

RETAIL APPRENTICESHIPS



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INTRODUCTION

In the fast-moving world of retail, apprenticeships can really deliver the goods: first-class training for staff and a boost for the business. With funding available for training, investing in apprenticeships is a smart move.



How Derby College can help

Derby College boasts a wealth of expertise in training apprentices for vital roles in the retail environment - whether they be in sales, customer service, administration, team leadership or management. We work with businesses ranging from high street stores and independent retailers to charity shops.

Developed and delivered in close partnership with the retail sector, our high quality courses provide an ideal way for students to advance their skills and career prospects - and for employers to build a well-trained, confident and dynamic workforce.

Apprentices are trained and assessed entirely in the workplace by experienced College staff. What they learn can be applied to their everyday working role from the very start - and Key Skills such as communication are covered in all the qualifications.

Employers say that the Derby College approach to training apprentices can help them save time and money, improve productivity, present a more professional image, meet the demands of latest legislation and provide impressive customer service.

Benefits for the employer

Apprenticeships deliver real returns to your bottom line. Because they are designed specifically to meet your needs as an employer, they ensure your workforce has the skills and qualifications you need now - and for the future.

By investing in apprenticeships, you can harness fresh new talent, solve your recruitment problems, upskill your existing staff, minimise staff turnover, improve job

satisfaction, and keep pace with latest working practices in the retail sector. Apprentices are eager, motivated, flexible and loyal to the organisation: they are the future managers who will lead your business to success.

In recent surveys, a majority of employers reported that apprenticeships had helped them boost productivity and performance - leading to lower training and recruitment costs overall.

With funding on offer for training from the National Apprenticeship Service, there's every reason to find out more.

Benefits for the apprentice

With an apprenticeship, you can earn while you're learning and gain recognised qualifications as you work. You'll be taking your career forward in a way that is suited to you - via relevant on-the-job experience. Over time, you will build the broad-ranging portfolio of skills and personal qualities that employers really want.

You don't have to be just out of school to benefit from an apprenticeship. There are routes on offer for employees to boost their knowledge and prospects at any stage of their working life.

In the exciting and rewarding retail sector, an apprenticeship is a practical route to rapid career progression. It can open the door to a promotion - many apprentices go on to supervisory and management roles at work - or to higher qualifications. The attributes you gain as an apprentice will help you stand out from the crowd.



▶▶▶ INTERMEDIATE APPRENTICESHIP IN RETAIL

LEVEL: 2 | LOCATION: **WORKPLACE** | YEARS: 12 -15 MONTHS

Course summary

For anyone working in a retail environment, this course is an ideal way to get ahead. Students will expand their knowledge and gain a wider skills base, boosting not only their confidence but also their promotion prospects.

What careers is the course useful for?

In the vast and vibrant retail sector, there are many opportunities for career progression from sales and customer service roles into management, buying and merchandising.

Who is this course suitable for?

Any person working in a retail environment who is eager to improve their skills, advance their career and make an even greater contribution at work.

Entry requirements

Students undergo an interview and initial assessment before enrolling on the course. As well as having good literacy and numeracy skills, they are expected to be well motivated and self-disciplined and to have a willingness to learn and adapt.

How is the course delivered and assessed?

100% in the workplace. A dedicated assessor from the College will support and guide the student towards the qualification.

What are the modules or units?

- The Diploma in Retail Skills: students complete units from the Qualification Credit Framework (QCF) to the value of 37 credits. There is one mandatory unit - how to work effectively in a retail team - with a credit value of eight. They then choose optional units which best suit their requirements and which reflect their current employment and career aspirations.
- The Certificate in Retail Knowledge: students complete units from the Retail Knowledge Framework to the value of 14 credits. In addition to four mandatory units, they will choose up to three optional units.
- Key Skills: Application of Number and Communication.

How much time does it take?

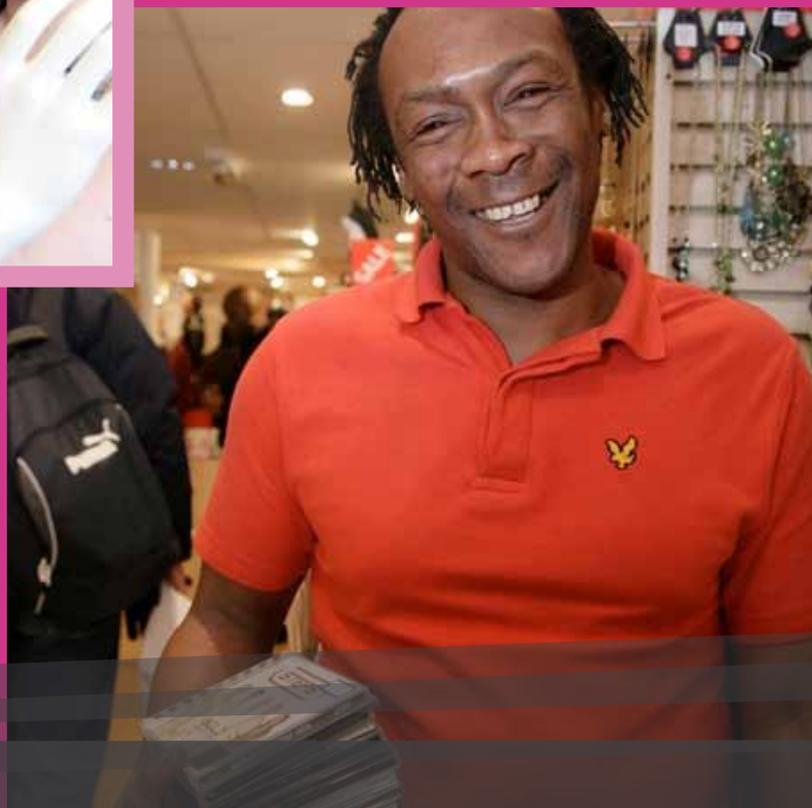
The course is flexible to meet the needs of individual students and their employers and will last for around 12 to 15 months. There are no set hours for self-study, but students will need to apply themselves and remain motivated.

Are there any additional costs?

If the student is over 19 years old, there will be an employer contribution to the cost of training.

What next after this course?

Students can progress to a course at a higher level, such as the Level 3 Advanced Apprenticeship in Retail, with the opportunity to specialise in areas such as management, sales or visual merchandising. They will also benefit from gaining more experience and will possibly be given more responsibility at work.



▶▶▶ ADVANCED APPRENTICESHIP IN RETAIL

LEVEL: 3 | LOCATION: **WORKPLACE** | YEARS: 15 -18 MONTHS

Course summary

With the advanced apprenticeship, students take their skills and experience to the next level - and the chance to gain greater expertise in areas such as retail management, sales or visual merchandising. Completing a qualification at Level 3 can help increase job satisfaction, confidence and motivation, with students taking on more responsibility at work.

What careers is the course useful for?

This qualification paves the way for learners with experience in the retail sector to take their careers into exciting new areas while building on their existing skills.

Who is this course suitable for?

Any person working in a supervisory or management role in a retail environment who would like to broaden their knowledge or gain more specialist skills.

Entry requirements

Students undergo an interview and initial assessment before enrolling on the course. As the qualification is at Level 3, it should be taken by those whose job role entails dealing with targets and commitments, organisational values, operational needs and constraints and checking for hazards within the work area.

How is the course delivered and assessed?

100% in the workplace. A dedicated assessor from the College will support and guide the student towards the qualification.

What are the modules or units?

Students can follow pathways leading to Level 3 Qualification Credit Framework (QCF) Diplomas in Retail Management; Retail Skills (Sales Professional Pathway); or Visual Merchandising.

They will also complete a Certificate in Retail Knowledge at Level 3 and Key Skills in Application of Number and Communication.

How much time does it involve?

The course is flexible to meet the needs of individual students and their employers. There are no set hours for self-study, but students will need to apply themselves and remain motivated.

Are there any additional costs?

If the student is over 19 years old, there will be an employer contribution to the cost of training.

What next after this course?

Students can broaden their skills further still by progressing to a Foundation Degree in Retail Leadership and Management. Derby College staff will be happy to advise.

“It’s freed me up to do more work”

When Max Burdis was looking to expand his shoe repair, engraving and key cutting business, he decided that taking on an apprentice to support him was his best option.

“I decided last year to move Ashbourne Shoe Repairs into larger premises and expand the range of services that I provide. However, having invested heavily on the shop and machinery, I was undecided about whether I could afford another member of staff.

“I opted for the apprenticeship route and Luke is now supported with his training through a retail assessor who comes into the shop on a regular basis and he will be doing short block release courses at College to improve his Maths and English.

“Having another pair of hands has taken a lot of pressure off me and freed me to do more work as Luke can serve customers while I do the more complicated work and he is picking up the skills needed for shoe repairing, engraving and key cutting very fast.

“Although there are far fewer cobblers on the high street nowadays, we are actually one of the few businesses who have thrived through the recession as people realise that they can make a good pair of shoes or boots last with good quality repairs rather than throwing them away and buying another pair. There’s a lot more to shoe repairing than replacing heels and Luke is learning the trade to hopefully carry on the skills in the town.”



Max Burdis

Ashbourne Shoe Repairs



▶▶▶ INTERMEDIATE APPRENTICESHIP IN CUSTOMER SERVICE (RETAIL)

LEVEL: 2 | LOCATION: **WORKPLACE** | YEARS: 12 -15 MONTHS

Course summary

This course covers the skills needed to provide excellent customer service, which is essential to the success of any retail organisation. Students will learn how to deal with customers in a positive, reliable and responsible way from the very first contact.

What careers is the course useful for?

Employers are increasingly recognising the importance of customer service, so the range and quality of career opportunities for professionals working in this field is growing rapidly.

Who is this course suitable for?

It will appeal to anyone who provides a service to customers - not only members of the public but also colleagues and managers.

Entry requirements

Students undergo an interview and initial assessment before enrolling on the course. As well as having good literacy and numeracy skills, they are expected to be well motivated and self-disciplined. It is essential that they are employed in a customer service role.

How is the course delivered and assessed?

100% in the workplace. A dedicated assessor from the College will support and guide the student towards the qualification.

What are the mandatory modules or units?

Level 2 NVQ Certificate in Customer Service:

- Communicate using customer service language
- Follow the rules to deliver customer service

What are the additional modules or units?

Students choose optional units which best suit their requirements and which reflect their current employment and career aspirations. The options cover aspects of customer service such as impression and image; delivery; handling problems; and development and improvement. The options will be discussed in detail with the College assessor. Students are also required to complete:

- Key Skills - Application of Number Level 1 and Communication Level 2.
- Technical Certificate, which includes Employment Rights and Responsibilities.

How much time does it involve?

The course is tailor-made to meet the needs of individual students and their employers. There are no set hours for self-study, but students will need to apply themselves and remain motivated.

Are there any additional costs?

If the student is over 19 years old, there will be an employer contribution to the cost of training.

What next after this course?

Students can progress to the Level 3 Advanced Apprenticeship in Customer Service or another course at this level. They will be gaining more experience in their current role at work and will possibly be given more responsibility.

▶▶▶ ADVANCED APPRENTICESHIP IN CUSTOMER SERVICE (RETAIL)

LEVEL: 3 | LOCATION: **WORKPLACE** | YEARS: 15 -18 MONTHS

Course summary

This course equips students with a broader understanding of how to improve customer service within the retail sector.

What careers is the course useful for?

Students gaining this qualification are well prepared for roles with a strong degree of responsibility, such as customer services managers, and the skills they gain are transferable to a vast range of industries.

Who is this course suitable for?

It will appeal to anyone working in a customer-focused environment dealing with both internal and external customers and operating in a role with a certain level of autonomy.

Entry requirements

Students undergo an interview and initial assessment before enrolling on the course. As well as having good literacy and numeracy skills, they are expected to be well motivated and self-disciplined. It is essential that they are employed in a customer service role.

How is the course delivered and assessed?

100% in the workplace. A dedicated assessor from the College will support and guide the student towards the qualification.

What are the mandatory modules or units?

Level 3 NVQ Diploma in Customer Service:

- Demonstrate an understanding of customer service
- Demonstrate an understanding of the rules that impact on improvements in customer service

What are the additional modules or units?

Students choose optional units which best suit their requirements and which reflect their current employment and career aspirations. They will take a further 30 credits chosen from a vast list of options covering aspects of customer service such as impression and image; delivery; handling problems; and development and improvement. These will be discussed in detail with their assessor.

Students are also required to complete:

- Key Skills - Application of Number Level 2 and Communication Level 2.
- Technical Certificate, which includes Employment Rights and Responsibilities.

How much time does it involve?

The course is tailor-made to meet the needs of individual students and their employers. There are no set hours for self-study, but students will need to apply themselves and remain motivated.

Are there any additional costs?

If the student is over 19 years old, there will be an employer contribution to the cost of training.

What next after this course?

Students can progress to Level 4 qualifications, opening doors to even more exciting career opportunities within the retail sector.

“A unique opportunity”

Eighteen-year-old Luke Seale has been given the unique opportunity to keep the dying art of shoe repairing alive through a retail apprenticeship.

Luke spotted an advertisement for an apprentice at Ashbourne Shoe Repairs and is now learning valuable retail and customer relations skills through Derby College coupled with the hands-on skills of shoe repairing, engraving and key cutting with his employer.

“I always wanted to get a trade and thought this would be something different. It’s a brilliant job as I am doing something different every day and meeting different people. I’m very lucky to have this unique opportunity.”



Luke Seale

Ashbourne Shoe Repairs Apprentice



▶▶▶ INTERMEDIATE APPRENTICESHIP IN TEAM LEADING (RETAIL)

LEVEL: 2 | LOCATION: **WORKPLACE** | YEARS: 12 -15 MONTHS

Course summary

For those leading teams in a retail environment, this course is a stepping stone to enhance their management and supervisory skills. Students on this course learn not only how to manage their own workload efficiently but also how to lead and support others, communicate well, set goals and develop strong decision-making and problem-solving skills.

What careers is the course useful for?

The invaluable skills gained on this apprenticeship are transferable and relevant to any business. They prepare the student for a range of key roles with autonomy and responsibility and pave the way for them to reach the next level of management.

Who is this course suitable for?

The course is aimed at anyone employed as - or about to embark on a role as - a line manager, supervisor or team leader within a retail environment who wants to enhance their knowledge and gain a wider skills base.

Entry requirements

There are no formal entry requirements but it is essential that students are in - or set to enter - a supervisory or junior management position. Students undergo an interview and initial assessment before enrolling on the course.

How is the course delivered and assessed?

100% in the workplace. A dedicated assessor from the College will support and guide the student towards the qualification.

What are the modules or units?

- A Level 2 NVQ Certificate in Team Leading, with four mandatory units and two optional units.
- A Level 2 Certificate in Team Leading, with one mandatory unit and two optional units.
- Key Skills: Application of Number at Level 1 and Communication at Level 2.
- Employment Rights and Responsibilities.

How much time does it involve

The course is tailor-made to meet the needs of individual students and their employers. There are no set hours for self-study, but students will need to apply themselves and remain motivated.

Are there any additional costs?

If the student is over 19 years old, there will be an employer contribution to the cost of training.

What next after this course?

Having gained experience and skills on the course, students may be given more responsibility in their roles at work. They may also like to consider progressing to a Level 3 qualification or an Advanced Apprenticeship in Management. Derby College staff are happy to advise.



▶▶ ADVANCED APPRENTICESHIP IN MANAGEMENT

LEVEL: 3 | LOCATION: **WORKPLACE** | YEARS: 15 -18 MONTHS

Course summary

Individuals who have first line management responsibility in a retail environment will benefit from the advanced skills taught on this course. They will learn how to manage teams, plan projects and deliver services more effectively, helping their organisation to improve its efficiency, implement change or foster innovation.

What careers is the course useful for?

It gives them an ideal grounding for management roles in any type of organisation.

Who is this course suitable for?

Anyone with first line management responsibility in a retail environment who would like to take their qualifications and skills to a higher level.

Entry requirements

Students undergo an interview and initial assessment before enrolling on the course. They should be in - or embarking on - a role where they have the ability and opportunity to provide leadership, steer and

implement change, manage budgets and projects, and control the activities and work output of a team.

How is the course delivered and assessed?

100% in the workplace. A dedicated assessor from the College will support and guide the student towards the qualification

What are the mandatory modules or units?

- Manage your own professional development within a retail organisation
- Set objectives and provide support for team members
- Plan, allocate and monitor the work of a team

What are the additional modules or units?

A selection of optional units with a combined credit value of 11 is needed to complete this qualification. These will be determined by the learner's own work role and responsibilities and the needs of their

employer, with guidance from the College assessor.

Students complete a Level 3 Certificate in Management, Key Skills in Application of Number and Communications, plus a course in Employment Rights and Responsibilities.

How much time does it involve?

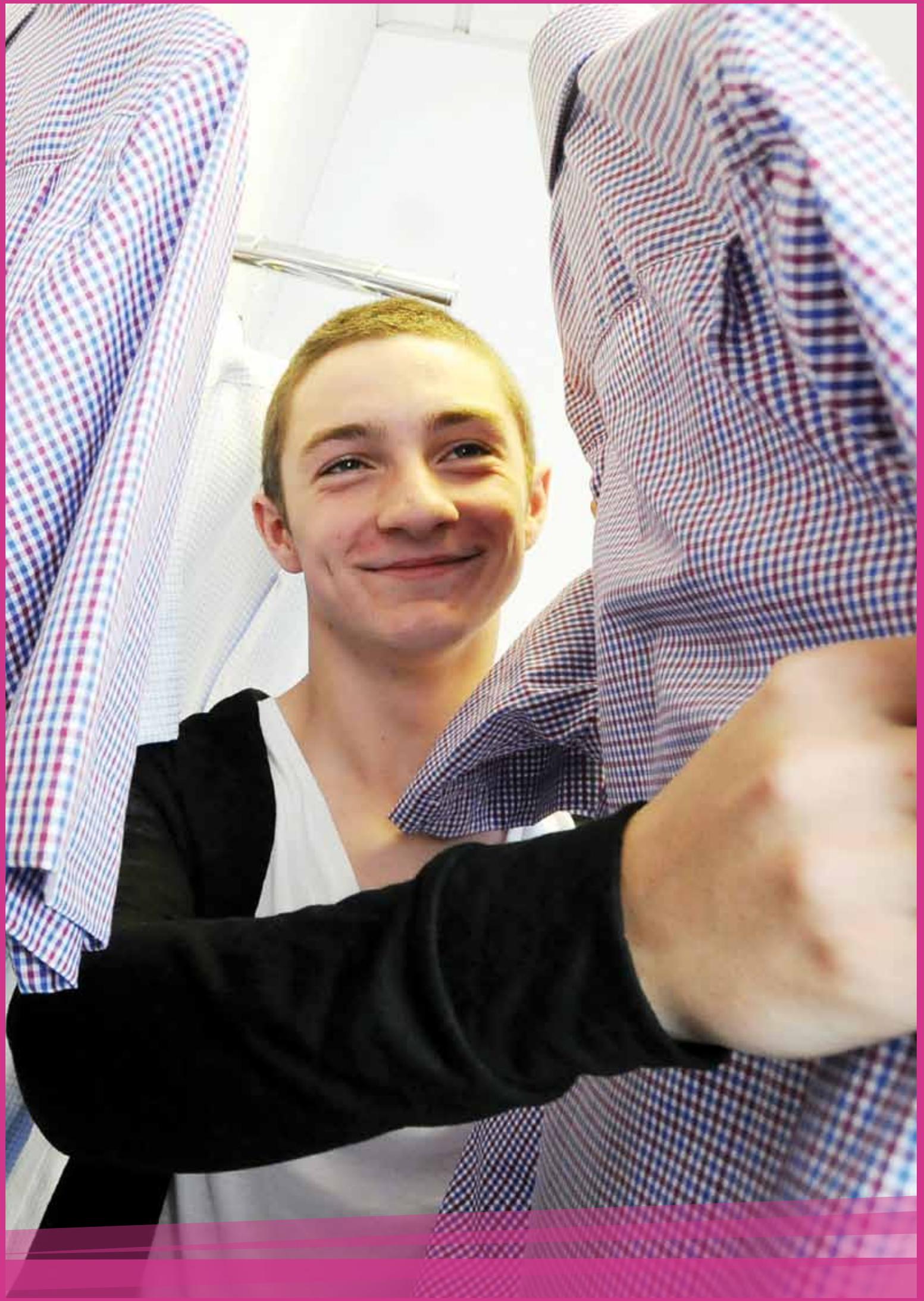
The course is tailor-made to meet the needs of individual students and their employers. There are no set hours for self-study, but students will need to apply themselves and remain motivated.

Are there any additional costs?

If the student is over 19 years old, there will be an employer contribution to the cost of training.

What next after this course?

Students can broaden their skills further still and progress to a Foundation Degree in Retail Leadership and Management. Derby College staff will be happy to advise.





▶▶ INTERMEDIATE APPRENTICESHIP IN BUSINESS AND ADMINISTRATION

LEVEL: 2 | LOCATION: **WORKPLACE** | YEARS: 12 -15 MONTHS

Course summary

Students gain the sound skills base they need to play an important administrative role within the retail sector. They will develop strong organisational, planning, problem-solving and teamwork skills.

What careers is the course useful for:

One of the key benefits of a qualification in administration is that it can lead to careers within an office environment almost anywhere: the opportunities are endless.

Who is this course suitable for?

Any person working in an office environment in the retail sector who is eager to improve their administrative skills and career prospects.

Entry requirements

Students undergo an interview and initial assessment before enrolling on the course. As well as having good literacy and numeracy skills, they are expected to be well motivated and self-disciplined. It is essential that they are employed in an administrative role.

How is the course delivered and assessed?

100% in the workplace. A dedicated assessor from the College will support and guide the student towards the qualification.

What are the mandatory modules or units?

Level 2 NVQ Certificate in Business and Administration:

- Manage your own performance in a business environment
- Improve your own performance in a business environment
- Work in a business environment
- Communicate in a business environment

What are the additional modules or units?

Students choose optional units which best suit their requirements and which reflect their current employment and career aspirations. These will be discussed in detail with the assessor. Students are also required to complete:

- Key Skills - Application of Number Level 1 and Communication Level 2.
- Technical Certificate, which includes Employment Rights and Responsibilities.

How much time does it involve?

The course is tailor-made to meet the needs of individual students and their employers. There are no set hours for self-study, but students will need to apply themselves and remain motivated.

Are there any additional costs?

If the student is over 19 years old, there will be an employer contribution to the cost of training.

What next after this course?

Students can progress to a course at a higher level, such as the Level 3 NVQ in Business and Administration or they can work towards qualifications in other subjects like customer service. Derby College staff will be happy to advise

APPRENTICESHIP FACT FILE

What are apprenticeships?

They are work-based learning programmes designed to give employees the skills they require to carry out their job competently, in order to meet the needs of their organisation.

What do they involve?

An apprenticeship includes the following components:

- A minimum of 16 hours per week paid employment.
- A knowledge based element.
- A competency based element.
- Transferable or 'Key Skills'.
- A module on employment rights and responsibilities.

Who are they for?

Apprenticeships can be used to train new and existing employees alike. Funding is available to train apprentices.

Who runs them?

Apprenticeships are designed by the Sector Skills Councils (part of the Skills for Business network), while the National Apprenticeship Service helps to fund the training.

How are apprenticeship programmes developed?

Business representatives from the relevant industry sector work with the Sector Skills Councils to develop the course content. Because they genuinely understand the business, the training will be relevant to your industry.

Where do they take place?

This is up to the employer. Most - or sometimes all - of the training is 'on the job' in the workplace at times to suit the needs of the business.

What does Derby College contribute?

We will provide an employer representative to offer support and guidance. They work closely with employers to:

- help them decide which apprenticeship is right for them

- explain the way that apprenticeships might work for them and if funding is available
- agree a training plan with the apprentice
- help recruit an apprentice or support existing staff into apprenticeships
- manage the training and evaluation to nationally-recognised quality standards.

Do apprentices learn basic skills?

Yes. All apprentices must develop Key/Functional Skills that support them in their job, including Communication and Application of Number. They may also take other Key Skills such as Information and Communication Technology, Working with Others and Problem Solving. Depending on the apprentice's existing qualifications and experience, they could be exempt from some of these requirements.

What are the different levels of apprenticeship?

There are three levels of apprenticeship available for those aged 16 and over:

1. Apprenticeships (equivalent to five good GCSE passes). Apprentices work towards work-based learning qualifications such as an NVQ Level 2, Key Skills and, in some cases, a relevant knowledge-based qualification. These provide the skills for a chosen career and allow entry to:
2. Advanced Apprenticeships (equivalent to two A-level passes). Advanced apprentices work towards work-based learning qualifications such as an NVQ Level 3, Key Skills and, in most cases, a relevant knowledge-based certificate. To start this programme, students should ideally have five GCSEs (grade C or above) or have completed an apprenticeship.
3. Higher Apprenticeships. Higher Apprenticeships work towards work-based learning qualifications such as an NVQ Level 4 and, in some cases, a knowledge based qualification such as a Foundation Degree.

Do they lead to further qualifications?

Apprentices can progress to higher education, including university degrees.

What are the employer's responsibilities?

As well as a minimum of 16 hours a week employment, you must give the apprentice clear terms and conditions of employment and an induction into their role. Derby College can give advice on such issues. You are also responsible for paying your apprentices' wages, based on the National Minimum Wage (currently £2.50 per hour for apprentices).

Before the course begins, a health and safety visit must also take place to ensure the environment is safe for the student.

Can employers get help with funding?

Funding towards the cost of training apprentices is available from the National Apprenticeship Service. The size of the contribution varies depending on your sector and the age of the candidate. If the apprentice is aged 16–18 years old, you will receive 100 per cent of the cost of the training; if they are 19–24 years old, you will receive up to 50 per cent; if they are 25 years old or over you may only get a contribution depending on the sector and area in which you operate.

Where to find out more

For details of how Derby College can help you make the most of apprenticeships, call

0800 028 0289

www.derby-college.ac.uk



0800 028 0289

enquiries@derby-college.ac.uk

www.derby-college.ac.uk

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This publication is available,
on request, in Braille and large print.
Please call 0800 028 0289 for your copy.

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