



Level 7 Senior Leader End-Point Assessment Guide

This guide is for:

Employers

Apprentices

Apprenticeship Training Providers

The purpose of this guide is to assist the key stakeholders understand the requirements of End-Point Assessment (EPA) and explains the processes and support when using The Chartered Institute of Marketing (CIM) as the End-Point Assessment Organisation (EPAO).

Contents

1	The CIM End-Point Assessment Organisation
2	Why Choose CIM as your EPAO
3	Senior Leader Apprenticeship Assessment Methods
4	CIM Support for End-Point Assessment
5	The Apprenticeship Journey
6	The EPA Process
6.a	Registration
6.b	Gateway
6.c	Assessments
6.d	Grading
7	Results and Feedback
8	Resits/Retakes
9	Reasonable adjustments
10	Special Consideration
11	Withdrawal of an Apprentice
12	Complaints and Appeals

1. The Chartered Institute of Marketing End-Point Assessment Organisation

The Chartered Institute of Marketing (CIM) is approved by the Education Skills Funding Agency (ESFA) as an End-Point Assessment Organisation (EPAO) for the L7 Senior Leader Apprenticeship Standard.

CIM offer an End-Point Assessment (EPA) service allowing Apprentices to take their EPAs at any time provided their Employer has confirmed that the Apprentice is ready for EPA, and a CIM Independent Assessor (IA) has confirmed the Apprentice has met the gateway requirements.

2. Why choose CIM as your EPAO?

As the world's leading professional marketing body, Employers, Apprentices and Apprenticeship Training Providers can be confident in the high standard of the CIM EPA service.

- Excellence in customer service and support during registration and all stages of the EPA.
- Access to CIM's EPA Toolkit via the Knowledge Base on ACE360 with a range of templates to help prepare Apprentices for their EPA and maximise their chances of success.

3. The Senior Leader Apprenticeship Assessment Methods

Each Apprenticeship Standard has a stipulated Assessment Plan that is designed to assess that the Apprentice has achieved the skills, knowledge and behaviours as defined by the Apprenticeship Standards.

EPA for the Senior Leader Apprenticeship is undertaken over a maximum period of 5 months to cover the assessment methods that are shown below. The Strategic Business Proposal topic / title must be agreed by both the EPAO and the Apprentice's employer prior to commencement.

Senior Leader Assessment Methods
Strategic Business Proposal, Presentation with Questioning
Professional Discussion - supported by a Portfolio of Evidence
Grading – Fail, Pass, Distinction

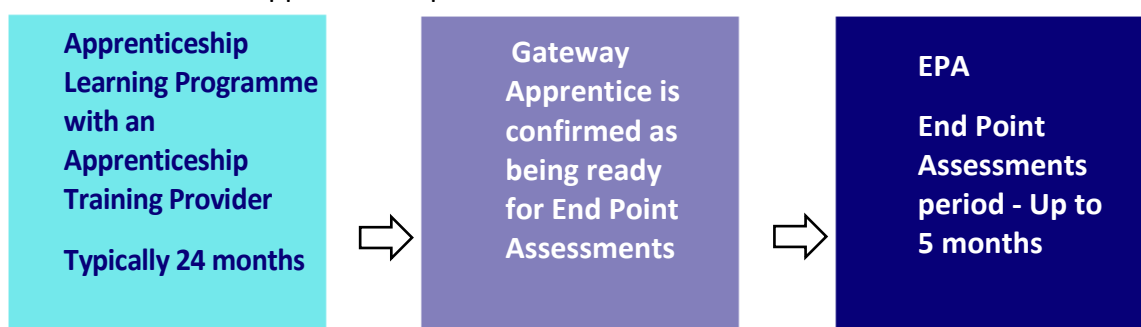
4. CIM support for End-Point Assessment-Toolkit

CIM has developed a range of support for Apprentices to help prepare for EPA. Templates, Guides and examples are made available to Training Providers to forward to their Apprentices upon registration for EPA via the Knowledge Base on ACE360.

5. The Apprenticeship Journey

The Journey: The Senior Leader Apprenticeship in three phases:

This guide will outline the requirements and process related to each of the above stages and the support offered by CIM. However, it is strongly recommended that Employers, Apprentices and Apprenticeship Training Providers also refer to the full assessment plans held on the Institute for Apprenticeships and Technical Education website.



6. The End Point Assessment Process – EPA period is 5 months from gateway approval

6 a – Registration Process:

Registration for EPA: Registration for EPA is via the ACE360 Apprenticeship system portal. To gain access to ACE360 please contact support@ace360.org who will set up an account. For existing users of ACE360 you will be able to locate CIM as the EPAO on the system. CIM encourage Employers to register their Apprentices for EPA with CIM at an early stage of the Apprenticeship programme in order to access the CIM Toolkit with resources that will support the Apprentice through

Gateway and preparation for EPA. An EPA contract will be signed by all parties. At the point of registration, a deposit of £30 will be payable, the balance of payment will be taken once a Gateway booking has been confirmed.

To support the timely end point assessment activities and in line with the ESFA rules, we request Apprentice registration to be a minimum of 6 months prior to the expected gateway date.

6 b – Gateway Submission:

At the point where the Apprentice and their Employer feels that the Apprentice is working consistently at or above the requirements of the Apprenticeship Standards and have met the prerequisite requirement of having achieved a Level 2 qualification in Maths and English, the Apprenticeship Training Provider will then be required to upload all the necessary documents for gateway.

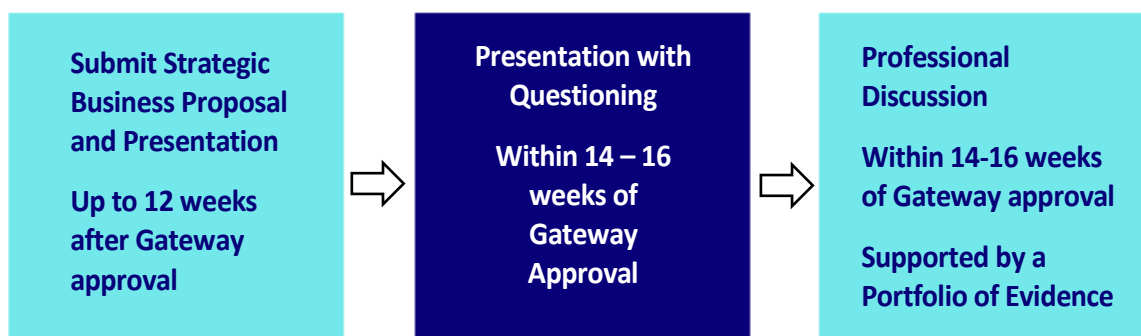
The following documents must be submitted at Gateway via ACE360:

- CIM Gateway Form
- Portfolio of Evidence- the portfolio of evidence will typically contain 18 discrete pieces of evidence
- Evidence of Level 2 Maths and English (e.g. certificates of achievement) or where an education, health and care plan or legacy statement is in place evidence of the Entry Level 3 English and Maths, and BSL Sign Language qualification as an alternative to English qualifications for whom this is their primary language.
- Strategic Business Proposal Summary.

Gateway Approval:

- CIM provide notification of acceptance for the Apprentice to proceed to EPA within seven working days of submission, provided that the Strategic Business Proposal Summary has been approved.
- Confirmation of Gateway approval will also act as notification of the start of the EPA period. EPA must be completed within a maximum of 5 months from date of this confirmation. This includes the 12 weeks the Apprentice must complete the Strategic Business Proposal.
- The EPA dates will be recorded on the Strategic Business Proposal Summary Review Form and will be uploaded to the Apprentice record on ACE360 for the Apprenticeship Training Provider to access.
- A CIM Independent Assessor will review the selected Strategic Business Proposal summary, and if approved, will notify the Employer/Apprenticeship Training Provider and confirm that the Apprentice is ready to begin the EPA Period.
- Throughout the training phase, Apprentices will keep a portfolio of their work in relation to the standards and assessment criteria and their application of the required knowledge, skills and behaviours & values. This portfolio will be used to support the professional discussion, but it will not be assessed or graded as part of the EPA. The Apprentice must provide sufficient evidence within their portfolio to satisfy all of assessment criteria linked to the Professional Discussion.

6 c – Assessments



Strategic Business Proposal

The Strategic Business Proposal will be agreed between the Employer and the Apprentice prior to Gateway period. Apprenticeship Training Providers will support Employers and Apprentices in selecting an appropriate project proposal. Apprentices should:

- Complete and submit their Strategic Business Proposal using the CIM template (template is Optional), within 12 weeks of notification of the start of the EPA process (i.e. gateway approval).
- Submit the presentation to CIM no later than 12 weeks from gateway approval.
- Not exceed 4,000 words (+/- 10 %), excluding annexes and references
- Apprentices must include evidence of board or senior leadership support for the implementation of the strategic business proposal which must be included as an appendix so that this can be discussed during the presentation (this could be either an email, letter or similar written confirmation). The evidence provided must be valid and attributable to the Apprentice; the Strategic Business Proposal must contain a statement from the employer confirming this.

Presentation & Questioning

The presentation must be submitted at the same time as the strategic business proposal, 12 weeks after Gateway. CIM will provide a PowerPoint template for the Presentation, or the Apprentice may use their own house-style template. The Apprentice may select the most appropriate delivery aids and methods for their Presentation and adapt this format to make use of other presentation aids such as flip charts, video clips etc.

The Presentation and Questioning will be with the CIM IA, this will consist of:

- A 20-minute Presentation (+10%)
- A 40 minute (+10%) question and answer session relating to the Strategic Business Proposal.

Questioning will focus on the KSBs mapped to the Project Showcase that have not been demonstrated/fully demonstrated by the Strategic Business Proposal or Presentation. Open questions, with follow-up questions allowed for clarification. IAs will utilise questions provided by the CIM, however it is not feasible to pre-determine the questions as this will

depend on the nature of the work, what's said in the presentation, and what the IA decides needs clarifying.

The Project Showcase is marked holistically. The IA will use a mark sheet, developed by CIM, to record the assessment judgments of the Apprentice's Strategic Business Proposal, Presentation, Q&A and grade the Apprentice's presentation and the subsequent Q&A session.

Professional Discussion

The Apprentice will undertake a Professional Discussion which will be informed by the Portfolio of Evidence submitted to CIM at gateway. This will be conducted using video-conferencing technology unless otherwise agreed by the CIM.

The Professional Discussion follows immediately after the Presentation/Q&A.

The purpose of the Professional Discussion is to:

- Explore specific aspects of the Apprentice's work, including how it is carried out.
- Enable the Apprentice to talk through their learning on aspects of their work, allowing the Independent Assessor to question them on this.
- Provide sufficient and reliable evidence for the Independent Assessor to assess and grade the Apprentice.

The duration of the Professional Discussion will be 60 minutes (+10% at the discretion of the Independent Assessor).

Please note that the Professional Discussion will be recorded for assessment quality assurance purposes.

See separate guidance on ACE360 for further detail on all the assessment requirements

6 d – Grading

Following completion of all elements of EPA, the CIM Independent Assessor will then provide an overall grade for the Apprenticeship, based on the Apprentice's performance in the two EPA components and using the grading guidance within the Apprenticeship Standard End-Point Assessment Plan and Grading Sheet developed by CIM.

There are three possible grades for the Apprenticeship:

- Fail
- Pass
- Distinction

A pass demonstrates that the Apprentice is competent in all criteria of the Apprenticeship Standard. Grading is calculated as per the following table:

Apprenticeship Standard Grading Rules – Senior Leader		
Project, Presentation with Questioning	Professional Discussion	Overall Grade
A fail in one or more assessment method		Fail
Pass	Pass	Pass
Distinction	Pass	Pass
Pass	Distinction	Pass
Distinction	Distinction	Distinction

All judgements made by the Independent Assessor will be moderated in accordance with the CIM’s Internal Quality Assurance Strategy before the Apprentice is notified of the outcome.

7. Results and Feedback

Results and feedback for each element of the EPA will be made available to the Apprentice, Employer and Apprenticeship Training Provider ten working days from the date of the last EPA element, following internal quality assurance and moderation.

Final overall results, grading and the mark sheets for each element of the EPA, which will include feedback for the Apprenticeship, will be made available ten working days from the date of the last EPA element.

CIM will notify the Education and Skills Funding Agency (ESFA) of the outcome to enable CIM to claim the Apprentice’s certificate.

8. Resits/Retakes

Apprentices who fail one or more EPA method will be offered the opportunity to take a re-sit/retake. Re-sits/re-takes must not be offered to Apprentices wishing to move from pass to distinction. A re-sit does not require further learning, whereas a re-take does. The Apprentice’s employer will need to agree that a re-sit/re-take is an appropriate course of action. Apprentices should have a supportive action plan to prepare for the re-sit/re-take.

An apprentice who fails an assessment method, and therefore the EPA in the first instance, will be required to re-sit or re-take any failed assessment methods only. If the apprentice fails the strategic business proposal assessment method, they will be required to amend the strategic business proposal and presentation in line with the independent assessor’s feedback. The apprentice will be given 3 weeks to rework and submit the amended strategic business proposal and presentation. The independent assessor will have 2 weeks to review the strategic business proposal and presentation and the apprentice will have 4 weeks’ notice

of the presentation date. Re-sits and re-takes are not offered to apprentices wishing to move from pass to distinction.

The timescales for a re-sit/re-take are agreed between the employer and EPAO. A re-sit is typically taken within 3 months of the EPA outcome notification. The timescale for a re-take is dependent on how much re-training is required and is typically taken within 6 months of the EPA outcome notification. All assessment methods must be taken within a 6-month period, otherwise the entire EPA will need to be re-sat/re-taken.

Any appeals in relation to the outcome of the EPA will be managed by the Apprentice's EPAO whose decision is final.

CIM require a minimum of ten working days' notice for any resit/re-take booking.

For resits/retakes assessment costs and policy are available on the Knowledge Base section of ACE360.

9. Reasonable Adjustments

Reasonable Adjustments are adjustments that are made to the method of assessment for an Apprenticeship Standard to enable disabled or disadvantaged Apprentices to demonstrate their knowledge, skills and behaviours & values to the level required by the specification for that Apprenticeship Standard.

CIM Reasonable Adjustments Policy will apply to any EPA and requests for reasonable adjustments must be made a minimum of 20 working days prior to an End-Point Assessment. The policy is available from apprenticeships@cim.co.uk and is also available from the Knowledge Base section on ACE360.

10. Special Consideration

Special consideration may be applied for in cases where the Apprentice has been fully prepared for the End-Point Assessment but their performance or attendance on the day of the End-Point Assessment has been affected by factors beyond their control, such as ill health, an accident or a family crisis that is likely to have had an impact on the Apprentice's performance.

Special consideration is given to an Apprentice relating to events which occur just before, or on the assessment day or the date for submission of an End-Point Assessment. CIM End-Point Assessment Organisation (EPAO) aligns its Special Consideration Policy with regulatory requirements.

- If the Apprentice wishes to apply for a Special Consideration, they should refer to the Special Consideration policy and claim form available from apprenticeships@cim.co.uk and is available on the Knowledge Base section on ACE360.

11. Withdrawal of an Apprentice

Should an Apprentice withdraw from their programme or fail to complete or wishes to take a break and resume the Apprenticeship at a later stage, the Employer must inform CIM, their Apprenticeship Training Provider and the Education and Skills Funding Agency.

Depending on the point of withdrawal, there may be some costs incurred for assessments already taken.

Before changing the status of the Apprentice on ACE360 please could you inform CIM of any Apprentices who are withdrawing by emailing us at apprenticeships@cim.co.uk

12. Complaints and Appeals

Appeals

If the Apprentice or the Employer wishes to appeal any assessment decision, they should refer to CIM's Appeals Policy (Apprenticeships). This is available from apprenticeships@cim.co.uk and is also available on the Knowledge Base section on ACE360.

Complaints

Any Apprentice or Employer who wishes to complain about any aspect of the End-Point Assessment process other than an assessment decision, should email details of their complaint to apprenticeships@cim.co.uk

The complaints policy is available on the Knowledge Base section on ACE360.