



End-Point Assessment

Retailer Level 2 (V1.2)
Support Pack

nqual.

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INTRODUCTION

This document sets out the requirements, advice, and guidance for the End-Point Assessment (EPA) of the Level 2 Retailer apprentice standard. This document is designed for apprentices, employers and training providers involved within the End-Point Assessment of an apprentice studying the Level 2 Retailer

An apprentice for the Level 2 Retailer standard is typically 14 months of learning prior to End-Point Assessment.

This document is divided into sections covering all the relevant aspects of EPA for Level 2 Retailer

Should you require any further information other than the guidance in this document, do not hesitate to contact admin@nqual.co.uk

Within this guide you will find references to End-Point Assessments. This information has been outlined in the Institute for Apprenticeships and Technical Education, Retailer Assessment Plan. For reference, you can find this document using the link below:

[Retailer L2 EPA Plan](https://www.instituteforapprenticeships.org/Retailer-L2-EPA-Plan)
(www.instituteforapprenticeships.org)



EPA TIMESCALE

Register with NQual

Training Providers should register apprentices For EPA with NQual a minimum of 90 days before assessment. Providers will pay a registration fee of £30.

Gateway

This is when the employer, apprentice and training provider confirm that the apprentice is ready for End-Point Assessment. All evidence should be uploaded to NQual a minimum of 10 working days prior to EPA.

EPA Booking

The training provider should complete the booking section on the Gateway Form or training providers can arrange the booking via ACE360. NQual will confirm booking within 48 hours.

EPA Approved

NQual will send an invoice for the remaining fee once EPA is approved.

Assessment

The apprentice will complete an Observation with Questions and an Interview Underpinned by Portfolio.

Results

Results will be communicated within 10 working days of Final assessment. If the apprentice passes, NQual will send details to the apprentice and training provider containing an EPA results document. If the apprentice fails, NQual will send details to the learner and training provider outlining Feedback and next stages.

GATEWAY

This section outlines the requirements an apprentice must have met in order to complete their End-Point Assessment.

Once the employer is fully satisfied that the apprentice has the knowledge, skills and behaviours set out within this standard, the employer can formally confirm that the apprentice is ready for EPA via Gateway.

Gateway requirements for Retailer outline the apprentice must have:

- Evidence of achieving relevant maths and English qualifications if required by funding regulations or the employer
- Portfolio of Evidence
- Portfolio Referencing Table

The Gateway form must be sent to NQual a minimum of 10 working days before End-Point Assessment is carried out, along with Portfolio of Evidence and portfolio referencing table.

You can access the NQual Gateway form by emailing: admin@nqual.co.uk

COMPONENTS OF END-POINT ASSESSMENT

The End-Point Assessment for Retailer includes two assessment methods. These are an Observation with Questions and an Interview Underpinned by Portfolio of Evidence; all are outlined within this support pack in further detail.

Observation with Questions

In the Observation with Questions, an independent assessor observes the apprentice in their workplace and asks questions. The apprentice will complete their day-to-day duties under normal working conditions.

Simulation is not permitted.

This method of assessment gives the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method.

The observation must take 2.5 hours.

As per the Institute for Apprenticeships and Technical Education's guidance, a 10% tolerance can be given to allow apprentices to complete their final responses.

A minimum of 5 questions must be asked during the assessment. Questioning can occur both during and after the observation. The time for questioning is included in the overall assessment time. To remain as unobtrusive as possible, the independent assessor will ask questions during natural stops between tasks and after completion of work rather than disrupting the apprentice's flow. Follow-up questions are allowed where clarification is required. The questioning that follows the observations should take place in a quiet room that is free from distractions or influence.

To achieve a Pass for this criteria, apprentices are expected to achieve all Pass criteria. To achieve a Distinction the apprentice must achieve all Pass and Distinction criteria.

Interview underpinned by a Portfolio

The interview will last for 60 minutes but may be extended by 10% (if required) to allow the learner to complete their last answer.

The apprentice will be asked at least 6 questions. The questions will be about certain aspects of the learner's occupation. The apprentice will be expected to compile a Portfolio of Evidence before the EPA Gateway.

The apprentice can refer to their portfolio throughout the Interview to support if required.

The interview will also assess the apprentice's self-reflection of performance, demonstrating knowledge and how appropriate behaviours have been applied, the apprentice's judgement and understand of appropriate examples and ensure the validity of their work.

Although the portfolio is not directly assessed it will be used to shape the questions and discussion at interview.

To achieve a Pass for this method, apprentices are expected to achieve all Pass criteria. To achieve a Distinction the apprentice must achieve all pass and Distinction criteria.

The EPAO will confirm where and when each assessment method will take place.

END-POINT ASSESSMENT METHODS TABLE

The below highlights criteria that will be covered in each assessment component. Please review these details as it will provide guidance on what will be covered in each assessment component.

Learning Outcomes	What is Required	Observation with Questions	Interview Underpinned by Portfolio
Knowledge			
K1	The customer profile of the business and customers' purchasing habits.		✓
K2	The business aims and objectives and how their work contributes to them.		✓
K3	The principles of running a retail business to support the overall financial performance for example by aiming to exceed targeted sales, reduce wastage, and returns.		✓
K4	The make-up of the local community and the requirements of customers within it.		✓
K5	The business approach to sustainability and its carbon footprint such as approaches to product sourcing, waste reduction and recycling.	✓	
K6	Methods for communicating with customers, to support and increase sales, and encourage customer loyalty.	✓	
K7	The brands, products and services provided by the business including knowledge of the technical specification of a product and aftercare service.		✓
K8	The importance of brand and business reputation and what can affect it.	✓	
K9	The use of visual and/or digital merchandising skills including the use of "hot spots" and the relationship this has with sales and use of space.	✓	
K10	How to maintain stock levels and the conditions they must be stored in to meet customer demand, sales opportunities, marketing activities and seasonal variations.	✓	
K11	How to operate IT and digital systems, and applications.	✓	

K12	How to support and influence the team and how all colleagues and teams work together to meet business objectives.		✓
K13	Relevant regulatory and legislative requirements which impact on the retail sector such as the sale of bladed items, high Fats, salt and sugar, safety requirements, and age restricted sales.		✓
K14	Principles of equality, diversity and inclusion and the impact on the customer experience and business.		✓
K15	The support requirements and/or coaching needs of their team.		✓
K16	The business's policy for exchange and refunds of products for in-store and/or on-line purchases.		✓
Skills			
S1	Communicate with customers to meet their requirements and encourage customer loyalty and repeat business.	✓	
S2	Serve customers in line with brand standards, legislation, business procedures and the values of the business.	✓	
S3	Provide a retail service that balances the customers' needs with additional linked products and services.		✓
S4	Use Face to Face or online sales techniques such as product and price comparisons to support or influence the customer in their purchasing decisions.	✓	
S5	Promote seasonal or local offers through in-store or online promotions.		✓
S6	Identify situations that may damage business reputation in line with company policy and escalate as required.		✓
S7	Maintain good merchandising to meet the needs of the business whilst ensuring safety.	✓	
S8	Maintain stock levels and storage conditions such as correct temperature, lighting, ventilation, packaging to meet customer demand and minimise stock loss.	✓	

S9	Use technology and applications to support sales and service ensuring that maintenance issues are reported.	✓	
S10	Support team and colleague development through buddying and/or coaching.		✓
S11	Comply with regulations and legislation relevant to their role and business.	✓	
S12	Contribute to continuous improvement activities which focus on improving sustainability within the business.		✓
S13	Handle complaints within remit or escalate as appropriate.		✓
S14	Support sales across a range of promotional events throughout the calendar year.		✓
Behaviours			
B1	Acts in a professional manner with integrity and confidentiality.		✓
B2	Acts as an ambassador for their business and brand.	✓	
B3	Seeks learning opportunities and continuous development.		✓
B4	Has accountability and ownership of their tasks and workload.		✓
B5	Works flexibly and adapts to circumstances.	✓	
B6	Acts in an open and approachable manner to build and maintain inclusive relationships with others.		✓

GRADING & CRITERIA

Assessment Breakdown

Assessments contained within this plan will result in the apprentice achieving a Fail, Pass and Distinction. This decision is dependent on whether they have met the standard and its End-Point Assessment criteria.

In order to Pass the apprentice must achieve 100% of the Pass criteria. To be awarded a Distinction, the learner must achieve 100% of the Pass and Distinction criteria. The decision will be communicated to the apprentice within 10 working days of completion of the final component.

An outline of the overall grading combinations can be found below:

Assessment Method 1: Observation with Questions	Assessment Method 2: Interview Underpinned by Portfolio	Overall Grading
Fail	Any Grade	Fail
Any Grade	Fail	Fail
Pass	Pass	Pass
Distinction	Pass	Pass
Pass	Distinction	Pass
Pass	Distinction	Pass
Distinction	Distinction	Distinction

The Pass and Distinction descriptors can be found in the tables below separated into Observation with Questions and Interview Underpinned by Portfolio.

Grading Descriptors for Observation with Questions

KSBs	Pass Descriptors	Distinction Descriptors
Customer Support	Communicates using a range of techniques to identify customer requirements and influence their purchasing decisions in line with legislation, brand standards, and business procedures and values	Explains how their approach encourages customer loyalty and repeat business and why this is important
Stock Control & Merchandising	Contributes to effective and safe merchandising activities, applying visual and/or digital skills to enhance sales. Organises and maintains stock levels and storage conditions in order to meet customer demand and minimise losses.	Explains how implementing successful merchandising and stock control supports the business, and the potential consequences of poor practice

	Complies with relevant regulations, legislation, and business procedures, including those related to the business approach to sustainability such as waste reduction and recycling	
Technology	Uses technology and applications to support sales and service, reporting maintenance issues in line with the business' procedures, and explaining how they have adapted when necessary	Uses IT and digital systems confidently, explaining how they can improve the customer experience and benefit the business

Grading Descriptors for Interview Underpinned by Portfolio

KSBs	Pass Descriptors	Distinction Descriptors
Legislation, Regulations, and Organisational Policies / Procedures	<p>Explains the regulatory and legislative requirements which impact on their role in retail.</p> <p>Details the business's policy for exchange and refunds of products.</p> <p>Explains, with examples, how they have handled or escalated complaints in an approachable and professional way, building positive relationships with customers</p>	<p>Explains how dealing with refunds, exchanges and legislative requirements can impact on the business, both positively and negatively</p>
Customer Profiles, Business Objectives and Reputation	<p>Describes the typical customers of the local community, the business, and their purchasing habits and how they use this to provide a retail service that balances customer needs with additional linked products and services, and the promotion of seasonal or local offers.</p> <p>Describes the brands, products and services provided by the business and explain how this supports sales throughout the calendar year.</p> <p>Explains how their role contributes to the business aims and objectives, and how it supports the overall financial performance of the business.</p> <p>Gives examples of ways in which they can support the business's approach to sustainability in their role.</p> <p>Describe how they identified a situation that had the potential to damage the business' reputation and the professional actions they took to minimise any damage</p>	<p>Explains the importance of understanding the makeup of their local community and how this impacts the requirements of the customer</p>

Self & Team Development	Does not meet the pass criteria.	Provides examples of how they support and develop their team in line with equality, diversity, and inclusion principles, explaining how this benefits the customer and business. Explains how they manage their workload and gives examples of when they have sought learning and development opportunities.	
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Re-sit / Re-take

If an apprentice Fails one or more component, they will be offered the opportunity to re-sit / re-take the component(s). It is then up to the apprentice's employer how many attempts an apprentice is given.

The timescale for a re-sit typically takes 1 months and a re-take 3 months (dependent on how much re-training is required). All assessment methods must be taken within a 6-month period, otherwise the entire EPA will need to be resat / retaken.

Where any assessment method must be re-sat or re-taken, the apprentice will be awarded a maximum EPA grade of Pass. Re-sits and re-takes are not offered to an apprentice wishing to move from Pass to a higher grade.

PORTFOLIO GUIDANCE

The apprentice must compile a Portfolio of Evidence during the on-programme period of the apprenticeship. It should only contain evidence related to the KSBs that will be assessed by this assessment method. It will typically contain 14 discrete pieces of evidence. Evidence must be mapped against the KSBs. Evidence may be used to demonstrate more than one KSB; a qualitative as opposed to quantitative approach is suggested.

Evidence Sources May Include:

- Workplace documentation and records – Legislative documentation and health and safety procedures, recycling and sustainability procedures / documentation as evidence as to how these are upheld.
- Workplace policies and procedures – Customer service and satisfaction examples, payment methods or plans which are specific to the store / brand, merchandising policies, returns or changes policy, gift wrapping, alternations, special orders or online purchases.
- Witness statements – This can be from management, team leader or colleague as examples. Can also be demonstrated through customer feedback forms or emails if applicable.
- Annotated photographs.
- Video clips (maximum total duration 5 minutes); the apprentice must be in view and identifiable.
- Employee Handbook screenshots - documented with examples of when KSBs have been demonstrated within the workplace.

- Examples of regulatory and legislative requirements which are specific to their role or the organisation. Some suggestions would include, the sale of bladed items, high fats, salt and sugar, safety requirements, and age restricted items.
- Professional Development Plans or CPD Logs to demonstrate how they have sought learning and development opportunities for themselves.
- Examples of how they have handled or escalated complaints e.g. screenshots of emails.
- PESTLE analysis to demonstrate the customers within the local community, business and purchasing habits. Supporting examples as to how this may change throughout the year e.g. seasonal purchasing habits.
- Effective methods as to how workload is managed e.g. screenshots of Outlook calendar, diary screenshots, meeting notes/minutes or brief explanation as to how work is delegated to other colleagues.

***This is not a definitive list; other evidence sources can be included.**

The Portfolio of Evidence should not include reflective accounts or any methods of self-assessment. Any employer contributions should focus on direct observation of performance (for example, witness statements) rather than opinions. The evidence provided should be valid and attributable to the apprentice; the portfolio of evidence should contain a statement from the employer and apprentice confirming this.

The EPAO should not assess the Portfolio of Evidence directly as it underpins the interview. The independent assessor should review the Portfolio of Evidence to prepare questions for the interview. They are not required to provide feedback after this review.

The apprentice must submit the Gateway evidence to their EPAO, including any organisation specific policies and procedures requested by the EPAO.



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