



Level 4 AI & Automation Practitioner Apprenticeship

Pre-Launch Centre Briefing

Housekeeping



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Slides

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Questions

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Standard overview

Occupation summary and job titles

Occupation summary

- Found across industries where digital systems and data underpin operations.
- Enable productivity gains through automation, integration, and AI.
- Improve workflows and operational efficiency using digital technologies.

Typical job titles:

AI integration officer

Digital automation specialist

Process automation analyst



Assessment approaches

Early insight into proposed assessment approaches

Project report

Example projects and requirements

Project examples

AI-Powered Helpdesk Ticket Classifier

The candidate should create an automated workflow that routes incoming tickets to the appropriate team. This could involve using AI to identify and classify the type of issue, enabling accurate routing. The system could also be able to generate a concise summary for each ticket and suggest responses based on patterns and insights from historical ticket data.

Automated Invoice Processing System

The candidate would be expected to develop a workflow capable of extracting key text from invoices using OCR, validating supplier information, and recording the data in a database. The system should also detect and flag any anomalies or duplicate entries and automatically send approval notifications when required.

Automated Business Intelligence Dashboard

The candidate would be expected to develop a workflow that retrieves data from multiple sources on a daily basis and performs standard analysis tasks, such as cleaning and transforming the data. The workflow should then use AI to generate insights and automatically update dashboards with the latest results.



Project assessment

Conditions of Assessment:

- Employer provides sufficient time and resources.
- Employer ensures the Project demonstrates required assessment outcomes.
- Completed during the apprenticeship programme.

Evidence for Marking:

- Project report (recommended 3,000 words).
- Supporting appendices, references and diagrams.
- Evidence Reference Matrix.



Professional discussion

Assessment and resources

Professional discussion

Assessment Environment

- Conducted in a controlled environment.
- Delivered via online video conferencing.
- One apprentice and one assessor.

Assessment Duration

- Up to 60 minutes.
- The apprentice may choose to finish early.
- The assessor may also conclude the discussion once sufficient evidence has been gathered.

Resources

- Up to one typed page or two handwritten pages of notes. Notes may include prompts and workplace examples.
- Stable internet connection and suitable device required.
- Questions will be competency based – allowing learner to showcase their skills.



Digital credentials

What is a Digital Credential?

A digital credential is a verified online record of the knowledge, skills and achievements gained through learning and assessment.

Benefits

- Secure and verified online.
- Easy to share with employers and professional networks.
- Unique URL for use on LinkedIn, CVs, email signatures and social media.
- Provided in addition to the paper certificate.

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Approval process

Information on centre approval and operational processes

Routes to *approval*

Centre Approval (CAP)

- Available for all centres who are new to City & Guilds
- Applications are submitted through Customer Application Form (CAF) [Become an Approved Centre | City & Guilds](#)
- Also applicable to EPA only providers
- Qualification will need to be included
- May require an activity with an External Quality Assurer (EQA)
- Centre policies, procedures, resources and principles of delivery will be reviewed through the application process.
- 30 working days SLA

Qualification approval (QAP)

- Available for all apprenticeship assessment qualifications approvals
- Applications submitted through the Quality Portal on Walled Garden
- May require an activity with an External Quality Assurer (EQA)
- Centres physical and staff resources and principles of delivery will be reviewed through the application process.
- 30 working days SLA
- Centres delivering comparable qualification(s) with another Awarding Organisation and demonstrating a strong quality assurance history may be eligible for an accelerated approval process.

Fast Track

- Will be available on some Apprenticeship Assessment Plans
- Fast-track is an accelerated approval route for eligible customers with relevant approvals and quality assurance history.
- 5 working days SLA

Flex Approval

- Will be available on some Apprenticeship Assessment Plans
 - Flex approval will need to be requested under the relevant qualification code
 - Flex approvals can be done via the EPA only application form
 - 5 working days SLA
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- If Flex is being applied for alongside the internal assessed qualification, then this can be added to the QAP form to save centres duplicating application forms.
 - If a centre has gained approval via a QAP, then Flex offer can be added on at anytime without the need for an additional approval document by emailing into Quality

City & Guilds Flex Service

A flexible approach to apprenticeship assessment

Our apprenticeship assessment service gives you the flexibility to design an approach that works for you organisation. Whether you want to deliver internal assessments yourself, need additional support at certain times of the year, or prefer City & Guilds to manage all your assessment delivery, we can do what works best for you, while ensuring quality, consistency and compliance.

Build on your strengths, with support where you need it

Deliver your own internal assessment: Use your knowledge of you apprentices and your delivery model to carry out internal assessment activity. With City & Guilds, you can be confident your approach aligns to required standards and supports high-quality outcomes.

Use City & Guilds **flexible service for your internal assessment:** If you need additional capacity or expertise, City & Guilds can deliver internal assessment on your behalf. Our expert assessors can carry out your internal assessments – helping you manage workload, reduce pressure on resources and maintain consistency.



Level 4 AI & Automation Practitioner

Apprenticeship Assessment pricing.

POS	Approval fee	Reg fee	Component	Type	Assessment fee	Assessment resit fee	Total apprentice price (no resits)
9690-11 (Standard)	CAP £3k QAP £0	£50	9690-11 700 Project	Internal assessment	£325	£TBD	£1,200
			9690-11 701 Professional Discussion	External assessment	£825	£825	
9690-51 (Flexible)	Fast-track £0	£50	9690-51 700 Project	External assessment	£625	£625	£1,500
			9690-51 701 Professional Discussion	External assessment	£825	£825	

Conflict of interest

- Awarding organisations to take all reasonable steps to mitigate any conflicts of interest
- Role of the awarding organisation is to manage **organisational** conflicts, e.g. where a provider delivers training and assessment services and **individual** conflicts, such as staff assessing apprentices they have trained.
- City & Guilds will continue to follow our robust Centre Assessment Standards Scrutiny (CASS) strategy.
- Our conflict-of-interest guidance can be found in the centre quality assurance manual.
- Assessors may assess and grade their own learners, provided the provider has robust Internal Quality Assurance (IQA) processes in place. City & Guilds will provide external quality assurance through EQA activities and sampling.



Question & Answer

Facilitated Q&A and discussion with centres



Digital apprenticeship standards

Build the digital skills that power tomorrow

Get in touch

Where digital skills meet **real experience**

Digital apprenticeships build the skills needed for the future. From data technician and multi-channel marketer to AI and Automation, our apprenticeship standards equip learners with practical experience to succeed in a fast-moving digital world. Through hands-on learning from experienced professionals in real work settings, apprentices develop practical, career-ready skills while earning a competitive salary.

Whether you already deliver digital apprenticeships or are exploring your next steps, stay up to date with the latest developments, available standards and practical guidance across our digital apprenticeship offer. Explore what's available now, what's coming next, and how we can support you through change with confidence.

As skills reforms reshape apprenticeships in England, we're here to support you through change with clarity, consistency and confidence. Alongside this, we continue to deliver high-quality end-point assessments (EPAs), ensuring a reliable, consistent experience that supports successful outcomes for every apprentice and their employer.

Question and Answer

An opportunity to raise questions and share your thoughts on the new standard.

As this is a live development, some details are still being refined. While we will address as many questions as possible today, further guidance, updates, and supporting materials will be provided during the **Launch Webinar** on **11 August, 14:00-15:00**.

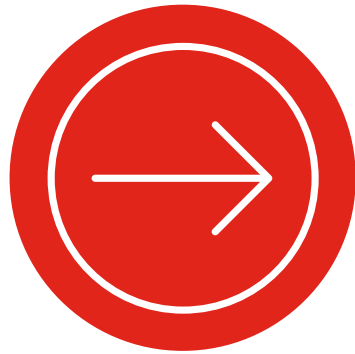
[Launching the City & Guilds Level 4 AI & Automation Practitioner Apprenticeship](#)

Centre sharing

Opportunities to share approaches, challenges, and emerging solutions

Centre collaboration & knowledge sharing

Exploring implementation approaches, common challenges, and practical solutions across centres.



What implementation approaches would you like to share with the group?



What challenges or concerns would you value input on from other centres?



What innovations, tools, or practices have delivered positive outcomes?

Thank you

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About City & Guilds

City & Guilds is the global skills partner, empowering people, organisations and economies to develop the skills they need for growth. With almost 150 years of trusted expertise, we support people into work, help them develop on the job and move into the next job.

We work with Governments, employers, training providers, colleges and industry stakeholders to design and deliver high-quality training, qualifications, assessments and credentials that lead to meaningful career progression. We understand the life changing link between skills development, social mobility and success. Our solutions span critical sectors including construction, engineering, transport, energy and electrical, serving over 1 million learners annually.

Through our comprehensive portfolio of brands and trusted global network, we set industry-wide standards for technical, behavioural and commercial skills to improve performance and productivity. We believe you can achieve your potential - and we're here to help make it happen.

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