

Reformed Apprenticeship Assessment feedback webinar

L2 Customer Service Practitioner (ST0072)

L3 Customer Service Specialist (ST0071)

Introductions



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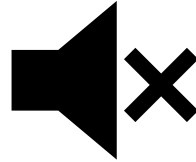


**This session is
being recorded**



**MS Form to
complete**

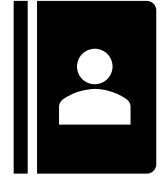
**Capture your
thoughts formally**



**All delegates to
remain on mute.**



**To ask a question
please use the
Q&A function**



**Feel free to
contact us after
the event**

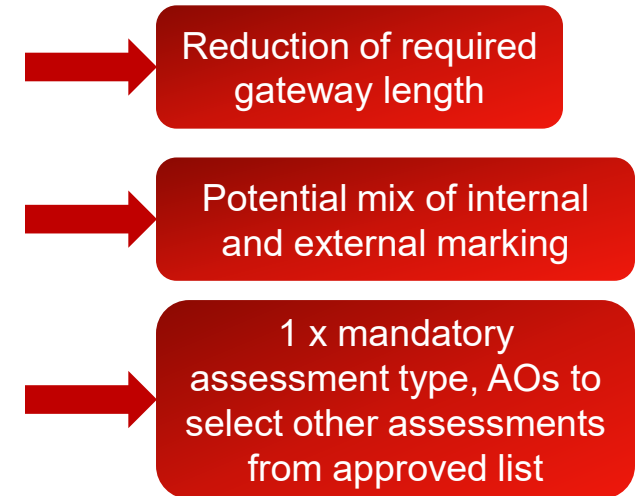
Context

Government is making substantive changes to the assessment of apprenticeships:

What Was DfE Looking to Achieve?

In February 2025, they published Apprenticeship Assessment Principles - a major shift from the traditional End-Point Assessment (EPA) model. The aim was to reduce bureaucracy, improve timeliness, and maintain rigour through 6 principles:

1. **Streamlining assessment:** Making it more proportionate to the competencies being tested and removing duplication (eg where mandatory qualifications already assess certain skills).
2. **Flexibility in timing:** Allowing assessment to take place during the apprenticeship (“on-programme”), not just at the end.
3. **Provider involvement:** Training providers can deliver and mark some assessment elements under appropriate oversight from AOs.
4. **Simplified assessment plans:** Shorter, higher-level plans, giving AOs more design flexibility.
5. **Employer engagement:** Employers remain central in verifying behaviours and shaping assessment design.
6. **Synoptic assessment:** Integrated assessments to form a defined amount of overall evaluation.



What City & Guilds can impact and how you can help...

What we **can't** impact (directly)

- The standard itself (and pathways etc.)
- Adding new standards
- Combining standards
- Content within the standard (inc KSBs)
- Mandatory assessment type (once agreed)
- Whether the new Apprenticeship Assessment is qual-only, EPA-only or EPA with a mandatory on-programme qual
- Funding bands
- Timings

What we **can** impact

- Pricing model
- What sort of support (sales, planning, platform, resources etc.) that we provide to both centres and employers
- Selection of assessment type for non-mandatory assessment
- Which of the assessments are available to be marked internally

With that in mind...

L2 Customer Service Practitioner (ST0072)

Approved New Assessment Guidelines:

L2 Customer Service Practitioner

One assessment type is **mandatory**, and **all** assessment organisations (AOs) must use this method. Any additional assessments must be selected from the approved list below (it's expected that Ofqual requirements – to be finalised – will require at least one additional method).

All required Knowledge and Skills must be assessed through these methods, while **Behaviours must be assessed by employers.**

Assessment organisations must design apprenticeship assessments to include one **portfolio**

Any additional assessments must be selected from the following list of methods to ensure the assessment outcomes are met in full:

- **Interview**
- **PD**
- **Presentation**
- **Question and answer**
- **Project**
- **Simulated task**
- **Written assessment**
- **Observation**

Apprentices may be assessed at any appropriate point during their apprenticeship programme.

Further information on assessment guidelines

Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the level 2 customer service practitioner apprenticeship. It should be read in conjunction with the General Requirements for Apprenticeship Assessment. Where there is conflict between this AAP and the General Requirements, this AAP takes precedence. Assessment organisations must also comply with the relevant regulatory framework for apprenticeship assessment. It is important that the assessment of apprentices is proportionate, valid, and provides reliable evidence of an apprentice's attainment of the relevant knowledge and skills. As such, assessment organisations must design assessments to ensure:

- employers have confidence that the apprentice has reached the expected performance standard
- apprentices are sufficiently secure in their knowledge and skills, so that they could demonstrate their competence in different contexts, for example, a different workplace

* No firm date of expected publication or start date

City & Guilds Proposition (Draft)

Portfolio is the mandatory assessment method outlined by the AAP

- Is built on programme
- Assessed internally by providers and quality assured by City & Guilds to ensure the content is not AI written and there is sufficient knowledge & skills.
- Retains rigor and consistency of external assessment associated with EPA.

Other assessment methods

- We believe 2 methods would be sufficient to assess the knowledge and skills of apprentices
- The portfolio is extremely flexible – an apprentice could use numerous forms of evidence types e.g. PDs, WTs, etc
- A presentation could be stressful for level 2 learners
- A naturally occurring project could work but not always easy to allocate to an apprentice
- A simulation could be ‘admin heavy’ on centres to create
- An observation relies heavily on ‘here and now’
- A written assessment may not be suitable for all apprentices
- **We need your feedback for the second method of assessment!**

Support Materials:

- Digital resources to support with implementing the standard successfully e.g.: what best practice looks like, what’s to be included in the portfolio, preparation for the additional assessment method, behaviour templates for employers (and apprentices?), information on apprenticeships in general and the reforms.

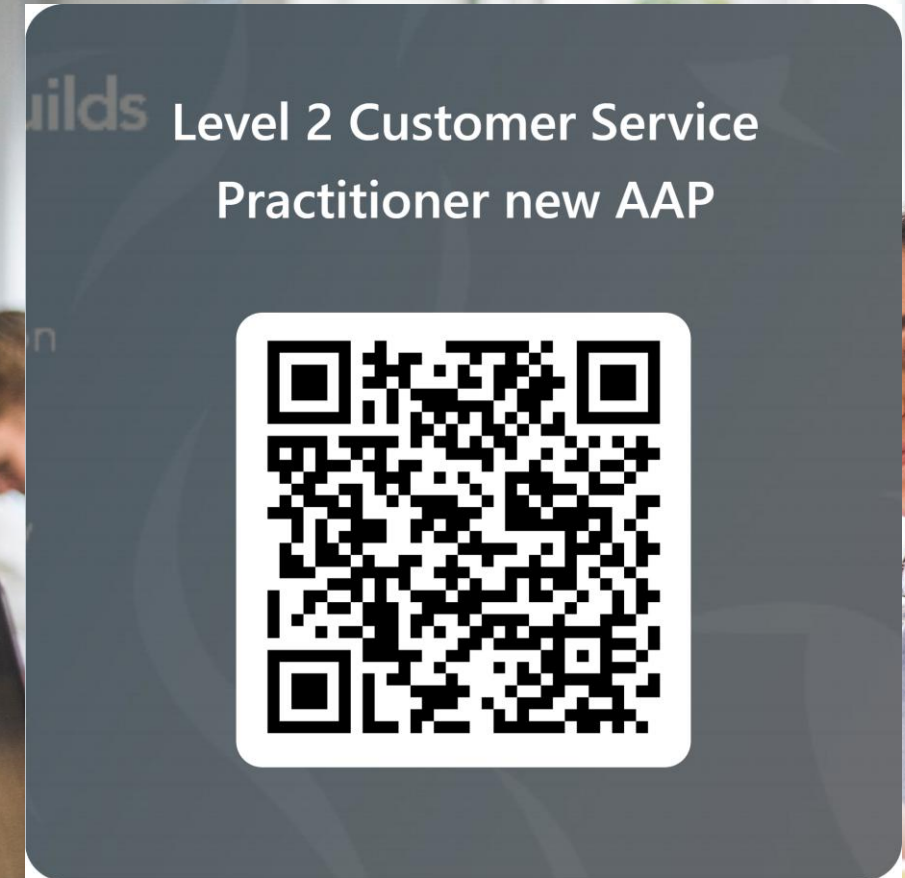
New Apprenticeship Assessment Model

Questions for thought

1. What are your views on the City & Guilds draft proposal (internally assessed portfolio + one other externally assessed assessment method?)
2. Employers will be expected to record and validate behaviours post-Reform. Do you see any challenges here?
3. How could we support you through this change?
 - For example, a framework, toolkit, guidance etc.
 - Would you prefer to use your own tools / templates?

Please fill out the **MS Form** giving your thoughts. You can complete this at a later date if you wish.

[Level 2 Customer Service Practitioner new AAP – Fill in form](#)



L3 Customer Service Specialist (ST0071)

Feel free to stay regardless if you currently offer this apprenticeship standard

Approved New Assessment Guidelines:

L3 Customer Service Specialist

One assessment type is **mandatory**, and **all** assessment organisations (AOs) must use this method. Any additional assessments must be selected from the approved list below (it's expected that Ofqual requirements – to be finalised – will require at least one additional method).

All required Knowledge and Skills must be assessed through these methods, while **Behaviours must be assessed by employers.**

Assessment organisations must design apprenticeship assessments to include one **professional discussion.**

Any additional assessments must be selected from the following list of methods to ensure the assessment outcomes are met in full:

- **Portfolio**
- **Project**
- **Q&A**
- **Written task**
- **Simulated task**
- **Observation**
- **Presentation**

Apprentices may be assessed at any appropriate point during their apprenticeship programme.

Further information on assessment guidelines

Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the level 3 customer service specialist apprenticeship. It should be read in conjunction with the General Requirements for Apprenticeship Assessment. Where there is conflict between this AAP and the General Requirements, this AAP takes precedence. Assessment organisations must also comply with the relevant regulatory framework for apprenticeship assessment. It is important that the assessment of apprentices is proportionate, valid, and provides reliable evidence of an apprentice's attainment of the relevant knowledge and skills. As such, assessment organisations must design assessments to ensure:

- employers have confidence that the apprentice has reached the expected performance standard
- apprentices are sufficiently secure in their knowledge and skills, so that they could demonstrate their competence in different contexts, for example, a different workplace

* No firm date of expected publication or start date

City & Guilds Proposition (Draft)

Portfolio

- Is built on programme
- Assessed internally by providers and quality assured by City & Guilds to ensure the content is not AI written and there is sufficient knowledge & skills.
- Retains rigor and consistency of external assessment associated with EPA.
- A Portfolio can have many different evidence types within

Professional Discussion is the mandatory assessment method outlined by the AAP

- We believe 2 methods would be sufficient to assess the knowledge and skills of apprentices
- The portfolio is extremely flexible – an apprentice could use numerous forms of evidence types e.g. PDs, WTs, etc
- A presentation could be stressful for level 3 learners
- A naturally occurring project could work but not always easy to allocate to an apprentice
- A simulation could be 'admin heavy' on centres to create
- A Q&A session potentially would replicate the PD
- An observation relies heavily on 'here and now'

Support Materials:

- Digital resources to support with implementing the standard successfully eg: what best practice looks like, what's to be included in the portfolio, preparation for the additional assessment method, behaviour templates for employers (and apprentices?), information on apprenticeships in general and the reforms.

New Apprenticeship Assessment Model

Questions for thought

1. What are your views on the City & Guilds draft proposal (internally assessed portfolio + externally assessed Professional Discussion?)
2. Employers will be expected to record and validate behaviours post-Reform. Do you see any challenges here?
3. How could we support you through this change?
 - For example, a framework, toolkit, guidance etc.
 - Would you prefer to use your own tools / templates?

Please fill out the **MS Form** giving your thoughts. You can complete this at a later date if you wish.

[Level 3 Customer Service Specialist new AAP – Fill in form](#)

Level 3 Customer Service Specialist
new AAP



Any final thoughts or
questions?

Thank you!

Thank you for attending

We will send out a follow up email including a copy of the slides and a link to the MS Form to capture your thoughts.

Details of future webinars will be shared via email updates and my LinkedIn page.

All webinars are recorded and can be found on our webpage below.

https://www.cityandguilds.com/qualifications-and-apprenticeships/business-skills/updates-newsletters-and-webinars?_gl=1*1mgju7z*_up*MQ..&gclid=CjwKCAjwkaSaBhA4EiwALBgQaPA19dUbja2tt1CTS7s8m30UHjicAcWNSIAY3vhDXkjgL5mWcj22fBoCUzoQAvD_BwE

Level 2 Customer Service
Practitioner new AAP



Level 3 Customer Service Specialist
new AAP

