

apprenticeship FRAMEWORK

Public Relations (Wales)

IMPORTANT NOTIFICATION FOR ALL APPRENTICESHIP STARTS FROM 14 OCTOBER 2016

Modifications to SASW came into effect on 14 October 2016. These changes relate to the **Essential Skills and Employer Rights and Responsibilities** requirements of a framework and they **ONLY** apply to new Apprenticeship starts on, or after, 14th October. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

For more details of the changes and how they will affect new apprenticeship starts, please read the following preface page to the framework document. NB: Please check the "Revising a Framework" section for information on any additional changes that may have been made to this framework.

Latest framework version?

Please use this link to see if this is the latest issued version of this framework:

afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR03775

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CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

These changes relate to the Essential Skills and Employer Rights and Responsibilities requirements of a framework and they ONLY apply to new Apprenticeship starts on, or after, 14th October 2016. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

Alternatives for Essential Skill qualifications

Foundation apprenticeships (Level 2): Where Essential Skills qualifications are specified in a foundation apprenticeship framework (Level 2), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- a. GCSE or iGCSE qualification in English language or literature to at least grade G (Level 1 equivalent); or
- b. O Level qualification in English language or literature to at least grade E; or
- c. A/AS Level qualification in English language or literature to at least grade E; or
- d. SCQF Level 4 – Communication Core Skills (Oral communication and written communication); or
- e. SQA National 4 English; or
- f. Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained are at Level 1 or above.

For Application of Number:

- a. GCSE or iGCSE qualification in Mathematics to at least grade G (Level 1 equivalent); or
- b. O Level qualification in Mathematics to at least grade E; or
- c. A/AS Level qualification in Mathematics to at least grade E; or
- d. SCQF Level 4 – Numeracy Core Skill (Graphical Information and using number); or
- e. SQA National 4 Mathematics ; or
- f. Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 1 or above.

Apprenticeships (Level 3): Where Essential Skills qualifications are specified in an apprenticeship framework (Level 3), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- a. GCSE or iGCSE qualification in English language or literature to at least grade C (Level 2 equivalent); or
- b. O Level Qualification in English language or literature to at least grade C; or
- c. A/AS Level qualification in English or literature to at least grade E; or
- d. SCQF Level 5 – Communication Core Skills (Oral communication and written communication); or
- e. SQA National 5 English; or
- f. Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained is at Level 2 or above.

For Application of Number:

- a. GCSE or iGCSE qualification in Mathematics to at least grade C (Level 2 equivalent); or
- b. O Level Qualification in Mathematics to at least grade C; or
- c. A/AS Level qualification in Mathematics to at least grade E; or
- d. SCQF Level 5 – Numeracy Core Skill (Graphical information and using number); or
- e. SQA National 5 Mathematics; or
- f. Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 2 or above.

Higher Apprenticeships (Levels 4-7): Essential Skills requirements are as for an apprenticeship frameworks at Level 3.

CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

Employer Rights and Responsibilities (ERR)

The final modification to SASW is to Employer Rights and Responsibilities (ERR) which is no longer compulsory in frameworks. Please refer to the Employer Rights and Responsibilities section within the framework document to confirm specific requirements.

Additional Information

It should be noted that SASW has also been modified to reflect existing improvements to Essential Skills Wales Qualifications. These improvements to ESW qualifications were signalled by the revised names:

- Essential Skills Wales Communication is now Essential Communication Skills (still 6 credits in size)
- Essential Skills Wales Application of Number Skills is now Essential Application of Number Skills (still 6 credits in size)
- Essential Skills Wales Information Communication Technology Skills is now Essential Digital Literacy Skills (still 6 credits in size)

Whilst there have been some amendments to the content of ESW qualifications, the most significant change has been to the assessment methodology for these qualifications.

From 1 January 2016, all new starts have had to follow the revised Essential Skill qualifications.

The updated version of SASW, and guidance documents, can be accessed here:

<http://gov.wales/topics/educationandskills/skillsandtraining/apprenticeships/providers/?lang=en&dgd>

Over the coming months, the Essential Skills section within AFO will be amended to reflect the SASW modifications and all current frameworks will be updated and reissued to incorporate these changes. In the meantime, if you are in any doubt as to the requirements of any framework then please contact the relevant Issuing Authority.

Public Relations (Wales)

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Framework summary

Public Relations

Higher Apprenticeship in Public Relations

Pathways for this framework at level 4 include:

Pathway 1: Public Relations

Competence qualifications available to this pathway:

N/A

Knowledge qualifications available to this pathway:

N/A

Combined qualifications available to this pathway:

B1 - Level 4 Diploma in Public Relations (QCF)

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Framework information

Information on the Publishing Authority for this framework:

Skills CFA

The Apprenticeship sector for occupations in business and administration, customer service, enterprise and business support, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector).

Issue number: 2	This framework includes:
Framework ID: FR03775	Level 4
Date this framework is to be reviewed by: 31/12/2014	This framework is for use in: Wales

Short description

Public Relations (PR) concerns the reputation of organisations and individuals in relation to their public perception and the views of their various publics. It is an organised attempt to influence the behaviour and opinions of stakeholders and stakeholder groups, through short-term and long-term engagement activities.

This apprenticeship provides a foundation in PR for new entrants and existing workers in the PR profession. Successful apprentices will be able to progress to further education, should they wish to do so, as well as progress towards membership of a PR professional body.

This apprenticeship is suitable for a variety of PR roles, including PR Assistant, Account Executive/Account Coordinator, Press Officer and Digital Communications Officer job roles.

Contact information

Proposer of this framework

Public Relations Consultants Association (PRCA)

Developer of this framework

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Revising a framework

Contact details

Who is making this revision: Marina Popova
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Why this framework is being revised

This framework was revised in February 2016 by Skills CFA to add a new qualification.

Summary of changes made to this framework

The framework is being revised to add and remove qualifications.

Qualifications removed

- 600/5847/X Pearson BTEC Level 4 Diploma in Public Relations (QCF)

Qualifications added

- 601/3034/9 AIM Awards Level 4 Diploma in Public Relations (QCF)

Qualifications that have been extended

None

Purpose of this framework

Summary of the purpose of the framework

Public Relations (PR) concerns the reputation of organisations and individuals in relation to their public perception and the views of their various publics. It is an organised attempt to influence the behaviour and opinions of stakeholders and stakeholder groups, through short-term and long-term engagement activities.

PR can make or break an organisation, and its importance is increasing as social and digital media play an increasingly important role in shaping and sharing the opinions of its users. Good PR can transform a local organisation or product into a worldwide success, whilst bad PR can destroy a business in minutes. PR can also be used to develop a competitive advantage for organisations - helping to open up new markets, attract the best employees, and provide more access to funding and investors. Organisations of all types and all sizes, from sole-traders to international corporate giants, can benefit from the effective use of PR.

According to the Public Relations Consultants Association's (PRCA) 2011 PR Census, the PR industry employs over 61,000 individuals in the UK, the vast majority of whom hold a degree or masters level qualification.

Historically, the PR industry has been an industry dominated by graduates, particularly white, females. There is however, a growing awareness that a more diverse PR workforce which better reflects the make-up of the stakeholders it is trying to influence would benefit the industry. The Higher Apprenticeship in Public Relations will support this aim through opening up access to the PR profession, particularly in providing an alternative entry route into the industry.

One of the charges often laid against PR degrees is that, although they provide the underpinning knowledge and understanding of PR, they fail to provide graduates with real business experience of how to apply that knowledge to PR tasks. By combining on-the-job and off-the-job learning, those undertaking this apprenticeship will more quickly develop insights into their organisation or clients' needs and therefore be more effective in applying their PR knowledge to support their organisation or clients' goals. The apprenticeship will enable learners to apply the knowledge and skills developed through the apprenticeship to real business issues.

This apprenticeship provides a foundation in PR for new entrants and existing workers in the PR profession. Successful apprentices will be able to progress to further education, should they wish to do so, as well as progress towards membership of a PR professional body.

Roles which may be suitable for learners who complete the Higher Apprenticeship in PR include

Senior Account Executive, Account Manager, Communications Manager and Press Officer.

Aims and objectives of this framework (Wales)

To provide PR agencies and in-house PR teams of all sizes, operating within any sector in England with a high-quality, nationally-recognised programme which will attract new talent into PR and up-skill the existing workforce to make businesses more productive, effective and profitable.

The objectives of this apprenticeship are to:

- build a competent PR workforce, providing PR agencies and in-house PR teams of all sizes, operating within any sector with the staff needed to increase productivity and effectiveness
- tap into the skills and talents of a diverse population by providing flexible entry routes into a career in PR
- equip individuals with the skills, knowledge and experience needed to undertake PR roles in a range of business and industry settings
- provide apprentices with an opportunity to develop the skills, knowledge and experience they will need to progress to higher level roles with additional responsibilities and onto further and higher education, if they wish to do so.

Entry conditions for this framework

There are no mandatory entry requirements for this apprenticeship. However employers are looking to attract apprentices who have a strong interest in, or practical experience of, working in PR. In addition, they expect applicants to demonstrate a "can do" attitude and have strong literacy, communication and creativity skills on which the apprenticeship will build.

Apprentices are expected to have a basic understanding of the PR function.

Entrants come from a diverse range of backgrounds and have a range of experience, age, personal achievements and, in some cases, prior qualifications and awards which may count towards achievement of the apprenticeship. Examples may include learners who have:

- worked in PR agency support roles and want to progress their careers in PR
- completed the Duke of Edinburgh Award or similar awards
- achieved QCF Awards, Certificates or Diplomas at Level 3
- achieved GCSE or A levels
- achieved a Welsh Baccalaureate Principal Learning Qualification, all of which have underpinning creative & media or business & administration themes
- completed an Level 3 apprenticeship in Business & Administration, Creative and Digital Media or other related subjects
- completed a Foundation Award or Certificate in PR.

Initial Assessment

Initial assessment must be used to ensure that applicants have a fair opportunity to demonstrate their ability. Learning programmes can then be tailored to meet a range of abilities and to recognise prior knowledge and experience.

Rules to avoid repeating qualifications

Processes exist to make sure that applicants with prior knowledge, qualifications and experience are not disadvantaged by having to repeat learning. Training providers and awarding organisations will be able to advise on the current rules for accrediting prior learning and recognising prior experience.

1. Essential Skills Wales.

If applicants already have GCSEs in English, mathematics and/or information and communications technology (ICT) they must still do Essential Skills Wales at the relevant level, as these are new qualifications and proxies do not exist

Key Skills qualifications can be accepted as alternatives to Essential Skills Wales qualifications, providing the Key Skills Certificate(s) attained are at the same level(s) as those specified for

the Essential Skills Wales qualifications

Essential Skills Wales (ESW) qualifications achieved as part of the Welsh Baccalaureate Qualification (WBQ) can be accepted. However, when applying for an apprenticeship completion certificate, the WBQ certificate must clearly state the title(s) and level(s) of the ESW achieved, as the Welsh Baccalaureate certificate does not provide this specific evidence

2. Knowledge qualifications.

If applicants already have one of the Level 2 knowledge qualifications before they started their apprenticeship, (see knowledge qualifications page in this framework) they can count this and do not have to redo the qualification, providing that they have achieved this qualification within 5 years of applying for the apprenticeship certificate. For example, they may have already achieved the knowledge element as part of the Welsh Baccalaureate. The hours they spent gaining this qualification will also count towards the minimum hours required for this framework

3. Competence qualifications.

If applicants already have the Level 2 competence qualification for the apprenticeship they do not have to repeat this qualification, however, this qualification must have been achieved within 5 years of the start of the apprenticeship and they will still have to demonstrate competence in the workplace

4. Prior experience.

Applicants already working in the sector will be able to have their prior experience recognised by the Awarding Organisation and this will count towards the competence and the knowledge qualifications in this framework

Level 4

Title for this framework at level 4

Higher Apprenticeship in Public Relations

Pathways for this framework at level 4

Pathway 1: Public Relations

Level 4, Pathway 1: Public Relations

Description of this pathway

Level 4, Pathway 1: Public Relations

The number of credits for this framework are as follows:

- Edexcel BTEC Level 4 Diploma in Public Relations (QCF) – 70 credits
- Communication - 6 credits
- Application of Numbers – 6 credits
- ICT - 6 credits

Total number of credits: 88

Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

Job title(s)	Job role(s)
PR Assistant	PR Assistants undertake a supporting function within PR agencies or in-house PR teams, working closely with account executives and account managers. They will be required to undertake research, develop presentations, feed into press and media releases, and deal with day-to-day media queries.
Account Executive/Account Coordinator	Account Executives/Account Coordinators are required to write press releases and media communications, liaise with existing clients, monitor the media, support the development of client proposals, sell into the media, support events, undertake new research and provide support to Account Managers.
Press Officer	Typically an in-house PR role, Press Officers have responsibility for media relations, including the promotion of media events, writing press and media releases, and responding to media queries. Press Officers may also be involved in supporting the development and implementation of media strategies.
Digital Communications Officer	A specialist PR role, Digital Communication Officers may work for PR agencies or be part of an in-house PR team. They are responsible for maintaining and developing digital PR content, either through websites or social media outlets.

Qualifications

Competence qualifications available to this pathway

N/A

Knowledge qualifications available to this pathway

N/A

Combined qualifications available to this pathway

B1 - Level 4 Diploma in Public Relations (QCF)					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	601/3034/9	AIM Awards	90	544-605	N/A

Relationship between competence and knowledge qualifications

The combined qualification includes both competence and knowledge units. The split between knowledge and competence credits achieved will vary from learner to learner depending on the optional units chosen. However, a minimum of 28 credits of knowledge and a minimum of 30 credits of competence will be achieved from undertaking the mandatory units within the combined qualification. The split between knowledge and competence units is shown below:

Mandatory units:

- D/601/7644 - Principles of Personal Responsibilities and how to Develop and Evaluate Own Performance at Work (Knowledge unit – 4 credits)
- M/504/0884 - Understanding Public Relations (Knowledge unit – 4 credits)
- T/504/0918 - Understanding the Use of the Written Word for Public Relations (Knowledge unit – 4 credits)
- A/504/0919 - Understanding the Creative Process to Generate Ideas (Knowledge unit – 3 credits)
- T/504/0921 - Understanding the Media Landscape (Knowledge unit – 6 credits)
- A/504/0922 - Understanding Public Relations Campaign Planning (Knowledge unit – 5 credits)
- L/504/0925 - Communicating Effectively in Public Relations (Competence unit – 5 credits)
- R/504/0926 - Pitching Public Relations Stories to the Media (Competence unit – 4 credits)
- Y/504/0927 - Delivering and Evaluating Public Relations Campaigns (Competence unit – 6 credits)
- D/504/0928 - Delivering Professional Presentations (Competence unit – 3 credits)
- D/601/2654 - Plan and Manage your Own Workload (Competence unit – 2 credits)
- H/504/0929 - Researching and Analysing Data for Public Relations (Competence unit – 6 credits)
- K/600/9661 - Develop Working Relationships with Colleagues and Stakeholders (Competence unit – 4 credits)
- R/503/2891 - Career Development (Knowledge unit – 2 credits)

Optional Units:

- Y/504 /0930 - Understanding Public Relations Work within Public Affairs (Knowledge unit – 5 credits)
- D/504/0931 - Understanding the Use of Public Relations in Issues and Crisis Management (Knowledge unit – 4 credits)
- H/504/0932 - Understanding How to Win New Public Relations Business (Knowledge unit – 3 credits)
- K/504/0933 - Understanding Client Relationships in Public Relations (Knowledge unit – 4 credits)
- M/504/0934 - Understanding the Importance of Brands in Public Relations (Knowledge unit – 4 credits)
- T/504/0935 - Understanding How Public Relations Professionals Contribute to Internal Communications (Knowledge unit – 2 credits)
- R/601/2540 - Plan and Organise an Event (Competence unit – 4 credits)
- Y/601/2541 - Co-ordinate an Event (Competence unit – 4 credits)
- D/601/2542 - Plan and Organise Meetings (Competence unit – 5 credits)
- H/502/5783 - Project Management Skills (Knowledge unit – 1 credit)
- J/601/2552 - Agree a Budget (Competence unit – 4 credits)
- T/601/2580 - Manage Budgets (Competence unit – 5 credits)
- A/502/4428 - Negotiation and Influencing (Competence unit – 6 credits)
- R/600/9587 - Develop, Maintain and Review Personal Networks (Competence unit – 4 credits)

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	Level 2	6
Application of numbers	Level 2	6
IT	Level 2	6

Progression routes into and from this pathway

Progression into the Higher Apprenticeship in PR

Progression into this Higher Apprenticeship in PR may be from a wide number of routes due to the varying backgrounds and past academic and work related experiences of apprentices. Such routes will include having:

- worked in PR agency support roles
- achieved QCF Awards, Certificates or Diplomas at Level 3
- achieved GCSEs or A levels
- achieved a Welsh BaccaLaureate, including any of the Principal Learning Qualifications at foundation and higher level
- completed a Level 3 apprenticeship in Business & Administration, Creative and Digital Media or other related subjects
- completed a Foundation Award or Certificate in PR.

Learners may also progress into the Higher Apprenticeship in PR without prior qualifications.

Progression from the Higher Apprenticeship in PR

Apprentices, with support and opportunities in the workplace, can progress onto:

- a range of PR and other Professional Qualifications at level 5 and above
- higher education to undertake PR or other qualifications, including Degrees or Masters in PR
- further employment opportunities within their current job role/alternative job roles
- individual membership of professional bodies, including the PRCA and the Chartered Institute of Public Relations (CIPR).

With additional training, apprentices may be able to progress in their careers to Senior Account Executive, Account Manager or Communications Manager job roles.

UCAS points for this pathway: N/A

Employee rights and responsibilities

Delivery and assessment of ERR

Employee rights and responsibilities (ERR) are embedded within the Level 4 Diploma in Public Relations, which automatically covers the key employee rights and responsibilities, as follows:

1. knows and understands the range of employer and employee statutory rights and responsibilities under Employment Law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Disability Discrimination Act, other relevant equalities legislation and health & safety, together with the responsibilities and duties of employers
2. knows and understands the procedures and documentation in their organisation which recognise and protect their relationship with their employer. Health & Safety and Equality & Diversity training must be an integral part of the apprentice's learning programme
3. knows and understands the range of sources of information and advice available to them on their employment rights and responsibilities. Details of Access to Work and Additional Learning Support must be included in the programme
4. understands the role played by their occupation within their organisation and industry
5. has an informed view of the types of career pathways that are open to them
6. knows the types of representative bodies and understands their relevance to their industry and organisation, and their main roles and responsibilities
7. knows where and how to get information and advice on their industry, occupation, training and career
8. can describe and work within their organisation's principles and codes of practice
9. recognises and can form a view on issues of public concern that affect their organisation and industry

Evidence of achievement of ERR

Learners who have completed the Level 4 Diploma in Public Relations will have automatically covered the ERR requirements; therefore the completion certificate from the Level 4 Diploma in Public Relations can be used as evidence of the achievement of ERR. No additional evidence of achievement is needed to claim the apprenticeship certificate.

The remaining sections apply to all levels and pathways within this framework.

How equality and diversity will be met

According to the PRCAs 2011 PR Census, approximately two-thirds of PR professionals are female and 92% of the profession is caucasian. There is no data available on the proportion of PR professionals who have a disability.

Reasons for a gender imbalance is often attributed to a perception that PR is soft and empathetic (traditionally seen as female qualities), rather than data-driven and analytical (traditionally seen as male qualities).

As the UK workforce and customer base becomes more diverse, PR needs to reflect that diversity and manage it effectively. This requires not only sensitivity to issues such as ethnicity, culture, gender and disability, but an awareness of the potential for different and more creative approaches that diversity in general brings.

Apprenticeships are seen as a vital route to encourage and facilitate a diverse set of individuals entering into PR. Entry conditions to this apprenticeship do not discriminate against any individuals, with the apprenticeship being open and accessible to all potential apprentices. Mentoring is also promoted within the apprenticeship to provide additional support and increase the chances of apprentices staying. Training providers and employers must also comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to and promotion within the profession, using the protected characteristics of:

- age
- disability
- gender
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sexual orientation.

Skills CFA continues to monitor take up and achievement of all apprenticeships through its Advisory Groups and continue to take steps to address any barriers to take up and achievement as part of its qualification strategy.

On and off the job training (Wales)

Summary of on- and off-the-job training

The minimum training hours for the Higher Apprenticeship in PR is 636 hours. It is expected that the apprenticeship will last a minimum of 12 months. A flexible approach to learning is encouraged for learners who have prior learning or experience.

Regardless of how long the apprenticeship takes, the minimum 636 of training hours must be met.

Training hours can be attached to both the accredited and un-accredited parts of the apprenticeship, and will include, for example, inductions, reviews, training, the qualification, career discussions, Essential Skills Wales and any other activities which help the apprentice gather the required skills and underpinning knowledge need within their job role.

It is recommended that a training plan is developed at the outset of the apprenticeship to determine how the training hours requirements will be met.

Off-the-job training

Level 4 Higher Apprenticeship in PR

The total off-the-job training for the Higher Apprenticeship in PR is 278 hours, made up as follows:

- 60 hours for Essential Skills Wales (20 hours per skills)
- 203 hours (minimum) to cover the knowledge content within the Level 4 Diploma in Public Relations
- 15 hours of off-the-job coaching and mentoring to support the apprentice.

How this requirement will be met

Training hours delivered under an Apprenticeship Agreement may vary depending on the previous experience and attainment of the apprentice.

The amount of off-the-job training required to complete the apprenticeship under the Apprenticeship Agreement may then be reduced accordingly, provided the total number of off-the-job hours for this framework can be verified for apprenticeship certification.

Previous attainment

Where a learner enters an Apprenticeship Agreement having previously attained parts or all of the relevant qualifications, this prior learning needs to be recognised using either QCF credit transfer for achievements within the QCF; or through recording certificated learning outside of the QCF, for example Principal Learning qualifications.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within five years of applying for the apprenticeship certificate.

Previous experience

Where a learner enters an Apprenticeship Agreement with previous work-related experience, this prior learning needs to be recognised (see QCF Guidance on Claiming Credit for further details). To count towards apprenticeship certification, previous experience must be recorded using the appropriate Awarding Organisation's CQFW 'Recognition of Prior Learning' (RPL) procedures and the hours recorded may then count towards the off-the-job hours required to complete the apprenticeship.

For apprentices with prior uncertificated learning experience, the off-the-job learning must have been acquired within five years of application for the apprenticeship certificate or have been continuously employed in the relevant job role in the industry for three years duration.

Off-the-job training hours refers to the time taken to develop the technical skills and to develop knowledge of theoretical concepts across a range of contexts. It can be seen as time away from "the immediate pressures of the job", and may include all of the following (non-exclusive) activities:

- individual and group teaching
- coaching
- distance learning
- e-learning
- feedback and assessment
- guided study
- learning with peers/networked or collaborative learning
- mentoring.

Off-the-job training needs to:

- be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager;
- allow access as and when required by the apprentice either to a tutor, teacher, mentor or manager;
- be delivered during contracted working hours;
- be delivered through one or more of the following methods: individual and group

teaching, e-learning, distance learning, coaching; mentoring, feedback and assessment; collaborative/networked learning with peers, guided study and induction;

- be characterised by formal or planned taught sessions delivered predominantly by qualified training staff.

Off-the-job training must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the assessor and employer.

Evidence of off-the-job training hours

When claiming the apprenticeship certificate, apprentices will be required to sign a declaration as part of the apprenticeship certificate application form, stating that the total training hours have been met by the learner. Certificate application forms can be downloaded from www.skillsfca.org.

The training hours attached to the Essential Skills Wales and the knowledge qualifications are split between off-the-job and on-the-job training hours. The expectation is that apprentices will undertake some learning off-the-job to achieve the underpinning knowledge attached to each qualification, supported by on-the-job learning to embed this knowledge and practice its application whilst learning on the job.

On-the-job training

Level 4 Higher Apprenticeship in PR

The total on-the-job training for the Higher Apprenticeship in PR is 358 hours, made up as follows:

- 120 hours for Essential Skills Wales (40 hours per skill)
- 223 hours (minimum) to cover the competence content within the Level 4 Diploma in Public Relations
- 15 hours of on-the-job coaching and mentoring to support the apprentice.

How this requirement will be met

On-the job training is defined as skills, knowledge and competence gained within normal work duties.

These hours may vary depending on previous experience and attainment of the apprentice. Where a learner enters an Apprenticeship Agreement having previously attained or acquired the appropriate competencies or knowledge, this prior learning needs to be recognised and

documented using the relevant QCF credit transfer, QCF exemption or RPL procedures (as off-the-job above). The amount of on-the-job training required to complete the apprenticeship under the Apprenticeship Agreement may then be reduced accordingly, provided the total number of on-the-job hours for this framework can be verified for apprenticeship certification.

Apprentices who commence training under a new Apprenticeship Agreement with a new employer may bring a range of prior experience with them. When an apprentice can claim 25% or more hours towards the on-the-job framework total through prior learning acquired from previous full-time education, employment or other vocational programmes, then the apprentice's learning programme should include 'customisation'.

Training providers are encouraged to identify additional on-the-job training programmes that customise the learning to the new workplace. Customisation programmes may include:

- selecting appropriate additional Unit(s) from QCF qualifications, or relevant units recognised as Quality Assured Lifelong Learning [QALL] through a CQFW recognised body
- following Essential Skills at a level higher than that specified in the framework
- including one or more Wider Key Skills or other competency-based qualifications/units relevant to the workplace.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within 5 years from the date of application for the Foundation Apprenticeship/Apprenticeship certificate or have been continuously employed in the industry for three years. Job roles within sales & telesales require a thorough level of technical competence and knowledge, which will be undertaken through work-based training, practice and experience.

On-the-job training needs to:

- be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager
- allow access as and when required by the apprentice either to a tutor, teacher, mentor or manager
- be delivered during contracted working hours
- be delivered through one or more of the following methods: individual and group teaching, e-learning, distance learning, coaching; mentoring, feedback and assessment; collaborative/networked learning with peers, guided study and induction
- enable the apprentice to demonstrate practical job-related skills and provide the apprentice with opportunities to practise and apply these in the context of the job.

On-the-job learning must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the learner and assessor.

Evidence of on-the-job training hours

When claiming the apprenticeship certificate, apprentices will be required to sign a declaration as part of the apprenticeship certificate application form, stating that the total training hours have been met by the learner. Certificate application forms can be downloaded from www.skillsfwa.org.

The training hours attached to the Essential Skills Wales and the knowledge qualifications are split between off-the-job and on-the-job training hours. The expectation is that apprentices will undertake some learning off-the-job to achieve the underpinning knowledge attached to each qualification, supported by on-the-job learning to embed this knowledge and practice its application whilst learning on the job.

Wider key skills assessment and recognition (Wales)

Improving own learning and performance

The Wider Key Skills are already covered within the core elements of the apprenticeship qualifications. No additional Wider Key Skills delivery is required.

Working with others

The Wider Key Skills are already covered within the core elements of the apprenticeship qualifications. No additional Wider Key Skills delivery is required.

Problem solving

The Wider Key Skills are already covered within the core elements of the apprenticeship qualifications. No additional Wider Key Skills delivery is required.

Additional employer requirements

There are no additional employer requirements.

apprenticeship
FRAMEWORKS ONLINE

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www.afo.sscalliance.org