



Level 4 AI & Automation Practitioner

Launch Webinar

Housekeeping



This session is being recorded

The session is being recorded and will be sent to all attendees after the webinar.



Everyone is on mute

To ensure the best experience for everyone, please keep your microphone muted.



Slides

The slides will be sent to all attendees alongside the recording after the webinar.



Questions

Please add your questions to the question function on the control panel. We will endeavour to answer all questions.



If the session cuts off

Please use the original webinar link to gain access back into the session. To join over the telephone, select “Phone Call” in the audio panel and the dial-in information will be displayed.

Agenda

- 1** Occupational Summary
- 2** Project Report
- 3** Professional Discussion
- 4** Gateway to Completion
- 5** Approvals



Occupational Summary

Purpose of the role

- Improves productivity, efficiency and business performance through AI, automation and digital solutions.
- Identifies and solves workflow challenges such as manual processes, duplicated data and disconnected systems.
- Uses low-code, no-code and AI-powered tools to streamline and optimise operations.

Key responsibilities

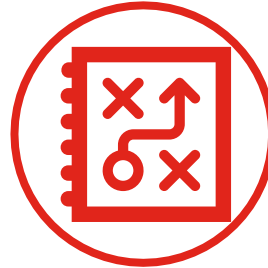
- Analyse existing processes and identify improvement opportunities.
- Recommend and implement automation and AI-enabled solutions.
- Support user adoption and promote safe, ethical and responsible use of AI.
- Deliver projects that create measurable operational value.



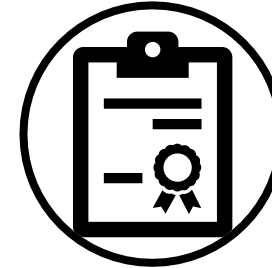
Assessment Overview

The apprenticeship assessment is built around **six assessment outcomes**, which together reflect the full role of an AI & Automation Practitioner.

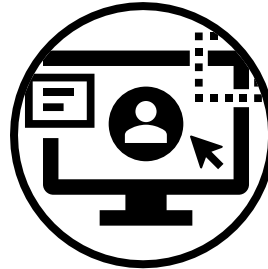
Together, these six assessment outcomes assess the **technical, business and people skills** required of an effective AI & Automation Practitioner.



Strategic and ethical adoption of AI automation



Governance, assurance and ongoing risk management



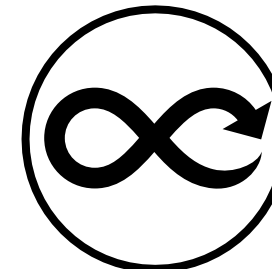
Solution design and development



Stakeholder engagement and workforce enablement



Testing, evaluation and iteration



Continuous improvement and change delivery

Project Report

Assessment Method

Project Assessment Requirements

Candidate Responsibilities

- ✓ Complete the project independently
- ✓ Submit authentic work
- ✓ Acknowledge and reference all sources
- ✓ Maintain an AI Usage Record

Complete:

- Project Report
- Evidence Reference Matrix
- Supporting appendices, references and diagrams

You can use AI as part of the occupational activity being assessed, but you must clearly evidence what you have done yourself.



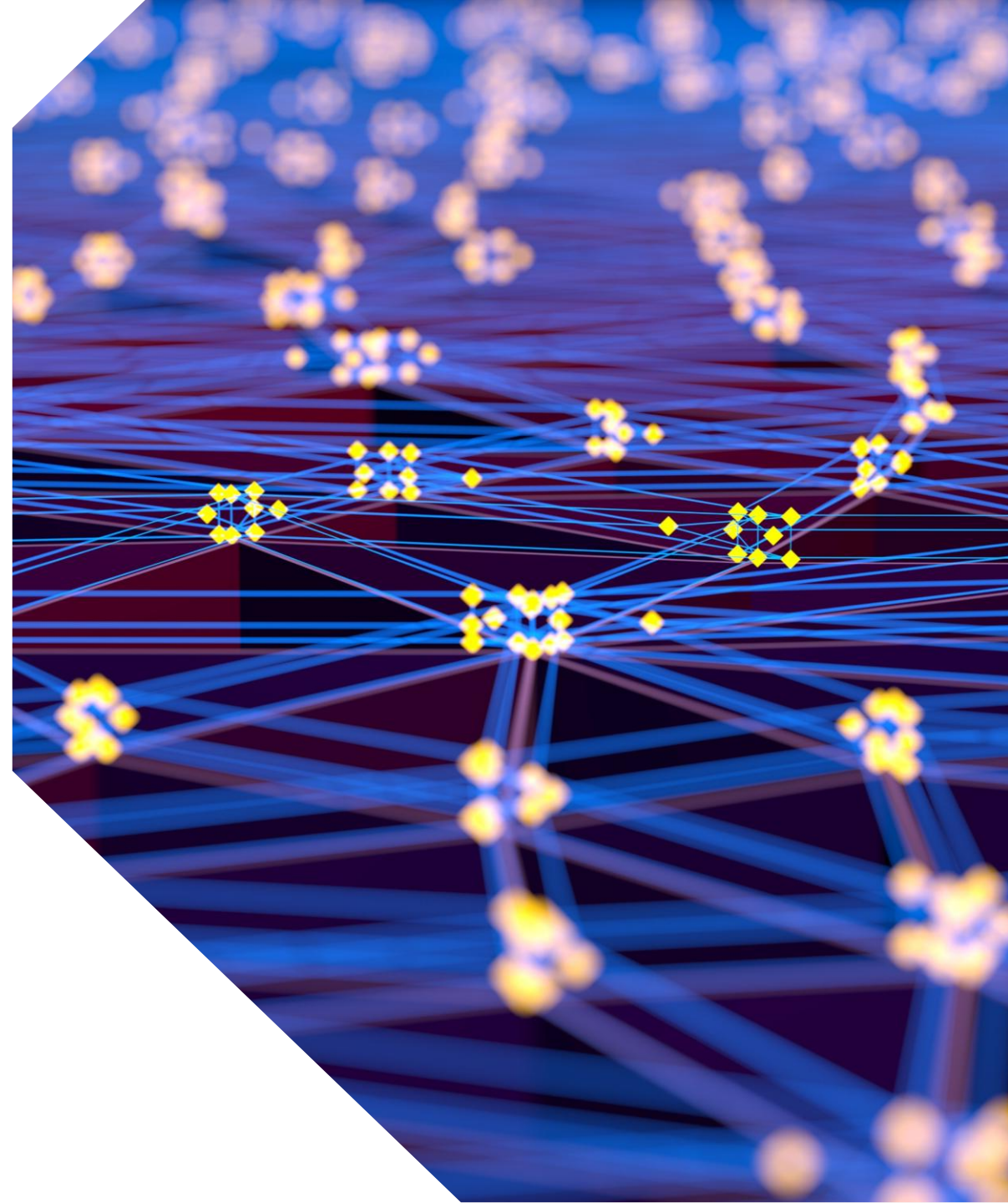
AI Use & Malpractice

Permitted

- ✓ AI used as part of:
 - Planning
 - Design
 - Development
 - Testing
 - Iteration
- ✓ AI use is clearly acknowledged and evidenced

Not Permitted

- ✗ AI-generated work presented as own work
- ✗ AI-generated analysis, evaluation or conclusions
- ✗ Copying AI responses into the submission
- ✗ Missing, misleading or incomplete AI references



Project Assessment

Output

Project Report (recommended 4,000 words)

Purpose

The project must:

- ✓ Reflect real workplace practice
- ✓ Address a genuine business need
- ✓ Demonstrate the required Assessment Outcomes

Project Focus

The project should respond to:

- A specific problem
- A recurring issue
- A new idea or opportunity

Key Principle

The project must have a real business application and be agreed by the employer and centre.



Project Structure and Evidence Requirements

What Must Be Included?

Every project should cover:

- Business context and scope
- Research, preparation and opportunity identification
- Analysis and problem solving
- Solution design
- Implementation and iterative development
- Testing and evaluation
- Outcomes, governance and sustainability
- Conclusions and recommendations
- References

Supporting Evidence

- ✓ Evidence Reference Matrix
- ✓ Appendices and artefacts
- ✓ Data, workflows, code or process documentation
- ✓ Productivity and efficiency evidence



Example Project Themes

Common Theme

Using AI and automation to create measurable business value.



AI-Powered HR Assistant

- Employee policy chatbot
- Reduced routine HR enquiries



Personalised Marketing System

- AI-generated customer campaigns
- Data-driven content creation



Automated Business Intelligence Dashboard

- Automated data collection
- Insight generation and dashboard updates

Professional Discussion

Assessment Method

Professional Discussion Assessment Overview

A structured, two-way discussion with an assessor

Purpose

- ✓ Demonstrate competence through discussion and reflection
- ✓ Evidence knowledge, skills and workplace experience
- ✓ Explore assessment outcomes not covered by the project

During the Discussion

- Competency-based questions
- Professional and workplace-focused examples
- Opportunity to draw on project and wider experience
- Assessed holistically against grading descriptors



Assessment Arrangements

Assessment Environment

- Conducted via online video conferencing
- Controlled environment free from distractions
- One candidate and one assessor

Duration

Up to 60 minutes

Permitted Resources

- One side of typed notes or two sides of handwritten notes
- Prompts, examples and reminders permitted
- Notes are not assessed

Technical Requirements

- Suitable device
- Stable internet connection



The Professional Discussion Journey

Before

- Advance notice of assessment date
- Identity check
- Recording arrangements explained
- Opportunity to ask questions

During

- Competency-based questions
- Follow-up questions where needed
- Opportunity to demonstrate workplace experience

After

- Assessment reviewed and graded
- No grade given on the day



Grading

Including re-sits and re-takes

Overall Grade

Pass Overall = Pass both assessment methods

Distinction Overall = Distinction in both assessment methods

Fail Overall = Fail either assessment method

Assessment 1: Project	Assessment 2: Professional Discussion	Overall grading
Pass	Fail	Fail
Fail	Pass	Fail
Pass	Pass	Pass
Pass	Distinction	Pass
Distinction	Pass	Pass
Distinction	Distinction	Distinction

Re-sits & Re-takes

Resit

- No additional learning or training required
- Learner reassesses existing competence

Retake

- Additional learning or training required
- Learner reassesses after further development

Key Points

- ✓ Available for both assessment methods
- ✓ No restriction on grades achievable
- ✓ Can be used to improve a grade
- ✓ Centre and employer agree the most appropriate route
- ✓ New recording forms required for every resit or retake



Digital Credentials

Showcase Skills.

Share Achievement.

Verify Success.

- Verified digital credential
- Unique online verification link
- Easy to share with employers and networks
- Complements the formal apprenticeship certificate

Additional Information

[Digital Credentials](#)

digitalsupport@cityandguilds.com



Gateway to Completion

The final confirmation before grading and certification

Before Gateway to Completion, the centre confirms that:

- All assessment components have been completed
- All assessment components have achieved at least a Pass
- Required evidence and results are available for aggregation
- Apprenticeship requirements have been fully met:
 - Minimum apprenticeship duration completed
 - Minimum off-the-job training completed
 - English and maths requirements achieved (where applicable)
 - Employer confirmation of behavioural competence

Once approved:

- City & Guilds aggregates results
- Final grade is determined
- Skills England certification is issued



Approval

Routes and Services

Routes to *approval*

1

Centre Approval (CAP)

Standard approval, £3000.
Free of charge for current
EPA Only customers.

2

Qualification approval

Free for AI & Automation.
Normal £350 fee for new
applications.

3

Flex Approval

Flex approval via previously
used EPA Application form.

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	

Flex: Our flexible apprenticeship assessment service

As apprenticeship assessment evolves, providers will take greater responsibility for assessing occupational competence through internal assessment activities. Access a service that fits around your delivery model, rather than changing your delivery model to fit the assessment service.



Flex your resource and capacity – at scale

Scale support up or down as requirements change, helping you respond to fluctuations in demand and resource availability.

This reduces pressure on delivery teams while maintaining quality, consistency and confidence in assessment delivery.



Maximum choice for easier management

The flexible assessment service means providers retain control over capacity levels and secure the assessment support when it's needed.

This means providers can continue to fully focus on delivering outstanding learning provision.



Trusted assessment expertise you can rely on

For suitable standards, providers can choose City & Guilds to lead the internal assessment.

This benefits providers as it gives them access to experienced assessors and established quality assurance processes.



Flex your assessment delivery, to your needs

Providers can choose when they opt for City & Guilds to lead their internal assessment, programme by programme, cohort-by-cohort, or even apprentice-by-apprentice.

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.



Any questions?

Thankyou!

David.mccallig@cityandguilds.com

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.

Contact us

Giltspur House
5-6 Giltspur Street
London, EC1A 9DE

customersupport@cityandguilds.com

+44 (0) 1924 930 800

[cityandguilds.com](https://www.cityandguilds.com)

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