

Fashion Studio Assistant Apprenticeship Level 3

End-Point Assessment Plan

1. INTRODUCTION AND OVERVIEW

This document sets out the requirements for the end-point assessment (EPA) for the **Fashion Studio Assistant apprenticeship standard**. It is written for End-Point Assessment Organisations (EPAOs) who need to know how EPA for this apprenticeship must operate.

This apprenticeship is designed to operate as a professional standard for a Fashion Studio Assistant. This is a new apprenticeship for the industry. It allows the apprentice to choose one of three pathways, which will assist apprentices to move straight into the workplace in a variety of real positions, from product development, to sales or marketing.

The apprenticeship starts in the heart of a designer business: The Studio, to learn about how a collection is created, with the apprentice choosing to specialise in one of three pathways: Product development or Production, Sales and Operations, or Fashion Marketing and Communications.

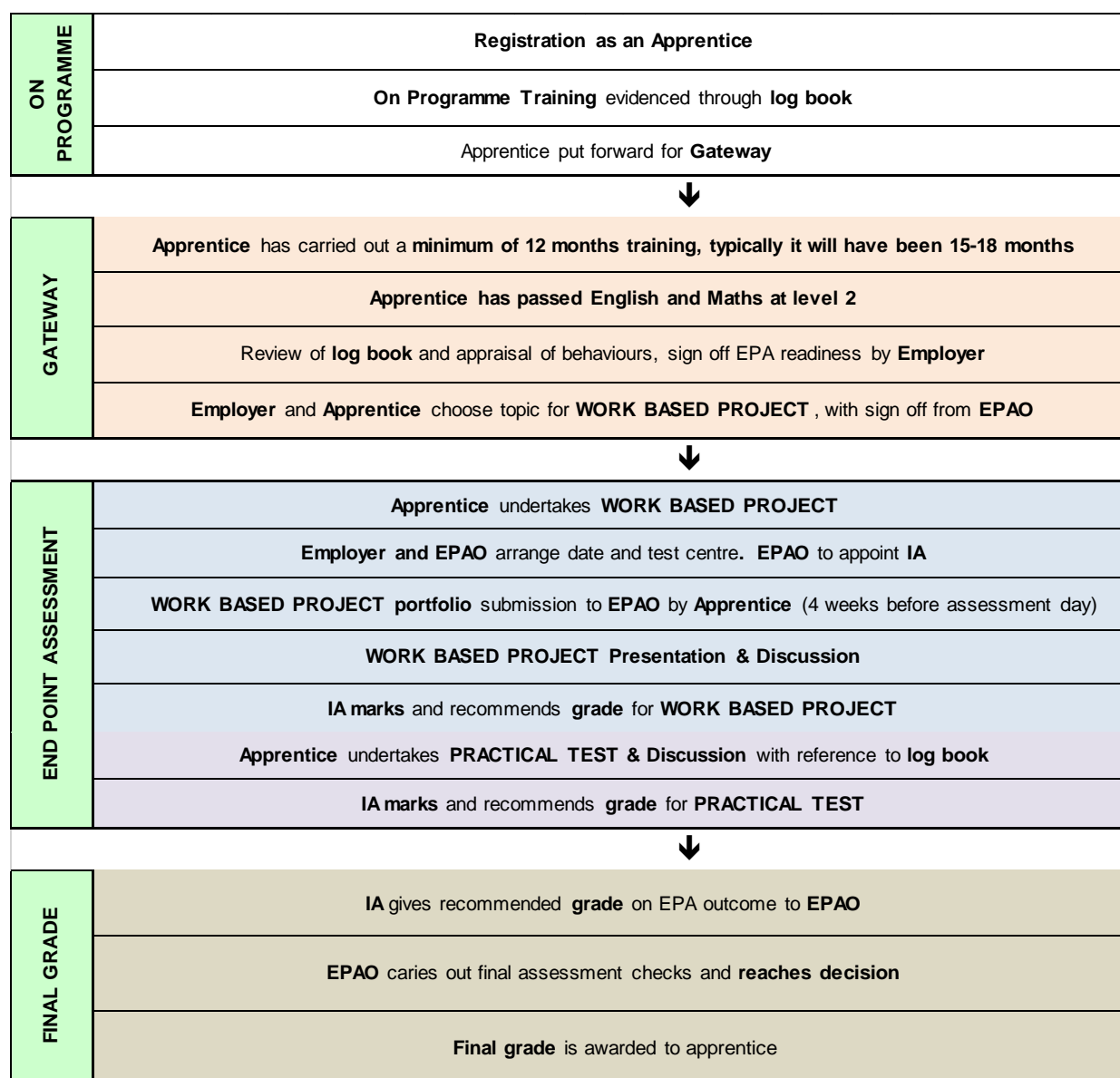
Upon completion of the **on-programme phase** (minimum 12 months), the decision to proceed to the EPA will rest with their employer (in consultation with the Training Provider if they wish) who must evidence that the apprentice has met the required **gateway criteria**.

Once the apprentice has met the EPA gateway requirements they then enter **the End Point Assessment phase**. The EPA must be completed within 4 months, commencing from the EPA Gateway approval date. EPAOs should note that dates for the EPA testing should be planned ahead throughout the year to allow for forecasted numbers of apprentices taking the EPA, availability of resources to deliver the EPA and to fit the fashion calendar to ensure employer availability.

The EPA will comprise of 2 assessment methods, which must be completed in the following order:

1. Work Based Project (WBP)
2. Practical Test (PT)

Diag.1 Summary of apprenticeship journey



2 SUMMARY OF ROLES AND RESPONSIBILITIES

EMPLOYER	Employs, directs and instructs the apprentice to carry out work processes and produce outcomes to meet the KSBs in the apprenticeship standard. The employer undertakes the gateway review to confirm the apprentice is ready for the EPA and supports the Apprentice to choose their Work Based Project topic
APPRENTICE	Carries out work as instructed by their employer or tutor gathering specific evidence for their log book from work based sample

	procedures. Completes knowledge, skills and behaviours as specified in the Standard.
TRAINING PROVIDER	Provides educational content to cover material in the standard which cannot be covered by a work place (i.e if their business does not cover certain areas).
END POINT ASSESSMENT ORGANISATION	Arrange and assess the EPA. Must adhere to set criteria EPAOs are responsible for ensuring assessments are conducted fairly and that assessments are valid, reliable and consistent. The EPAO must be registered on the Education and Skills Funding Agency's (ESFA's) Register of End-point Assessment Organisations (RoEPAO).
INDEPENDENT ASSESSOR	Appointed by the EPAO, the IA will assess the two elements of the EPA and make recommendation to EPAO re the final overall grade.
EXTERNAL QUALITY ASSURANCE	Undertaken by UK Fashion & Textile Association (UKFT),

3 ON-PROGRAMME JOURNEY

Apprentices must follow an agreed learning and training programme that supports their acquisition of the knowledge, skills and behaviours as defined in the standard. The off the job element of this learning and training must be at least 20% of their apprenticeship duration.

It is suggested that regular reviews of the apprentice's progress are held. Typically, these are led by the employer and, where appropriate, supported by the training provider. Formal off the job training, is usually provided by a training provider. Employers and training providers must ensure that the apprentice is able to demonstrate the appropriate knowledge, skills and behaviours as agreed as part of the training plan. Employers must provide the opportunity for the apprentice to practice the learning in the work place i.e. on the job training.

During the on-programme journey, the apprentice must develop an On-Programme Log Book (log book) of evidence which demonstrates they can apply the knowledge, skills and behaviours defined in the standard in a work environment. The log book is referred to by the apprentice within the PT discussion in order to further evidence KSBs not seen in the PT on the day.

4. END-POINT ASSESSMENT GATEWAY

The decision to proceed to the EPA will rest with their employer. Employers may wish to take advice from their apprentice's training provider(s). The EPA should only start once the employer is satisfied that:

- ✓ The apprentice has satisfactorily completed all learning and training as agreed between the employer and training provider, and the apprentice has had a minimum of 12 months of training.
- ✓ The apprentice is consistently working at, or above, the level set out in the standard across all knowledge, skills and behaviours and has gathered sufficient evidence in the form of a log book to demonstrate this
- ✓ The pre-requisite gateway requirements for EPA have been met, English and mathematics at Level 2 must be achieved. For those with an education, health and care plan or a legacy statement the apprenticeships English and maths minimum requirement is Entry Level 3. British Sign Language qualifications are an alternative to English qualifications for those whom this is their primary language;
- ✓ Apprentices must submit a proposed project brief and plan to their employer and IA for agreement, please see section Work Based Project: Content Development and Approval below for more detail. The EPAO will have the final sign off.

All end-point assessment gateway criteria must be achieved. The above requirements must be evidenced to the EPAO. The EPAO should provide a suitable template document for employers to do so.

The **On-Programme Log Book (Log Book)** evidence must relate to work completed in full or part (as part of a team) by the apprentice – where ‘in part’ the apprentice’s contribution must be clearly detailed. Evidence generated in the workplace and training environment is allowable. Evidence must be reviewed against the knowledge, skills and behaviours (KSBs) as stated in the Standard and as shown in Annex A.

Examples of evidence could include:

- ✓ Health & safety training record
- ✓ Risk assessment assignments
- ✓ Progress reports, action plans, critical paths
- ✓ Communications including emails, diary management
- ✓ Product evidence e.g. Examples, photographs, moving image
- ✓ Digital images and recordings
- ✓ Large amounts of data e.g. spread sheets, research evidence
- ✓ Testimonies from people within or outside the organisation
- ✓ Sample products/test pieces showing difference processes
- ✓ Identification/fault reporting
- ✓ Time/attendance reports

This is not a definitive list; other evidence sources are permissible. The log book will typically contain up to 20 discrete pieces of evidence.

The log book can be referred to by the apprentice within the PT discussion in order to further evidence KSBs not seen in the PT on the day.

5. END-POINT ASSESSMENT

EPA METHOD 1: WORK BASED PROJECT (WBP)

Work Based Project: Overview

The apprentice will be required to complete a work-based project consisting of one large study, and then give a presentation and participate in a discussion based on the project, as the first part of the EPA assessment day (note that it is recommended that all assessment day elements are held on the same day).

The project is an opportunity for the apprentice to show in depth their knowledge and skills and will be **on a topic related to their chosen pathway** which will demonstrate their ability to apply their learning to real work objectives. The project will also show whether the apprentice has the required core behaviours of being able to work to deadlines and that they can undertake the project independently and are interested in their own self-development through research. The presentation and discussion will demonstrate elements of the foundation core of the standard, including the apprentice's presentation and communication skills (see Annex A for the KSBs to be assessed by the work based project assessment method).

Work Based Project: Content Development and Approval

During the first two months of the EPA period, the apprentice must undertake a written work based project and develop a presentation based on the outcomes of that project. The requirements will be given to the apprentice as they enter their EPA period.

The apprentice will submit a proposed project brief and agree a topic that relates well to the option that the apprentice has completed and the type of company that they have worked in (they can consult with the TP and employer if required). These topics will be based on the content of the standard and should use research as a means to resolve and recommend a solution to a business problem that the employer is currently facing. The WBP should allow the apprentice to demonstrate the Knowledge, Skills and Behaviours mapped in Annex A, and the apprentice can reference the on-programme journey. The EPAO must then approve the project choice to ensure it will provide the potential scope to meet the assessment requirements in line with the options and Knowledge, Skills and Behaviours mapped, in Annex B. The EPAO will have the final sign off.

Work Based Project: Length and Location

The employer, overseen by the EPAO, will supervise the WBP and ensure that the apprentice has time to undertake the activities and complies with the timescales set. The apprentice should be allowed access to their employer's premises to undertake the project,

so that they have facilities that they can use. The apprentice should undertake research to complete the project, via the internet but also by offsite visits to relevant places, such as cultural institutions or business libraries.

The project presentation and discussion will take place as the first part of the assessment at the assessment day, before the PT. Therefore it will need to be at a suitable venue to accommodate the PT, and must be approved as suitable by the EPAO. The presentation must take place in a quiet space, where there are no interruptions and appropriate equipment, e.g. display screen, are provided.

Work Based Project: Recommended Requirements and Reporting

Apprentices will be required to use research and investigation as well as practical skills developed from their training to undertake the WBP and create recommendations within the project.

The project will take between 35 to 40 hours to complete. The presentation based on the project will take a further 10 to 12 hours to prepare.

The project should consist of a written narrative totalling 2,000 words (+/- 10% excluding appendices, references), and should include the elements below, although this list is not exhaustive. The project cannot include any methods of self-assessment or self-appraisal. The project can be submitted in digital or physical format. The project should be written in standard English and be grammatically correct.

The project should cover:

- ✓ Introduction
- ✓ Objectives
- ✓ Overview of research
- ✓ Outcomes, including benefits to the organisation if relevant
- ✓ Conclusions & Recommendations believes their knowledge, skills and behaviours best fit within the fashion studio

In order to reflect the style of reporting a minimum of three, maximum of ten, (with a focus on quality and not quantity) types of non-written evidence should be included, this evidence should be:

- ✓ Mood boards, swatches
- ✓ Technical drawing, visual representations, sketches
- ✓ Photos, digital images, video, audio recordings
- ✓ Product evidence e.g. samples, photographs

Work Based Project: Submission of Project

On completion, the finished project will be sent by the apprentice or employer to the EPAO. The project must be submitted either electronically or paper-based by the end of month 2

of the EPA phase. This submission must be a minimum of 4 weeks ahead of the assessment day.

Note that **the apprentice should ensure that they have 2 copies of the project**, one to be submitted to the EPAO and one to be retained by the apprentice in order to prepare for their presentation, as they may wish to refer to it in the presentation and discussion on the assessment day.

The EPAO will send the project to the IA as soon as they receive it, at a minimum 3 weeks before the assessment day to allow the IA to review ahead of the presentation, however the IA will not mark the project until after the presentation. Note that the presentation must be made to the same IA who has reviewed (and then marked) the project.

Work Based Project: Presentation & Discussion

The presentation will be made to the same IA who has received in advance the submitted WBP. The apprentice will prepare a presentation relating to their work based project ahead of the assessment day; there is no requirement for the IA to have received the presentation in advance. It must be in digital format, which can be a powerpoint presentation, a slide show or video. The apprentice can take their WBP project into the presentation and discussion and can refer to it if they feel the need.

The presentation must be made under controlled conditions and will be in two parts, as detailed below.

45 mins (+/- 10%)	15 mins	Apprentice delivers the presentation
	30mins	Follow-up questioning by the IA for the purposes outlined below: to gain greater clarity on rationale for choices, alternative outcomes and/or any questions noted when reviewing the written project, allowing for free-flow conversation.

The total time for the project presentation and follow-up questions will be a minimum 45 minutes plus or minus 10%. The face to face presentation to the Independent Assessor will:

- ✓ Take place in a quiet space, with no interruptions. Appropriate equipment eg display screen should also be provided.
- ✓ Be followed by questions from the Independent Assessor to gain greater clarity on rationale for choices, alternative outcomes and/or any questions noted when marking the written project.
- ✓ The answers to these questions will be recorded on a standard template in-line with EPAO requirements.

Work Based Project: Assessment & Grading

The IA will assess the project submitted and will mark it on the same day as (and after) the presentation by the apprentice, using the Grading Criteria in Annex B, and a standardised marking template will be provided by the EPAO.

The EPAO should provide IAs with a template to record their marking notes from the apprentice's presentation and the discussion and to record their grade recommendation. Follow-up questions to be used as part of the project presentation and discussion should be recorded on this template.

The IA will provide a recommended grade based on the project and presentation in line with the grading criteria for this assessment method in Annex B.

EPA METHOD 2: PRACTICAL TEST (PT)

Practical Test: Overview

The Practical test will take place *after* the apprentice has given their presentation and completed the discussion about their WBP.

The Practical Test (PT) will be synoptic, but the focus will be to enable the apprentices to demonstrate their practical skills, knowledge and behaviours of both the core and their chosen optional specialism in a realistic work situation.

The PT topic will be chosen according to the option taken by the apprentice (as mapped in Annex A). The test will take the format of a role-play style scenario. For example, an apprentice will take the place of their manager in a client meeting or will prepare for a fictional situation with a supplier. This is to simulate a real-life scenario where preparation time may be limited, and they may need to 'think on their feet'.

Practical Test: Content Development and Approval

The EPAO will hold a bank of actual scenarios for the PT, the EPAO will tell the IA which scenario to use, however the IA should ensure that the equipment/resource required for the PT scenario are available at the chosen test location. The scenarios should be developed in line with the options and Knowledge, Skills and Behaviours mapped, in Annex B.

Practical Test: Undertaking the Test

Within the PT 3 people will be present:

1. The apprentice taking the PT;

2. A colleague to play the other role (e.g. client, supplier, manager, reporter). This person must be able to knowledgably carry out that role and they must be independent.
3. The IA who will assess the PT and should give no unfair prompting and ensure timings are upheld

The PT must be made under controlled conditions and will be in three parts, as detailed below:

1. **Apprentice prepares for the PT:** On the day of the PT the apprentice must be provided with both written and verbal instructions from the EPAO on the role-play exercise they will complete, including timescales for preparation. The apprentice can have the written instructions with them during the test. The theme of the role play will be based on their optional specialism and will be mapped to the KSB's outlined in Annex A. Apprentices will be provided with the necessary tools and equipment to prepare for the role play, just as they would in a real life scenario. The apprentice must take their log book into the PT.
2. **Apprentice undertakes the PT** based on the scenario given.
3. **Follow-Up Questions:** The IA will ask follow up questions over a period of 15 minutes following the completion of the test to gain greater clarity of the apprentice's Knowledge, Skills and Behaviours around the task. The IA should only ask questions strictly at the end of, and not during the exercise. The IA will ask 5 questions to explore what they have observed/not observed during the PT. The apprentice can refer to their log book for examples.

Practical Test: Length and Location

110 mins (+/- 10%)	60 mins	Apprentice prepares for PT. They will be given a maximum of 60 minutes to do this, the test can start sooner if they are ready.
	40 mins	Apprentice undertakes PT.
	15 mins	Questions: The IA will ask 5 follow up questions to explore further what they have observed during the practical test and further probe KSBs mapped in Annex A that were not seen in the PT test on the day. The apprentice can refer to their log book when answering the questions.

Assessment organisations will provide a standard template upon which to record the assessment outcome. EPAOs must develop 'practical specification banks' of sufficient size to prevent predictability and review them regularly (and at least once a year) to ensure they, and the specifications they contain, are fit for purpose.

The PT will be undertaken at a venue approved by the EPAO. This venue should be suitable to the type of PT being undertaken e.g. a meeting room for a sales meeting, a showroom for a sales appointment, or a production/sample room for a product development test. The test can be carried out at the employer's work place, but it would need to be under exam conditions and checked for suitability by the EPAO ahead of the test. Machinery/equipment brand must be familiar to the apprentice and consistent with the machinery they have been using on-programme.

The EPAO should ensure that the relevant equipment is present for the type of test being undertaken, this is critical to ensuring consistency of testing across different centres. For example, for the sales practical tests 'product' such as clothing samples will be needed (these could be provided on a loan basis from participating employers but EPAOs will need to factor this into their planning); for the test relating to the product development pathway there may be a need to have machines/equipment available for the apprentice to use; and a meeting scenario may require equipment with access to powerpoint and screen.

Practical Test: Assessment & Grading

The EPAO should also provide IAs with a template to record their marking notes from the apprentice's PT and their grade recommendation. Follow-up questions that were used as part of the PT discussion should be recorded on this template.

The IA will provide a recommended grade based on the PT in line with the grading criteria for this assessment method in Annex B. A recommended grade will be forwarded to the EPAO.

6 OVERALL APPRENTICESHIP GRADE

The IA will provide one overall recommended grade based on the project and presentation in line with the grading criteria for this assessment method in Annex B. The EPAO will provide a template document for the IA to record their overall grade recommendation. The recommended grade will be forwarded to the EPAO.

Each assessment method must be graded fail, pass or distinction, according to the requirements set out in this plan. Restrictions on grading apply where apprentices re-sit/re-take an assessment method – see re-sit/re-take section below.

The IA will recommend the grade for each element of the EPA to the EPAO on the documentation provided. The EPAO must aggregate the grades of each assessment method to determine the overall EPA/apprenticeship grade:

- To achieve a pass, apprentices must achieve a pass in the two assessment methods.
- To achieve a distinction grade all pass criteria and all distinction criteria must be achieved in both the assessment methods.

IAs' decisions must be subject to moderation by the EPAO – see internal quality assurance section below. Decisions must not be confirmed until after moderation, which must take place as soon as possible after the EPA is completed.

7 RE-SIT AND RE-TAKE INFORMATION

Where an apprentice fails one or more assessment methods, a re-sit(s)/re-take(s) may be allowed, provided it is within the EPA period. Re-sits/re-takes outside of this period would require all elements of the EPA to be undertaken again. This should be undertaken within a 6 month period. Each individual case will be jointly discussed by the employer with the EPAO and any action, if agreed will be at the discretion of the employer.

A re-take is where the apprentice requires further learning/training, whereas a re-sit doesn't. Apprentices who require a re-take should have a supportive plan agreed to prepare them for the re-take.

Re-sits are not allowed as a means of improving a grade i.e. pass to distinction. Where a re-sit/re-take is agreed, the grading will be limited to a pass unless there are exceptional circumstances as confirmed by the EPAO.

8 END-POINT ASSESSMENT ORGANISATIONS

Employers must choose an independent EPAO approved to deliver the EPA for this apprenticeship from the Education & Skills Funding Agency's (ESFA's) Register of End-Point Assessment Organisations (RoEPAOs).

EPAO Responsibilities

The EPAOs offering Fashion Studio Assistant EPAs will be responsible for the apprentices' 'experience' once the application to take the EPA has been made. To this end, the EPAO will ensure it has suitable human and physical resources in place to manage the EPA journey for the apprentice from application to deployment of the IA, to on-going tracking of progress through to completion. EPAOs for the Fashion Studio Assistant standard should ensure they possess the necessary expertise and capacity to:

- Oversee and provide guidance to the entire EPA process, e.g. making reasonable adjustment, eligibility to enter EPA, managing conflicts of interest;
- Provide EPA guidance to apprentices, employers and TPs in relation to the requirements of the WBP (including the presentation and discussion) and the PT;
- Effectively handle applications from employers for an apprentice to enter the EPA phase providing supportive services;
- Appoint IAs to assess and recommend the grade for both the Work Based Project and Practical Test in line IA requirements listed below;
- Manage the IAs and ensure independence in the assessment process;

- ✓ Maintain a record of IAs and their experience (they need to maintain currency in experience and expertise so needs to be monitored);
- ✓ It is recommended that the EPAO develop assessment tools and templates in consultation with representative employers
- ✓ Develop and implement support materials to apprentices in the completion of EPAs;
- ✓ Ensure that there is consistency and comparability in terms of the breadth and depth of each assessment, to ensure assessments are reliable, robust and valid;
- ✓ design and implement standard marking schemes for the EPA components to ensure grading is consistently applied and fail, pass and distinction marks are reviewed and evaluated;
- ✓ Moderate and validate the assessment of the WBP and PT;
- ✓ Ensure a secure recording and storage environment for all assessment decisions;
- ✓ Consider evidence in relation to reasons for failing an EPA and confirm with the employer whether a grade higher than pass will be allowed for a re-take/re-sit, where the learner may have failed due to circumstances beyond their control;
- ✓ Ensure procedures for appeals and complaints are robust and transparent for all to see;
- ✓ Capture key data and assessment results for internal and external analytical purposes;
- ✓ Appoint quality assurance staff to undertake moderation of EPAs, that are trained in assessment and assurance processes and undertake regular continuing professional development.
- ✓ Develop compensatory assessment for learners with special requirements to allow reasonable adjustments to be made to assess the knowledge, skills and behaviours through alternative assessment techniques.
- ✓ Maintain a secure database of information and ensure all the usual data protection regulations are adhered to.

Requirements for Independent Assessors

In appointing the IAs the EPAOs should ensure IAs meet the requirements listed below.

- ✓ A minimum of 5 years of work experience in the fashion industry at a supervisory or managerial level, where:
 - The IA for each option should be specifically skilled in, and have expert industry knowledge relating to, that area.
 - An assessor can only assess more than one option if they have the required level of experience in *each* one.
- ✓ For Ecommerce, Marketing and PR IAs must still be actively involved in the industry or have been working in it within the last 2 years as up to date information is crucial.
- ✓ Must be able to demonstrate current, relevant, links to the fashion industry, for example networks of contacts into PR agencies, brands, manufacturers etc

- ✓ Evidence of delivering education in the specific areas of fashion being taught, e.g. delivery of courses/CPD, lecturing
- ✓ Must attend at least two standardisation events annually

They must have no direct connection with the apprentice, their employer or training provider i.e. there must be no conflict of interest. They must be trained in the task(s) by their EPAO and operate according to their guidance.

9 QUALITY ASSURANCE

Internal Quality Assurance

Internal quality assurance refers to the requirements that EPAOs must have in place to ensure consistent, reliable, accurate and valid assessment decisions. EPAOs for this EPA must undertake the following:

- ✓ Appoint IAs that meet the requirements as detailed in this plan – see above
- ✓ Provide training for IAs in terms of good assessment practice, operating the assessment tools and grading
- ✓ Have quality assurance systems and procedures that support fair, reliable and consistent assessment across organisation and over time
- ✓ Operate regular standardisation events that enable assessors to attend a minimum of 2 events per year
- ✓ Operate moderation of assessment activity and decisions, through examination of documentation and observation of activity, with a minimum of 20% of each IAs' assessments moderated annually

Quality assurance staff must hold or be working towards quality assurance qualifications.

External Quality Assurance

External quality assurance (EQA) of the EPA will be undertaken by UK Fashion & Textile Association (UKFT).

10 IMPLEMENTATION

Affordability

The following factors should ensure the EPA is affordable:

- Ensuring that the assessment centres are in appropriate fashion related premises (either in fashion colleges or at employers); and EPAOs will not need to purchase equipment to set up test centres
- Undertaking both the WBP presentation/discussion and the PT on the same day

Timing

The EPAO must plan dates for EPA testing throughout the year, as demand and availability dictates, and to allow for apprentices starting at different times of the year, and for resits and retakes to be accommodated.

The EPOA must ensure that the EPA testing timing has the full agreement of the employer, to ensure that it does not fall within peak show/sales seasons.

Consistency

The responsibility for ensuring that the EPA has a robust, consistent approach sits with the EPAO, however external quality assurance arrangements will ensure that EPAOs delivering EPA for this apprenticeship operate consistently and in line with this plan. Through using UKFT (and employers) for external quality assurance, it will ensure the EPA is assessed in a consistent way regardless of EPAO, with successful completion acting as a mark of occupational competence that is respected across the fashion industry.

Volumes

The expected numbers of apprentices and growth are:

Year 1: 20 – 30 **Year 2:** 50 -100 **Year 3:** 100+

Annex A - Knowledge, skills and behaviours to be assessed by each assessment method

Assessment method	Key
Work based project	WBP
Practical test	PT

FOUNDATION CORE

				WBP	PT
FOUNDATION CORE	KNOWLEDGE	THE DESIGNER FASHION INDUSTRY AND THE YEARLY CYCLE	<p>What it looks like, how it works. Understanding of the seasonal cycle.</p> <p>Understanding of a product journey: conception, design, sample, sales, delivery, in store, marketing, PR.</p> <p>Understanding of the basic business cycle: cash flow, buying, producing, shipping, budgeting.</p> <p>How the different departments are involved in the creation and selling of a collection.</p>	•	
		CRITICAL PATH	<p>Understanding of how a collection is brought together.</p> <p>How a Critical Path is created and followed.</p>	•	•
		STUDIO WORK PLACE	<p>Working as part of a wide team. Understanding of health and safety issues.</p> <p>Awareness of how different departments contribute to a company's goals.</p>		• • •
	SKILLS	TIME MANAGEMENT	<p>Able to work to a strict deadline</p> <p>And to deal with simple project management.</p>	•	•
		COMMUNICATION	<p>Communication skills both written and verbal, e.g. professional emails, diary management.</p> <p>Working as part of team. Communicating with people internal and external to the organisation.</p> <p>Representing the organisation.</p>	•	•
		OFFICE ADMIN	<p>Basic invoicing or ordering, diary management, planning and preparation for meetings, admin and data entry.</p>		•

OPTIONAL PATHWAY 1: PRODUCT DEVELOPMENT and PRODUCTION

			WBP	PT	
PRODUCT DEVELOPMENT AND PRODUCTION	KNOWLEDGE	STUDIO MANAGEMENT	Working in a studio team, dealing with designers, manufacturers, technical staff, suppliers, production team, freelancers and clients.		•
		MATERIALS	Basic understanding of different fabrics, yarns and trims, how they work, how they are priced, where they may be sourced from. Learning about ways to handle, cut and store materials. Potential to learn about designer specific techniques, such as print, embroidery, knit, jacquard and leather work.	•	• •
		PATTERN KNOWLEDGE	A basic understanding of pattern cutting and grading and the importance of fit. How to take measurements and cost a garment, awareness of how CAD/CAM may be part of the process.	•	•
		GARMENT CONSTRUCTION	Good basic knowledge of garment construction. Knowledge of the proto development stage, and the sealing of samples. Be able to cut and sew a toile.		• • •
		BUYING AND SOURCING	Researching or sourcing of fabric/components. Placing orders and assistance with controlling inventory. Awareness of lead-times and minimums for bulk ordering. Consideration of ethical and environmental factors when working with suppliers and factories.	• •	• •
	SKILLS	PRODUCT MANAGEMENT	How to cost garments, ability to create a lay plan and a bill of materials. How to enter information onto a product management system for use in sales and production. Understanding of the importance of an accurate technical sheet for manufacturers.		•
		QUALITY CONTROL	Able to quality control garments, fabrics or accessories. Good eye for detail. Awareness of what to look for, how to report and communicate issues. How to prepare garments ready for sale or presentation: steaming, labeling, packing, storing.		• • • •

OPTIONAL PATHWAY 2: SALES and OPERATIONS

				WBP	PT
SALES AND OPERATIONS	KNOWLEDGE	SALES STRATEGY	Awareness of the different selling channels open to designers: wholesale, retail, online, via a franchisor, licensor, with agents and distributors. Understanding of how a strategy will be created and followed for targeting a market. Understanding in more detail of how either wholesale, ecommerce or retail works.	• • •	
		MARKET AWARENESS	Develop knowledge of a specific market, either domestic or international. Gain the ability to describe who a brand's customer is and to be able to undertake basic market and competitor research.	• •	•
		MERCHANDISING	Understanding of the importance of range planning, price architecture and sales analysis. Involvement in sales analysis, gathering sell through information, assistance in report creation.	•	
	SKILLS	LOGISTICS	Packaging, dispatch and shipping. An awareness of basic international regulations. Dealing with couriers and deliveries, to and from suppliers and customers		•
		SHOWROOM	How to present a collection, look after a space, greet clients, maintain a required standard of visual merchandising. Involvement in preparing documents for sales such as line sheets.		•
		CUSTOMER RELATIONSHIP MANAGEMENT	Ability to manage customer data in a responsible way. Awareness of how it is used, and how it should be protected. Knowledge of the importance of customer service and an ability to deal with certain customer service issues. Assistance with clienteling or chasing sales leads.	•	•

OPTIONAL PATHWAY 3: FASHION MARKETING AND COMMUNICATIONS

				WBP	PT
FASHION MARKETING AND COMMUNICATIONS	KNOWLEDGE	PR STRATEGY	Understanding of how and why a brand is promoted in different channels and markets. Awareness of how a strategy is created for a brand or product and what the marketing calendar will be.	• •	
		ONLINE BRAND COMMUNICATION	Involvement in digital marketing: social media, mailers, websites. Understanding of how the channels work, how they contribute to brand awareness and how to effectively use them for communication. Ability to create basic reports on traffic and growth in brand following.	•	•
		OFFLINE BRAND COMMUNICATION	Understanding of the role played by print media, and events. May include fashion shows, VIP dressing, collaborations with other brands and partnerships with retailers.	•	
	SKILLS	EVENTS	Involvement with events preparation and coordination. This could be fashion shows, sales showrooms, tradeshow, photo-shoots or press days. Helping to set up and run a showroom space, manage an appointment diary, and coordinate samples.		•
		MEDIA AND INFLUENCER RELATIONSHIP MANAGEMENT	Developing relationships with clients, press or fashion organisations. Understanding of the role of influencers from different spheres and how to engage them with the brand.	•	• •
		CONTENT CREATION	Assistance in writing copy and creating presentations. Involvement in preparing professional documents such as press releases or event invitations. Potential involvement in social media uploading, manipulation of images and graphics for on or offline marketing.		•

CORE BEHAVIOURS for all pathways

			WBP	PT
BEHAVIOURS	ADAPTABILITY	Able to work to strict deadlines and to cope with a work pace varying considerably throughout the year. Ability to think on feet, be resourceful, and have a flexible attitude toward changes in work plans.	•	• •
	SELF MOTIVATION	Hardworking, able to work independently without supervision, hands on attitude and drive to succeed in a competitive environment. Interested in self-development.	•	•
	PROFESSIONALISM	Shows maturity in coping with a fast paced, pressured environment. Professional approach to job, and in dealings with other members of staff and external company contacts.		•

Annex B – Grading criteria

Performance in the EPA will determine the overall apprenticeship grade of fail, pass, or distinction.

Each assessment method must be graded fail, pass or distinction according to the requirements set out in this plan and will be awarded in line with the criteria below and the grading descriptors.

GRADING EPA METHOD 1: WORK BASED PROJECT

	KSB Area	Distinction: In addition to the pass criteria the apprentice must display all of the following	Pass: The apprentice must display all of the following	Fail:
CORE	THE DESIGNER FASHION INDUSTRY AND THE YEARLY CYCLE CRITICAL PATH STUDIO WORK PLACE TIME MANAGEMENT COMMUNICATION OFFICE ADMIN	Demonstrates historical knowledge of the fashion industry, references to multiple designers or knowledge of previous collections. A detailed critical path will be used that shows subtasks and contingencies for pre-empting possible problems. Demonstrates excellent skills in clearly presenting key evidence in written and verbal formats, with a confident presentation. Reports not only evidence information but also provides considered recommendations.	Accurately identifies the yearly fashion cycle, including the seasonal cycle. Describes the designer fashion industry, naming a minimum of 3 fashion brands, the main points of the product journey and names at least two different departments that are involved in the creation and selling of a collection and the role that they take. Uses a critical path to deliver WBP with a minimum of ten key milestones identified. Shows good time management by completing critical path milestones so that no area of the project is compromised and meets submission deadline. Good written and verbal communication skills demonstrated through spelling and grammar fewer than ten mistakes	The apprentice has not met the pass criteria

	ADAPTABILITY	Works strict deadlines and cope with a work pace varying considerably throughout the year. Ability to think on feet, be resourceful and have a flexible attitude towards changes in work plans. Actively creates contingencies to ensure delivery.	Works to strict deadlines and cope with a work pace varying considerably throughout the year. Ability to think on feet, be resourceful and have a flexible attitude towards changes in work plans	The apprentice has not met the pass criteria
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	K&S Area	Distinction: In addition to the pass criteria the apprentice must display all of the following	Pass: The apprentice must display all of the following	Fail:
OPTIONAL PATHWAY 1: PRODUCT DEVELOPMENT AND PRODUCTION	MATERIALS	Demonstrates a deeper understanding of materials by referencing their composition and behaviour and characteristics in different conditions, referencing unusual materials, particularly those of a more complex and specific nature. Demonstrates knowledge of more than two designer techniques.	Identifies fabrics/yarns correctly and is able to reference their price, characteristics and sourcing. Can accurately demonstrate knowledge of at least two designer techniques, e.g. print, embroidery, knit.	The apprentice has not met the pass criteria
	PATTERN KNOWLEDGE & GARMENT CONSTRUCTION	Garment costings given to high level of accuracy and detail, demonstrates more advanced garment construction techniques, including pattern engineering, balance, drape, fit, taking account of best use of materials (cost, waste, cut).	Takes and records measurements, using the correct tools and techniques using critical measurement points: girth measurement, length and breadth. Uses sample fit session to ensure fit. Can seal a sample. Is able to accurately cost a garment by identifying the fabric consumption, different components and approximate manufacturing cost. Can explain how a garment might be constructed describing the order of construction, type of seams and stitches relevant for garment and fabric type.	The apprentice has not met the pass criteria
	BUYING AND SOURCING	Provides multiple options based on their research, with recommendations that have considered multiple requirements beyond those set, this would include, multi-faceted issues for example ethical/ sustainability.	Demonstrates ability to source fabrics and makes recommendations based on key requirements (e.g. look, characteristics, costs) with minimal prompting/ intervention.	The apprentice has not met the pass criteria

OPTIONAL PATHWAY 2: SALES AND OPERATIONS			Awareness shown of lead times and ethical/ sustainability issues suppliers.	
	PRODUCT MANAGEMENT & QUALITY CONTROL	Produces a written cost plan that accurately costs a garment taking best use of materials (considering cost, waste and cut) and demonstrates deeper knowledge and skills to calculate final garment cost such as an awareness of cutting multiple pieces at once (CAD), alternative sourcing for better pricing and type of manufacturers that could affect the cost. Demonstrates understanding of what should be present on a technical sheet such as construction details, pressing information, seam types, print placement.	Can cost garments using written cost plans, create lay plans, bill of materials and enter accurately, with only minor errors (<3), into system for sales and production. Explains the importance of accurate technical sheets and describes quality control.	The apprentice has not met the pass criteria
	SALES STRATEGY	Uses analysis in strategy such as cost benefit analysis to make preferred recommendation for channels. Gives differences between wholesale, e-commerce and retail in relation to the company or part of the market to identify a preferred option. Can apply a strategy theory to a practical scenario/ company/ product.	Creates a Sales Strategy that identifies channels, markets, customers, price points, timeframes, budgets. Describes the different selling channels: wholesale, retail, online, via franchisor, licensor, with agents and distributors. Demonstrates creation of sales strategy with analysis of target markets and recommendations for preferred target market.	The apprentice has not met the pass criteria
	MARKET AWARENESS	Shows a broader awareness of competitors by analysing 3 or more and where they are in the market. Researches more deeply to analyse competitors using research tools such as SWOT analysis and customers and make recommendations.	Can undertake market research of different international markets. Uses market research to describe brand's customer and a minimum of 3 main competitors	The apprentice has not met the pass criteria
	MERCHANDISING	Can relate information to a given company or market and evaluate how and when they are used and the effect they can have for a company. Can create professional level sales reports with detail and structure, and use them to evaluate results.	Understands importance of range planning, price architecture and sales analysis. Can explain different methods of analysis/metrics to look at and their relevance. Can demonstrate main components of reports which include accurate gathering of sell through information	The apprentice has not met the pass criteria

	CUSTOMER RELATIONSHIP MANAGEMENT	Demonstrates initiative to meet customer needs above and beyond company expectations, for example shows knowledge of how to convert sales leads to sales.	Demonstrates knowledge of customer data management, including databases and data protection/GDPR, and how it can be interrogated.	The apprentice has not met the pass criteria
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	K&S Area	Distinction: In addition to the pass criteria the apprentice must display all of the following	Pass: The apprentice must display all of the following	Fail:
OPTIONAL PATHWAY 3: FASHION MARKETING & COMMUNICATIONS	PR STRATEGY	Very confidently articulates the marketing calendar within the collection lifecycle showing a multichannel approach by presenting a breadth of press opportunities, social media. Would expect several options and analysis of best options.	Able to describe marketing calendar how fashion cycle connects to marketing calendar and with different parts of the company, e.g. shows, press releases, show rooms, B2B, B2C, and present at least two marketing options within a strategy.	The apprentice has not met the pass criteria
	ONLINE BRAND COMMUNICATION	Demonstrates strategic thinking and creativity in online content that is error free, visually appealing and shows alignment to brand and customer. Demonstrates analysis of reports on traffic and growth in brand following, possibly with suggestions for change or improvement	Able to create basic digital marketing tools, including updating social media, create e-mailers, basic website editing, with minimal (<2) copy errors. Able to create basic online reports on web and social media	The apprentice has not met the pass criteria
	OFFLINE BRAND COMMUNICATION	Can describe more than 3 fashion print media and more than 2 event types with analysis and recommendations for which is preferred.	Can describe the importance of and the role played by print media ad events. Must mention at least three print media titles and their USP, AND 2 different event types and the pros and cons of each (fashion show, presentation, VIP dressing, brand collaborations, in-store/retail promotions).	The apprentice has not met the pass criteria
	MEDIA AND INFLUENCER RELATIONSHIP MANAGEMENT	Able to work on own to research and identify and describe key influencers and create ideas how to engage with them to benefit the brand	Can describe the role of influencers and Key Opinion Leaders in fashion, but requires some direction in understanding them and how to engage with them.	The apprentice has not met the pass criteria

GRADING EPA METHOD 2: PRACTICAL TEST

	KSB Area	Distinction: In addition to the pass criteria the apprentice must display all of the following	Pass: The apprentice must display all of the following	Fail:
CORE	THE DESIGNER FASHION INDUSTRY AND THE YEARLY CYCLE CRITICAL PATH STUDIO WORK PLACE TIME MANAGEMENT COMMUNICATION OFFICE ADMIN	A detailed critical path will be used that shows subtasks and contingencies for pre-empting possible problems. Demonstrates excellent skills in clearly presenting key evidence in written and verbal formats, with a confident presentation. Reports not only evidence information but provides considered recommendations.	In delivering the PT shows understanding of the basic business cycle in relation to their pathway: cash flow, buying, producing, shipping, budgeting. Uses a critical path to deliver WBP with a minimum of ten key milestones identified. Shows good time management by completing critical path milestones so that no area of the project is compromised and meets submission deadline. Good written and verbal communication skills demonstrated through spelling and grammar fewer than ten mistakes.	The apprentice has not met the pass criteria
	PROFESSIONALISM	In delivering the PT shows maturity in coping with fast paced, pressured situations. Complete professionalism in approach to the task, even under pressure, and shows exceptional thought and care in dealings with other members of staff and external company contacts	In delivering the PT shows maturity in coping with fast paced, pressured situations. Professional approach to the task, and in dealings with other members of staff and external company contacts	The apprentice has not met the pass criteria
	SELF-MOTIVATION	Shows initiative and complete confidence in working on their own, assessing options before taking the best route to deliver the task. Confidently seeks opportunities to further their knowledge beyond what has been taught by asking questions and debating solutions.	Demonstrates hardworking, confidently able to work without supervision, hands on attitude and drive to succeed in a competitive environment. Shows interest in own self-development.	The apprentice has not met the pass criteria

	K&S Area	Distinction: In addition to the pass criteria the apprentice must display all of the following	Pass: The apprentice must display all of the following	Fail:
OPTIONAL PATHWAY 1: PRODUCT DEVELOPMENT AND PRODUCTION	STUDIO MANAGEMENT	Represents team and company at the highest level, demonstrates initiative and professionalism when working as part of a team, with a sound understanding of individual and shared goals.	Shows confidence and maturity in working with colleagues, designers, manufacturers, technical staff, suppliers, production team, freelancers and clients.	The apprentice has not met the pass criteria
	MATERIALS	Handles all types of materials with exceptional care and specific knowledge that would ensure that they are cared for and not damaged. Demonstrates an understanding and ability to work with materials of a more complex and specific nature. Willingness to use a variety and range of different materials.	Handles materials with care and knowledge specific to their characteristics, with no long term damage but perhaps minor issues such as crushing. Demonstrates an awareness of more complex and specific materials, though may lack deeper knowledge e.g. of their care & use.	The apprentice has not met the pass criteria
	PATTERN KNOWLEDGE & GARMENT CONSTRUCTION	Demonstrates at least one non-routine calculation associated within complex pattern production e.g. shrinkage, pattern repeat, continuous bias. Level of knowledge of pattern cutting basics and fit enables them to improve or suggest improvements in practice. Demonstrates they can take accurate measurements and can cost a garment taking best use of materials (considering cost, waste and cut), and that they understand the further elements relevant to a final garment cost.	Creates pattern, including clear relevant information e.g. component information, size, grain line, cutting instructions. Takes and records measurements, using the correct tools and techniques e.g. critical measurement points, girth measurement, length and breadth measurements. Shows awareness of how CAD/CAM may be part of the process. Able to demonstrate the proto development state and sealing of samples, and can cut and sew a toile.	The apprentice has not met the pass criteria
	BUYING AND SOURCING	Awareness of implications ethical and environmental concerns relating to sourcing and buying through sensitivity around current and future issues and can relate these to a specific area of the industry and are able to make recommendations of alternatives e.g supply chain review.	Demonstrates how to place orders and assistance with controlling inventory, with an awareness of lead times and minimums for bulk orders. Awareness of implications of ethical and environmental concerns.	The apprentice has not met the pass criteria
	PRODUCT MANAGEMENT	Lay plan and garment costing takes best use of materials (considering cost, waste and cut), and is developed to demonstrate they understand the further	Demonstrates they can create an industry standard lay plan and cost a garment. Data entry/recording during PT completed with fewer than 2 errors.	The apprentice has not met the pass criteria

		elements relevant to a final garment cost. Complete accuracy in data entry/recording. Can competently analyse the importance of a technical sheet and what makes an effective one, giving examples.	Can describe the elements of a technical sheet and how it is used. Can use spreadsheet or similar system.	
	QUALITY CONTROL	Demonstrates an eye for detail in a QC test. Passes a qc test flawlessly and can suggest what the specific flaws are/how they came about. Shows professionalism in dealing with quality control issues by being able to talk through a process of steps to take if found. Demonstrates excellent skills in preparing a garment or accessory for sale, including steaming and packaging with absolute attention to detail and beyond the company's required standard.	Shows they are able to quality control a garment: Can pick out most faults (e.g. strains, fabric flaws, poor stitching), may miss some finer flaws, (e.g. over-pressing) and awareness of what would be acceptable or not. Shows the process of acceptance or reporting of faults Able to prep a garment to sale standard but may lack extra finesse, care or efficiency.	The apprentice has not met the pass criteria

	K&S Area	Distinction: In addition to the pass criteria the apprentice must display all of the following	Pass: The apprentice must display all of the following	Fail:
OPTIONAL PATHWAY 2: SALES AND OPERATIONS	MARKET AWARENESS	Can professionally describe a company's customer base, their position in their market and analyse their competition. Can evaluate both an existing market and a potential unexplored one including potential opportunities and obstacles to entry and show ability to think on their feet.	Able to discuss product, brand and they can demonstrate how relevant to type of customer.	The apprentice has not met the pass criteria
	LOGISTICS	Able to deal with high number of consignments to varying destinations with different requirements, and accuracy. Flawless packing to represent brand, timely and to budget with effective communication to recipient or their distribution partner.	Able to pack and prepare for shipments with competence: accurate, correct commercial invoices, delivery note, relevant billing details, customs forms, booked at correct delivery level (speed vs price), in correct size packaging, to required packing standards, branded packaging materials.	The apprentice has not met the pass criteria
	SHOWROOM	Reaching beyond the basic standards and thinking about the brand and the values that should	Can keep a space to a required standard required by the company and present a	The apprentice has not

		be portrayed through the showroom set up. Demonstrates flair or attention to detail in maintaining the space and/or Visual Merchandising presentation	collection to clients. Demonstrates attention to detail with regards to cleanliness and tidiness – similar to a retail environment where cleanliness and order is required.	met the pass criteria
	CUSTOMER RELATIONSHIP MANAGEMENT	Demonstrates sensitive and effective customer service skills. Can show understanding of how to deal with an issue and the overall role of customer relationship management for a company. Shows professionalism in how one may deal with clientele or sales lead approaching. Demonstrates initiative to meet customer needs above and beyond company expectations, shows skills to convert sales leads to sales.	Can demonstrate effective handling of a customer service issue and can explain the importance of customer relations to a given company. Demonstrates awareness of sensitivity to data and customer communication. Awareness of up to date regulations on customer data usage.	The apprentice has not met the pass criteria

	K&S Area	Distinction: In addition to the pass criteria the apprentice must display all of the following	Pass: The apprentice must display all of the following	Fail:
OPTIONAL PATHWAY 3: FASHION MARKETING & COMMUNICATIONS	EVENTS	Demonstrates going above and beyond the task, by well thought out event preparation (critical path) and planning of tasks required to deliver, with thought to potential problems/ issues and contingency. Able to set up showroom space/diary/samples, space/show/presentation/press day/diary/samples going the extra mile to ensure perfection, creativity and attention to detail that reflects the brand.	Demonstrates good preparation, organisation and follow through to deliver an event, with tasks listed and delivered. Able to set up showroom space/show/presentation/press day/diary/samples competently.	The apprentice has not met the pass criteria
	MEDIA AND INFLUENCER RELATIONSHIP MANAGEMENT	Shows a wider understanding of the role of a particular influencer, the politics and the consequences of engaging with them and the business opportunities that they can lead to. Sensitivity to how relationships work and how to meet influencers needs. Is able to adapt and adjust their approach according to who they are dealing with.	Communicates professionally with different areas of the business, internal and external stakeholders, such as, press, distributors and other departments. Requires minimal direction in understanding influencers and how to engage with them.	The apprentice has not met the pass criteria

	CONTENT CREATION	<p>Confident in the ability to write creatively, producing error free copy and presentations</p> <p>Confident in use of more than one social media channel, with an eye for creativity in content creation and a basic understanding of how imagery reflects brand. Fully understands sign-off procedures.</p> <p>Consistent to brand message and shows creative flair to reflect the brand in its best light.</p>	<p>Able to write copy for press releases/emailer or online (with few errors) and presentations with minimal input from others</p> <p>Confident use of at least one social media channel (instagram/twitter) and use of images, following sign-off procedures.</p>	<p>The apprentice has not met the pass criteria</p>
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