>Sales, Marketing and Procurement</b>           | 2 pathways - Customer Service and Contact Centre Operations<br>7 pathways – Retail<br>2 pathways – Sport and Recreation | Customer Service Practitioner              |
|   |   | Retail Team Leader                         |
|   |   | Retailer                                   |
| <b>Social Care</b>                                | 7 pathways – Health and Social Care   | Adult Care Worker                          |
|   |   | Lead Adult Care Worker                     |
| <b>Transport and Logistics</b>                    | 12 pathways – Transport and Logistics   | Aviation Ground Operative                  |
|   |   | Aviation Ground Specialist                 |
| <b>Childcare and Education</b>                    | 3 pathways – Early Years and Childcare<br>2 pathways – Teaching, Training and Education                                 | N/A  |
|   |   |  |
| <b>Agriculture, Environmental and Animal Care</b> | 4 pathways – Environmental and Land-based   | N/A  |
| <b>Hair and Beauty</b>                            | 8 pathways – Hair and Beauty  | N/A  |
| <b>Digital</b>                                    | 4 pathways – IT, Telecoms and Digital Industries  | N/A  |
| <b>Protective Services</b>                        | 5 pathways – Public and Uniformed Services  | N/A  |

For full and up to date information on our new apprenticeship standards visit: [quals.pearson.com/nasb2017](https://quals.pearson.com/nasb2017)

# Examples

Here are some examples of our new apprenticeship standard offer in a few key sectors for a some occupations:

## Example 1

This example is about what we do where a standard has no mandatory qualification but does have a recommended qualification which has been mapped to the new apprenticeship standard.

### Customer Service Practitioner

#### Overview

This standard is designed as a minimum of 12 month programme and is for apprentices who wish to gain the skills, knowledge and behavioural competences required to work in a Customer Service Practitioner role.

#### On programme

As part of the on-programme offer we have a recommended qualification - BTEC Level 2 Diploma in Customer Service which has been mapped to the new apprenticeship standard. In addition, we have English and maths qualifications from Functional Skills through to GCSEs and resources to help apprentices achieve the requirements to complete their apprenticeship.

You can use our on-programme offer regardless of whether you are using Pearson as your end-point assessment provider.

Find out more at [quals.pearson.com/cspop](https://quals.pearson.com/cspop)



#### Training support

- ▷ Pre-programme support - a range of training and events to prepare delivery staff for the requirements of new apprenticeships.
- ▷ English and maths resources including Rich Feedback and Results Plus.
- ▷ Apprentice 360 - an online platform for apprentices and their training centres. Apprentice 360 supports the apprentices journey and is designed to deliver engaging learning content mapped to their apprenticeship.
- ▷ End-point Assessment Introductory resources - flexible package including a mixture of digital and print materials such as videos and practice assessment materials to support trainers, employers and learners.

Find out more at [quals.pearson.com/cspts](https://quals.pearson.com/cspts)

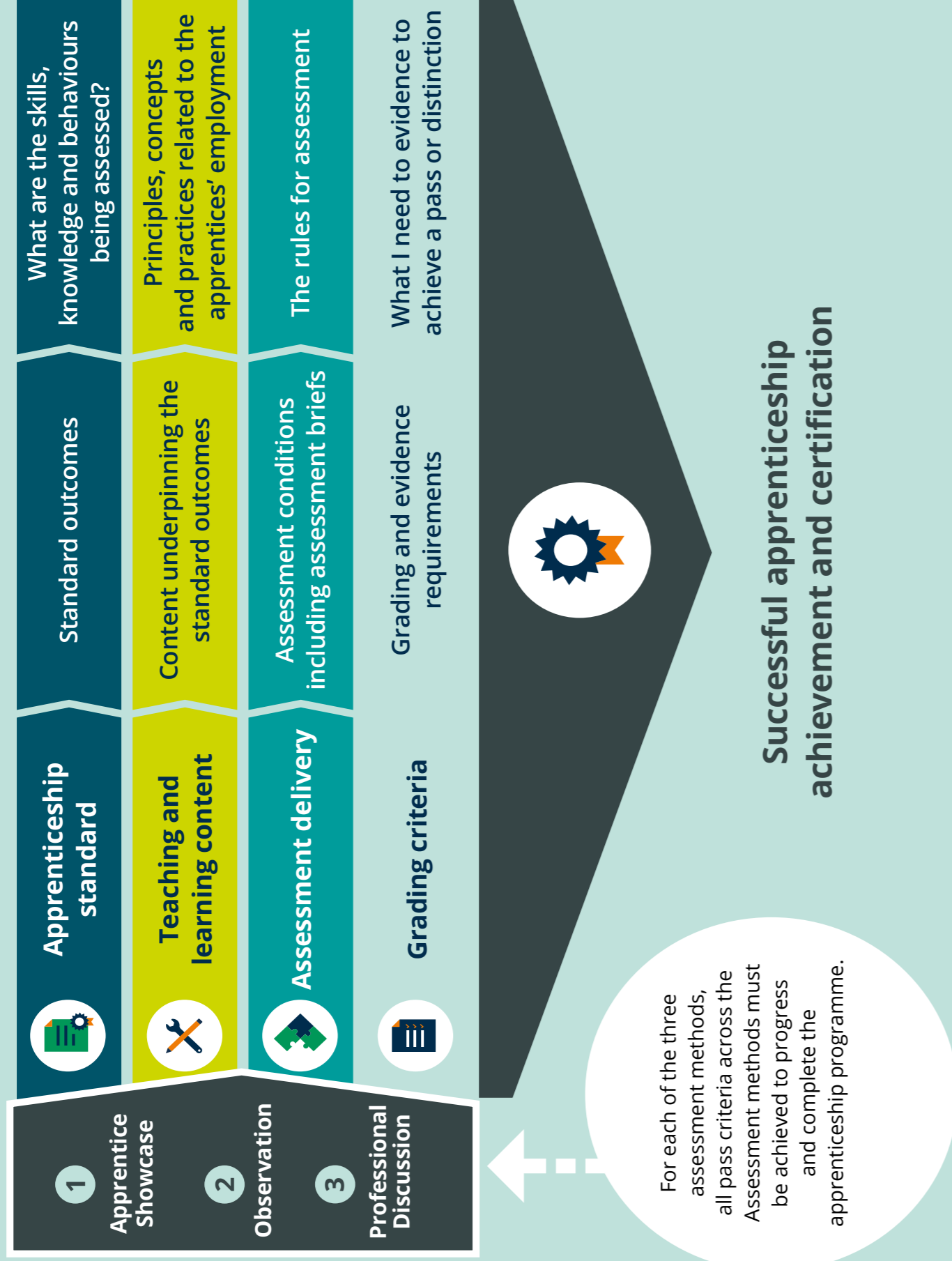
#### End-Point Assessment

As an ESFA-approved Assessment Organisation we provide a full range of assessment services to support the diverse requirements of the new apprenticeships standards.

- ▷ Apprentice Showcase - enables apprentices to reflect and present examples of their development over the whole on-programme period. It can be showcased by the apprentice through the delivery of a presentation or by a virtual form of assessment such as submission of a report, storyboard or journal.
- ▷ Observation - will enable the apprentice to evidence their skills, knowledge and behaviour from across the standard to demonstrate genuine and demanding work objectives.
- ▷ Professional Discussion - a structured discussion between the apprentice and the Independent Assessor and will draw out the best of the apprentice's energy, enthusiasm, competence and excellence.

You can use Pearson as your end-point assessment provider regardless of whether you choose to use our on-programme offer.

# Example 1 continued



View a sample of our EPA spec and find out more at [quals.pearson.com/cspepa](https://quals.pearson.com/cspepa)

| Task 1 (continued)  |   |  |
|---|---|--|
| Grade criteria  |   | Evidence requirements  |
| Pass  | Distinction   |  |
| <b>1D</b> Explain the difference between the features and benefits of products and/or services in relation to the organisation. |   | To meet <b>1D</b> , apprentices must identify a number of products and/or services representative of the range offered by their organisation; they are not expected to identify every product/service offered, particularly where the organisation offers a wide range. They need to explain the difference between features and benefits using examples related to the specific products/services they have identified. |
| <b>1E</b> Describe the measures and evaluation tools used in the organisation to monitor customer service levels.               |   | To meet <b>1E</b> , apprentices must describe a number of the measures and evaluation tools representative of those used by their organisation to monitor customer service levels. The description of each measure must include the type of information it provides. The description of each evaluation tool must include information of how it works.   |
| <b>1F</b> Explain how the relevant legislation and regulations affect the organisation's customer service provision.            | <b>1G</b> Explain the potential impact on the organisation if it fails to adhere to each of the relevant legislation and regulations. | To meet <b>1F</b> , apprentices must refer to a minimum of <b>four</b> legislation/regulations that affect their organisation's customer service provision. At least two of these must be consumer-related<br>To meet <b>1G</b> , they must explain the potential impact on their organisation if it fails to adhere to each of the four legislation/regulations identified for <b>1F</b> .                              |
|   | <b>1H</b> Explain how a code of practice or ethical standards affects customer service.   | To meet <b>1H</b> , apprentices must refer to a named code of practice or specific ethical standards and explain how its application affects customer service delivery generally. The named code of practice or ethical standards do not have to be used by their organisation.  |

## Component 2: Practical Observation

### Purpose

The Practical Observation involves apprentices being observed interacting with customers in face-to-face or non-face-to-face situations in their normal place of work. The primary purpose of the Practical Observation is to assess the apprentice's ability to use a range of interpersonal and communications skills and behaviours to recognise, respond and manage their customers' needs and expectations.

The Practical Observation will be pre-planned with the apprentice, their line manager/employer and the independent end-point assessor, and should be scheduled for a time when the apprentice would have sufficient interactions with customers to enable them to demonstrate the required skills, knowledge and behaviours to meet the performance criteria on *pages 53-56*

The Practical Observation will assess the following modules and outcomes of the apprenticeship standard.

| Modules              | Apprenticeship standard outcomes   |
|----------------------|--|
| Interpersonal skills | 1 Use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.  |
| Communication        | 1 Depending on your job role and work environment: <ul style="list-style-type: none"> <li>a Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or</li> <li>b Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.</li> </ul> 2 Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand. |

## Component 1: Apprentice Showcase

### Purpose

The Apprentice Showcase is a summative portfolio in which apprentices will demonstrate, with the support of appropriate work-based evidence, how they have applied and used the identified knowledge, skills and behaviours to the required standards in their everyday work practice.

The Apprentice Showcase is compiled against an assessment brief produced by Pearson. The brief, which is in *Annexe A*, is based on the Pass and Distinction grade criteria published in the apprenticeship assessment plan and requires apprentices to:

demonstrate their knowledge and understanding of the principles and practices underpinning the apprenticeship standard and how these are applied in their employment context

provide work-based evidence to demonstrate their competencies in:

- using relevant systems, equipment and technology to deliver customer service
- identifying and meeting customers' needs
- dealing with customer challenge and conflict
- working with others
- organising their work and managing own personal development.

The *Apprentice Showcase Brief*, in *Annex A*, shows how these requirements map to the Pass and Distinction criteria outlined on *pages 34 - 43*

The Apprentice Showcase will assess the following modules and outcomes from the apprenticeship standard:

| Modules                             | Apprenticeship standard outcomes   |
|-------------------------------------|--|
| Understanding the organisation      | 1 Know the purpose of the business and what 'brand promise' means<br>2 Know your organisation's core values and how they link to the service culture<br>3 Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation. |
| Meeting regulations and legislation | 1 Know the appropriate legislation and regulatory requirements that affect your business<br>2 Know your responsibility in relation to this and how to apply it when delivering service   |

## Example 2

This example shows what is involved when a qualification is mandatory and is also about developing new qualification content to match the prescriptions within the standard.

### Adult Care Worker

#### Overview

To work in care is to make a positive difference to someone's life when they are faced with physical, practical, social, emotional or intellectual challenges. An adult care worker works with people and is passionate about supporting and enabling people to live a more independent and fulfilling life.

#### On programme

As part of the on-programme offer we have a mandatory qualification Pearson Edexcel Level 2 Diploma in Health and Social Care (Adults) for England (due to be replaced at the end of 2017). In addition, apprentices will be required to complete the Care Certificate and have achieved a minimum of Level 1 English and maths. We have English and maths qualifications from Functional Skills through to GCSEs and resources to help apprentices achieve the requirements to complete their apprenticeship.

You can use our on-programme offer regardless of whether you are using Pearson as your end-point assessment provider.

For more information visit  
[quals.pearson.com/acwop](https://quals.pearson.com/acwop)

#### Training support

- ▶ Pre-programme support - a range of training and events to prepare delivery staff for the requirements of new apprenticeships.
- ▶ English and maths resources including Rich Feedback and Results Plus
- ▶ Apprentice 360 - an online platform for apprentices and their training centres. Apprentice 360 supports the apprentices journey and is designed to deliver engaging, interactive learning content mapped to their apprenticeship.
- ▶ End-point Assessment Introductory resources - flexible package including a mixture of digital and print materials such as videos and practice assessment materials to support trainers, employers and learners.

For more information visit:  
[quals.pearson.com/acwts](https://quals.pearson.com/acwts)

#### End-Point Assessment

As an ESFA-approved Assessment Organisation we provide a full range of assessment services to support the diverse requirements of the new apprenticeship standards.

- ▶ Situational Judgement Test - will present the candidate with a range of real-life scenarios about which the learner will have to answer questions in a multiple choice format (60 questions). The assessment will be undertaken, under controlled conditions with a time limit applied of 90 minutes.
- ▶ Professional discussion - will be undertaken once the situational judgement test has been achieved with an independent assessor and last no more than 45 minutes.  
  
The discussion will draw questions and amplifications from prior learning and experience.

You can use Pearson as your end-point assessment provider regardless of whether you choose to use our on-programme offer.

For more information visit:  
[quals.pearson.com/acwepa](https://quals.pearson.com/acwepa)



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