

# Employer's Guide to Apprenticeships





# Contents

Welcome to Creative Process | Programme | Digital Apprenticeship | Contact

- 🌐 Welcome to Creative Process
- 🌐 Programme
- 🌐 Digital Apprenticeship
- 🌐 End Point Assessment
- 🌐 EPA Steps
- 🌐 Contract of Employment
- 🌐 Creative Process Induction

- 🌐 Workplace Induction
- 🌐 Health and Safety
- 🌐 Equality and Safeguarding
- 🌐 Roles of Those Involved
- 🌐 Training Programme
- 🌐 Key Contacts
- 🌐 Contact

# Contents



# Welcome to Creative Process

Welcome to Creative Process | Programme | Digital Apprenticeship | Contact

Creative Process Digital supports employers to develop the digital skills and capabilities they need for the 21st Century. We do this via the digital apprenticeship that we launched with Government at Apple's UK HQ in London and at i-crossing (Hearst Corporation) in Brighton. We deliver upskilling and training to your existing workforce or help you to attract, select and recruit young talent.

92% of Creative Process digital apprentices continue with their employer once they have achieved their apprenticeship, many going on to become senior members of the team.



# Pre-Programme and On-Programme

Welcome to Creative Process |

**Programme** |

Digital Apprenticeship | Contact

An apprenticeship will last for 15 months for Multi-Channel Marketing, 14 months for the Content Creator. This is called the 'on-programme' period and there will be several steps an apprentice, Creative Process Digital and the employer will have to undertake during this time.

## Pre-Programme

Employer selects the right apprentice for their business Apprentice recruited – new or existing employee. The employer and Creative Process Digital agree a training plan to cover the technical knowledge and the skills behaviours, covered by the chosen apprenticeship standard.

## On-Programme

The apprentice completes their on-programme learning, which will include on the job and off the job training and completion of the knowledge modules/ vendor qualifications. The apprentice's off the job training hours will equate to 20% of their contracted hours for the duration of the programme. In simple terms this normally equates to one day per week.

The employer, Creative Process Digital and the apprentice agree that the apprentice is ready for end point assessment and has met all the criteria set out in the apprenticeship.



# Digital Apprenticeship

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | Roles | Training Programme | Key Contacts

**What is an Apprenticeship?** An apprenticeship is a structured training programme with a mixture of work based learning and classroom education. Apprentices learn on the job with other employees, focusing on the whole job, building up knowledge and skills and earning money at the same time. An apprenticeship standard includes the following elements:

- Knowledge, skills and behaviours
- Functional Skills (English and Maths at Level 2)
- Project with report
- Interview/presentation with an Independent Assessor about your portfolio

**Knowledge Units.** The knowledge based element of the apprenticeship covers things the apprentice needs to know to do the job. The qualifications are referred to as vocationally related qualifications with an on-line exam.

**Vendor Qualification.** Apprentices must achieve one internationally recognised vendor/professional qualification.

**Functional Skills.** These are skills needed to operate confidently and successfully in the work place. Apprenticeships include Functional Skills in English and Maths at Level 2. If the apprentice has already achieved GCSE's grades A-C they do not need to complete Functional Skills.

**Grading.** The grade will be awarded after the interview. You will be awarded either a Referral, Pass, Merit or Distinction. The purpose of the grading is to differentiate between those that have met and those whose work is significantly above the expected level of quality.



# End Point Assessment

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

**End Point Assessment** | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | Roles | Training Programme | Key Contacts

## Multi-Channel Marketer Programme

The final part of your apprentices Digital Apprenticeship is the 'End Point Assessment' (EPA). This is an assessment of all of the requirements held within the apprenticeship, including; competencies, knowledge and behaviors. Your apprentices training coach will confirm if they are ready for the end point assessment. It takes place in the final two to three months of the apprenticeship using the four assessment methods listed below:

### Project with report

You will complete a project and write a report. The report should be a maximum of 2500 words.

You need to prepare and give a presentation to an independent assessor. Your presentation slides and any supporting materials should be submitted at the same time as the project output. The presentation with questions will last at least 45 minutes. The independent assessor will ask at least 6 questions about the project and presentation.

### Interview underpinned by a portfolio of evidence

You will have an interview with an independent assessor. It will last at least 60 minutes. They will ask you at least 6 questions. The questions will be about certain aspects of your occupation. You need to compile a portfolio of evidence before the end point assessment which you can use to help answer the questions.

**Grading** - You will be awarded either a Fail, Pass, Merit or Distinction. The purpose of the grading is to differentiate between those that have met and those whose work is significantly above the expected level of quality.



# EPA STEPS

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | **EPA Steps** | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | Roles | Training Programme | Key Contacts

## STEPS:

1. On Programme learning and development of knowledge, skills and behaviours.
2. Training Coach/apprentice collates information for the portfolio.
3. Training Coach selects your best work for your portfolio.
4. Creative Process Digital registers you for End Point Assessment.
5. The awarding organisation arranges an independent assessment.
6. Independent Assessor reviews your portfolio and project/ presentation, followed by an interview to determine grade.
7. Digital Apprenticeship Standard graded and qualification award.



# End Point Assessment

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

**End Point Assessment** | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | Roles | Training Programme | Key Contacts

## Content Creator Programme

The final part of your Digital Apprenticeship is the 'End Point Assessment' (EPA). This is an assessment of your knowledge, skills and behaviours that you have learnt from your training and applied to your job.

The end point assessment takes place in the final two to three months of the apprenticeship using the assessment methods listed below

### **Project or campaign evaluation report, presentation of additional/new content and questions**

You will be asked to complete a project or campaign evaluation report. The report should be a maximum of 1500 words. You need to prepare and give a presentation to an independent assessor for the project or campaign. The presentation with questions will last at least 30 minutes. The independent assessor will ask at least 5 questions about the project and presentation.

### **Interview underpinned by a portfolio of evidence**

You will have a professional discussion with an independent assessor. It will last 60 minutes. They will ask you at least 7 questions. The questions will be about certain aspects of your occupation. You need to compile a portfolio of evidence before the end point assessment. You can use it to help answer the questions.

**Grading** - You will be awarded either a Fail, Pass, Merit or Distinction. The purpose of the grading is to differentiate between those that have met and those whose work is significantly above the expected level of quality.





# Contract of Employment

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | **Contract** | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | Roles | Training Programme | Key Contacts

All apprentices are entitled to a written statement of employment including pay, hours of work, annual leave and details of disciplinary and grievance procedures. If you do not have a company employment contract, we can provide you with a template to use.

## Pay

The minimum wage for the first year of an Apprenticeship is £6.40 an hour. After the first year, normal minimum wage rates apply, most apprentice employers pay more than the minimum wage for an apprentice.

Apprentices must be paid for the “training day”, as this is part of their employment contract as an apprentice. Please note that apprentices will need to be given a day a week across the whole duration of their apprenticeship in order to successfully complete all parts of their qualification. The classroom training time only forms a part of this requirement. It is essential apprentices are given this time to complete their studies. It is a key part of the contract between the employer and their apprentice.

## Paid annual leave and working time

All apprentices are entitled to the statutory minimum of 28 days a year paid annual leave (this includes 8 Bank Holidays). Employers can of course give more leave.

For apprentices under 18 there are a few more requirements - The Working Time Regulations 2008 give apprentices under 18 the right to:

- A limit of an average 40 hour week
- A maximum 8 hour day
- A rest period of 12 hours between each working day
- 2 days off a week, which should be 2 consecutive days
- An ‘in work’ rest break of at least 30 minutes where the normal working day is more than 4.5 hours



# Creative Process Induction

[Welcome to Creative Process](#) | [Programme](#) | [Digital Apprenticeship](#) | [Contact](#)

[End Point Assessment](#) | [EPA Steps](#) | [Contract](#) | [Creative Process Induction](#) | [Workplace Induction](#)  
[Health & Safety](#) | [Equality and Safeguarding](#) | [Roles](#) | [Training Programme](#) | [Key Contacts](#)



## Creative Process Digital Induction

Creative Process Digital runs an Induction for new apprentices several times a year. Apprentices will receive an introduction to their apprenticeship, which includes activities to help them become familiar with the policies and procedures that relate to the training. They will be introduced to and gain hands on experience of the e-portfolio system (Smart Assessor) and take part in Functional and Vocational Skills assessments.

Inductions are held at Creative Process Digital, Telecom House, 125-135 Preston Road, Brighton, BN1 6AF

# Workplace Induction

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | Contract | Creative Process Induction | **Workplace Induction**  
Health & Safety | Equality and Safeguarding | Roles | Training Programme | Key Contacts

## Workplace Induction

When an apprentice starts in the workplace, they must be given a formal induction into the company. This should cover the following:

- 1.What is expected of the apprentice in terms of hours, attitude, motivation, lateness etc.
- 2.A detailed explanation of the terms and conditions of employment, especially with regards to pay, holidays and sickness, to prevent any confusion on either side.
- 3.An awareness and understanding of Equality and Diversity issues.
- 4.An understanding of their own and the organisation's responsibilities, including the procedure for making a complaint.
- 5.Becoming familiar with the organisation's physical working environment.
- 6.An understanding and training in the organisation's Health and Safety policies and procedures, including the following:

- A tour of the premises and introduction to key staff
- The company's legal responsibilities and duty of care
- The learner's legal responsibilities to themselves and others
- The company's health and safety policy and arrangements
- Supervision arrangements – Ideally a mentor should be allocated
- Significant risks and the control measures
- Prohibitions and health and safety rules
- Emergency and fire arrangements
- First aid arrangements
- Accident, ill health and other incident reporting
- Manual handling hazards and protective measures
- Provision and use of personal protective equipment and clothing



# Health and Safety

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
**Health & Safety** | Equality and Safeguarding | Roles | Training Programme | Key Contacts

**The Health and Safety at Work Act (1974)** places statutory duties on both employers and employees alike. To enable these duties to be enforced, it is the policy of Creative Process Digital to ensure that responsibility for health and safety is properly assigned, accepted and fulfilled at all levels of our organisation. It is a requirement of the apprenticeship programme to ensure the health, safety and welfare of all of our learners, employees and visitors. This includes ensuring that the working environment is safe and without risk to health and safety.

**Health and Safety Vetting:** Prior to the apprentice starting their course, we have various documents to complete. One of these is a vetting form that enables us to check that your systems comply with necessary legal requirements. When visiting a new placement, a competent member of staff will ask for a tour of the building, paying particular attention to the area where the apprentice will be working. They will then ask some basic Health and Safety questions. From this visit various recommendations may be made which must be implemented before the apprentice can start the programme. You will need to provide the following documentation:

1. **H&S policy**
2. **Risk Assessment**
3. **Employer's liability insurance**

**Accident Procedure:** If your apprentice has an accident in the workplace that requires more than 3 days sick leave, it is important that Creative Process Digital is informed, as well as the relevant authorities. Please contact us immediately:  
Stephen Burkes, 01273 232273 [Stephen@creativeprocessdigital.com](mailto:Stephen@creativeprocessdigital.com)





# Equality and Safeguarding

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | **Equality and Safeguarding** | Roles | Training Programme | Key Contacts |

## Equality and Diversity

It is the commitment and objective of all staff at Creative Process Digital to implement a policy of equality of opportunity for all. To this end we will work towards: the elimination of unlawful discrimination and harassment in employment and service delivery; the promotion of equality of opportunity for all; the promotion of good relations between different groups and positive attitudes towards disabled people

## Safeguarding Learners

Creative Process Digital is committed to safeguarding the welfare of its learners. We believe every learner should be valued, safe and happy. We want to make sure that our learners know this and feel able to tell us if they are suffering any harm. We want all of our apprentices to enjoy what we have to offer in safety and we achieve this by having an effective safeguarding procedure in place.

## Travelling for work

If an apprentice is under 18 and is required to travel abroad or out of Sussex for work, then please inform Creative Process Digital, so that we can make sure appropriate arrangements have been made to ensure their safety.

Stephen Burkes is the Safeguarding Officer for Creative Process Digital. You can contact him on: [Stephen@creativeprocessdigital.com](mailto:Stephen@creativeprocessdigital.com) 01273 232 273



# Roles of Those Involved

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | **Roles** | Training Programme | Key Contacts

## Creative Process Digital

We will assist in the recruitment of the apprentice, agree a training plan with the apprentice, manage all assessments, ensure national quality standards are met and deliver integrated and coherent training.

## Training Coach

The role of the Training Coach is to support the apprentice during their programme and to monitor the portfolio of evidence collected by the apprentice for the competence element of the apprenticeship standard. They must be occupationally competent in the vocational area they are assessing and will have been approved by an awarding body as a Training Coach. The Training Coach and the Employer will confirm when the apprentice is ready for end point assessment.

The Training Coach will work with your apprentice every month. Online Smart Sessions will last for 2 hours. Every quarter the Training Coach will have a progress review with the apprentice and their line manager. Visits with the coach will be conducted remotely and planned with the employer in advance. Apprentices must inform their Training Coach if they will not be in the workplace at the agreed time.

## Tutor

The Tutor is responsible for the classroom teaching part of the apprenticeship, known as the Knowledge Modules.

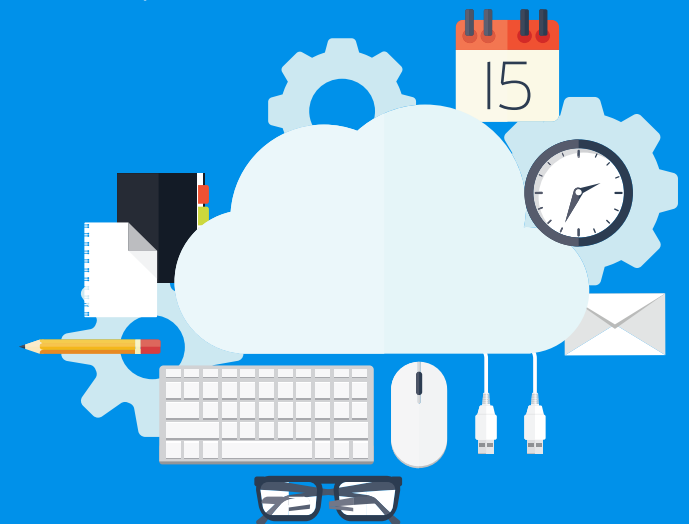
## Independent Assessor (IA)

An Independent Assessor will assess each element of the end point assessment and will then decide whether to award successful apprentices with a pass, a merit or a distinction.

## External Quality Assurer (EQA)

The External Verifier works for the awarding body and their key role is to ensure consistent interpretation of and adherence to the standards across all approved centres for assessment.  
Awarding Organisations

Creative Process Digital holds approved centre status with BCS (The Chartered Institute for IT) and Aim Awards.



# The Training Programme

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | Roles | **Training Programme** | Key Contacts

Apprentices will receive a mixture of on and off the job training in addition to monthly sessions with the Training Coach.

The training program includes classroom and on-line training. Your apprentice will be allocated a training schedule once they have attended an Induction day. As Creative Process Digital operates a rolling programme of apprenticeships (ie. apprentices join us as and when they are offered a job), we run training programmes several times a year.

Your apprentice will be given a start date depending on when the next round of training is due to begin. Each apprenticeship pathway is delivered in a slightly different way and the number of off the job training days varies accordingly to the training schedule.

Training arrangements for different Creative Process Digital Apprenticeships:

Training Days	Months	Class Based	Workplace	Online Coaching	Assignments / Self Study
Multi-Channel Marketing	15	16	6	9	28
Content Creator	15	14	6	8	36



# The Training Programme

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | Roles | **Training Programme** | Key Contacts |



## Functional Skills

The skills needed to operate confidently and successfully in the workplace. Digital Apprenticeships include functional skills in English and maths at Level 2 for those that have not already achieved them. ( Level 2 is a GCSE grade 4 and above).

## Attendance at Training

It is very important that apprentices attend training sessions as required to ensure they achieve their qualifications. We will advise employers if apprentices do not attend any of the scheduled training sessions.

If an apprentice habitually does not attend as required, it may be necessary to withdraw them from the programme. However, before such drastic measures are taken, the Programme Manager would work with the apprentice to try and resolve any issues and ensure attendance on a regular basis.



# Key Contacts

Welcome to Creative Process | Programme | **Digital Apprenticeship** | Contact

End Point Assessment | EPA Steps | Contract | Creative Process Induction | Workplace Induction  
Health & Safety | Equality and Safeguarding | Roles | Training Programme | **Key Contacts** |

Name	Phone	Email	Responsible For
Stephen Burkes	01273 232273	Stephen@creativeprocessdigital.com	Apprentice, Inductions, Safeguarding, Pastoral Issues, HR
Jack Hiett	01273 232273	info@creativeprocessdigital.com	Business Development, Strategy and Partnerships
Natalie Dzerins	01273 232273	natalie@creativeprocessdigital.com	Course Coordinator, Attendance Contact
Mary Herris	N/A	mary@creativeprocessdigital.com	Internal Verifier
Liz Arasan	07775 583536	liz.creativeprocess@gmail.com	Training Coach, Tutor
Clare Davey	07816 754213	info@digi-training.co.uk	Training Coach, Tutor
Barry Atkins	01273 232273	barrythomasatkins@gmail.com	Video Tutor
Anna White	07799 622006	annacreativeprocessdigital@gmail.com	Content Creator Apprenticeship Coach
Cath Whiteoak	01273 232273	cathwhiteoak@yahoo.com	Training Coach, Tutor

Feedback: At Creative Process Digital, we are always looking for ways to improve the programmes we offer. We send out feedback questionnaires during the apprenticeship programme and would appreciate your feedback to ensure we are able to continuously improve Our training.

If you have any queries or complaints, please contact Stephen Burkes on 01273 232 273 or [stephen@creativeprocessdigital.com](mailto:stephen@creativeprocessdigital.com)



# Contact

Welcome to Creative Process | Programme | Digital Apprenticeship | **Contact**

## Contact Us

Creative Process Digital Telecom  
House  
125-135 Preston Road  
Brighton  
BN1 6AF  
p: 01273 232 273  
w: [www.creativeprocessdigital.com](http://www.creativeprocessdigital.com)

