MODERN APPRENTICESHIPS

A MODERN APPRENTICESHIP IN

Creative and Digital Media

FRAMEWORK DOCUMENT FOR SCOTLAND

Creative Skillset

Updated July 2017
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Modern Apprenticeships in Scotland

What are Modern Apprenticeships?

Modern Apprenticeships offer those aged over 16 paid employment combined with the opportunity to train for jobs at craft, technician and management level.

Who develops them?

Modern Apprenticeships are developed by Sector Skills Councils (SSCs). SSCs consult with employers and key partners in their sector to produce a training programme, which meets the needs of employers.

Who are they for?

Modern Apprenticeships are available to employees aged 16 or over. Employees need to demonstrate to their employer that they have the potential to complete the programme.

What’s in a Modern Apprenticeship?

In Scotland, there are more than 70 different Modern Apprenticeship Frameworks and they are all designed to deliver a training package around a minimum standard of competence defined by employers through SSCs. There are four different levels of Apprenticeship in Scotland: SCQF 5 (SVQ 2), SCQF 6/7 (SVQ 3), SCQF 8/9 (SVQ 4) and SCQF 10 (SVQ 5). They all contain the same 3 basic criteria:

- A relevant SVQ (or alternative competency based qualifications)
- Core Skills
- Industry specific training

Details of the content of this specific Modern Apprenticeship are given in the next section.
Modern Apprenticeships in Creative and Digital Media

About Creative Skillset

Creative Skillset is the industry skills body for the Creative Industries. It works across film, television, radio, fashion and textiles, animation, games, visual effects, publishing, advertising and marketing communications.

It works with and for the Creative Industries to develop skills and talent, supporting productivity and employability.

Sector Overview

According to Creative Skillset’s 2012 Census, the Creative Industries in Scotland employ 12,500 people. This represents 7% of the UK Creative Industries workforce, up from 4% in 2009.

The majority of people are employed in interactive media, representing 31% of creative media employment in Scotland. This is followed by 23% in TV, 18% in facilities for film and TV, 11% in radio and 8% in computer games. Smaller pockets of employment are also found in corporate production, film and animation.

Most people in the industry work in production (19%), followed by business management (13%), art and design (13%), strategic management (12%) and technical development (10%).

Almost three in ten (28%) of those working in Scotland are freelancers, which has decreased from 35% in 2009. This compares to 24% in the creative media industries across the UK. The freelance workforce is particularly important to the independent TV production subsector, 68% of which are freelance. Freelance levels were also high in corporate production (53%), independent radio production (50%) and post production (41%).

This pattern of employment presents unique challenges to the sector in terms of supporting the further adoption of Modern Apprenticeships. Evidence garnered to date during the consultation, highlighted that employers were increasingly open to exploring future potential to take on apprentices.

In Scotland, the Creative Industries is one of the key sectors that can best exploit Scotland’s global competitive advantages and the government wants to build supportive framework for sustained improvement and future economic growth that includes skills – as it is stated in Skills for Scotland: Accelerating the Recovery and Increasing Sustainable Economic Growth.

The industry in Scotland recognises potential growth, particularly in Television, Publishing, Content for Computer Games, and Interactive Media. This growth is recognised as deriving from:

- positive changes in TV commissioning practises delivering more network hours of content originated and produced in Scotland; drama production in particular has increased significantly and factual continues to be a key strength.
- the growth in demand for content for computer games driven by wider access to mobile platforms – this is helping to redress the imbalance of the inherent weakness of targeting large “console games titles”
- development and adoption of more sophisticated digital technology to deliver innovation in Scotland’s publishing industry.

New entrants to the sector increasingly need the skills to operate across different platform requirements, as well as being able to identify and seize the business opportunities for content creation and monetisation.

1 Skillset Sector Skills Assessment for the Creative Media Industries in Scotland (December 2011)
New technology is driving new job roles and the demand for more multi-skilled individuals capable of working across different digital media platforms. New entrants to the sector increasingly need the skills to operate across different platform requirements, as well as be able to identify and seize the business opportunities for content creation and monetisation. These individuals also increasingly need a hybrid set of skills that enable them to operate across a diverse range of production demands in a fast-changing, highly competitive and digitally-oriented environment. The Modern Apprenticeship is designed to develop and assess this hybrid set of skills.

Summary of Framework

Mandatory outcomes

SVQ or alternative competency based qualification
- The following must be achieved:
  - Diploma in Creative and Digital Media at SCQF Level 7 *(GJ3D 47)*

Core Skills
- Communication (SCQF 6)
- Working With Others (SCQF 6)
- Problem Solving (SCQF 5)
- Information and Communication Technology (SCQF 6)
- Numeracy (SCQF 5)

Optional Outcomes

Additional SVQ Units/Qualifications/Training
Not Applicable

Not Applicable
The Framework

The mandatory and optional content of the Modern Apprenticeship in Creative and Digital Framework is as follows:

Mandatory Outcomes

CBQ

Each apprentice is required to achieve the following Qualification:

- Diploma in Creative and Digital Media at SCQF Level 7 *(GJ3D 47)*

Scottish Vocational Qualifications (SVQs) are work-based qualifications, which are based on National Occupational Standards of competence drawn up by representatives from each industry sector. SVQs are made up of units – normally between six and ten – which break a job down into separate functions reflecting the different kinds of activities of a job. SVQs are available at five levels – although most are at level 2 and level 3. When someone has achieved an SVQ, there is a guarantee that they have the skills and knowledge needed to do their job. All Scottish Modern Apprenticeships must contain a relevant SVQ or equivalent qualification.

Core Skills

Each apprentice is required to achieve the following core skills:

- Communication SCQF level 6
- Working with others SCQF level 6
- Problem Solving SCQF level 5
- Information and Communication Technology SCQF level 6
- Numeracy SCQF level 5

The Core Skills do not require separate certification, Creative Skillset will provide detailed mapping to the competence based qualification - Diploma in Creative and Digital Media at SCQF Level 7.

Core Skills are skills and abilities which everyone needs in their work. This is true for every job in every workplace. Core Skills also feature in National Qualifications such as Standard Grades and Highers and from 2000; Scottish candidates have been issued with a Core Skills profile on their Scottish Qualifications Certificate. Candidates who have already been certificated as achieving Core Skills at the levels given above – either in the workplace or at school or college - do not need to repeat these Core Skills as part of the Modern Apprenticeship Framework.

Enhancements

Not Applicable

Optional Outcomes

Not Applicable
Registration and certification

This Scottish Modern Apprenticeship is managed by Creative Skillset. The SSC is the first point of contact in Scotland for any enquiries in relation to the Framework. Contact details:

| Creative Skillset,  
| 94 Euston Street  
| London  
| NW1 2HA |

The SSC will register all Scottish Modern Apprentices undertaking this Framework. All Modern Apprentices must be registered with the SSC within 4 weeks of starting their apprenticeship. Registration can be made by completing the Sample Training Plan and Sample Training Agreement in Appendix 3 and sending these to the above address or completing the online registration system (MA Online, www.maonline.org.uk). In the case of MAs which receive funding it is acceptable for the Skills Development Scotland Training Plan to be used on the condition that it includes all relevant information as set out in the MA Training Plan.

The SSC will issue a Modern Apprenticeship Certificate of Completion to those Modern Apprentices who have completed the mandatory outcomes of the Framework. Before a certificate is issued, training providers must submit evidence to the SSC that the mandatory outcomes have been achieved. This will normally be in the form of photocopies of certificates from awarding bodies.

Requests for registration and certification should be made to the SSC at the address above.

SSC Service level

The SSC undertakes to confirm the registration of candidates in writing within 4 weeks of receipt of the relevant Training Plan and Training Agreement. Each candidate will be issued with a unique registration number.

The SSC also undertakes to issue Certificates of Completion within 4 weeks of receipt of the appropriate evidence that a candidate has completed the outcomes as stated in the Training Plan.
Recruitment and selection

The recruitment and selection of Modern Apprentices is primarily the responsibility of the employer. However, the following guidance is given:

- Employees may enter a Modern Apprenticeship from the age of 16. There is no upper age limit.

- The Modern Apprenticeship is designed to attract high quality people to the industry. Achievement of academic qualifications is one way of assessing the suitability of applicants. However it should be stressed that no persons should be deterred from applying for a Modern Apprenticeship because of a lack of formal educational qualifications. As well as traditional qualifications such as Standard Grades and Highers, employers should also be aware of newer vocational qualifications or vocational activity undertaken outwith an academic institutions, such as volunteering activity.

- The following factors may also influence the selection process:
  - performance during a formal interview process
  - references
  - relevant work experience
  - trial observation period.

- Employers should be aware of the nature, relevance and quality of foreign qualifications and make appropriate allowances concerning entry requirements.

- In order to promote and maintain the high status of the Modern Apprenticeship within the industry all literature distributed for recruitment purposes should emphasise the high standards of achievement expected of the candidate.

- Employers may wish to contact the SSC for advice and guidance on recruitment and selection.

New entrants in the creative industries must have an understanding and appreciation of different technologies alongside general knowledge and soft skills, including the capacity to work efficiently and in teams. Employers are looking for work-ready individuals who are hard working have the right attitude, strong communication and IT Skills and a good understanding of what takes to work their way up in the creative industries, which is a footprint in which freelancing is a common means of employment. Career success in the creative industries requires a strong passion for the subject area and the ability to network and confidently market personal skills and achievements.

Equal opportunities

Modern Apprenticeships should ensure that there is equality of opportunity for all and any barriers (real or perceived) are addressed to support anyone seeking to enter employment to undertake the Modern Apprenticeship.

All MAs supported by Skills Development Scotland must conform to any contractual requirements on equal opportunities. All employers of Modern Apprentices should have an Equal Opportunities policy statement.

Health and Safety

All aspects of health and safety at work must be recognised within the delivery of this Modern Apprenticeship Framework and all statutory requirements be adhered to.
It is a key aspect of the induction period of the Modern Apprenticeship that apprentices are fully informed both of the regulations and that they and their employers are bound by these regulations. Modern Apprentices should be made aware of their rights and duties with regard to health and safety.

All Modern Apprentices supported by Skills Development Scotland will be required to satisfy the adequacy of SDS’s Health and Safety policy and systems.

**Contracts**

The following three contracts are essential to the successful outcome of the Modern Apprenticeship programme:

1. Contract of employment signed by the employer and the Modern Apprentice.

2. SSC Training Agreement - this agreement outlines the basis of the modern apprenticeship, refers to the contract of employment and includes Health and Safety responsibilities.

3. SSC Training Plan - this plan outlines the selected outcomes and the expected duration of the apprenticeship. In cases where funding is offered by SDS, the SDS Training Plan will be sufficient on condition that it contains all relevant information as set out in the MA Training Plan at Appendix 2. Training Plans may be modified to reflect changing circumstances; however it is essential that the SSC is notified of any changes.

**Employment status of Modern Apprentices**

It is important that the sector offers genuine employment and career prospects to those people it wishes to attract through Modern Apprenticeships. Accordingly, **all apprentices must be employed for the duration of the apprenticeship**.

**Terms and conditions of employment**

In order to compete with other sectors offering Modern Apprenticeships, attractive packages will need to be developed by employers in the sector. The terms and conditions of employment for individual Modern Apprentices will be agreed between the employer and the apprentice and should form the contract of employment.

**Training and development**

**Delivery**

Training delivery can take many forms under the Modern Apprenticeship system. Some organisations may become approved SVQ Assessment Centres; others may join a consortium or use peripatetic assessors. Some large employers will be able to complete all the training and development in-house, but most employers will find that some of the training and development will have to take place away from the normal workplace. In particular the underpinning knowledge requirements are often more suited to delivery by outside training providers which might include:

- private training organisations
- colleges / universities
- other employers

Such knowledge could be delivered through training courses or through open/distance learning packages.

The option of sharing training and assessment resources amongst a cluster of employers (or across the divisions of a larger employer) will be particularly appealing to those firms which do not have the resources to provide all of the training and
development. Assessment can be provided by these bodies, but the assessors and the training centre must be approved by the awarding bodies for the SVQ and Core Skills where appropriate.

Registered on the MA Online system to deliver this framework are:

- Glasgow Clyde College
- Glasgow Kelvin College
- Forth Valley College
- Fife College
- City of Glasgow College
- Career Studio
- Edinburgh College
- L&G Learning (Scotland) Ltd

Please check with Creative Skillset and SQA Awarding Body for an up to date list of training providers.

The SSC training plan

The plan is required to identify:

1. The selected Framework outcomes, specifying whether or not separate certification of the Core Skills is being sought.
2. A summary of the Modern Apprentices accredited prior learning
3. A timetable for achievement of the selected Framework outcomes, linked to regular progress reviews.

The Training Plan should take into account any relevant previous training and development, education or work experience. Not all Modern Apprentices need have different plans, but many will vary. Moreover as reviews take place and circumstances change so the plan itself can be modified.

However any changes must:

- be subject to the quality provisions of Skills Development Scotland (if the MA is being financially supported)
- comply with the stipulations of this Framework
- meet the needs of the employer and apprentice.

A sample Training Plan is provided at Appendix 3 of this document, however, for those Modern Apprentices funded by SDS area office it is sufficient to submit the Skills Development Scotland Training Plan on condition that it covers the same information required in the MA Training Plan.
Consultation Process

Creative Skillset has worked with industry to develop a flexible, responsive Apprenticeship programme that addresses the reported entry level skills shortages, in addition to the need for more work-ready, digitally savvy new entrants.

Stakeholders included industry and education professionals from the broadcasting, journalism, production and interactive media sectors.

As the largest Creative Industries employer in Scotland, BBC Scotland has been instrumental in paving the way for take-up of Modern Apprenticeships. BBC Scotland has continued to play key parts in the consultation process, but it was essential that the review sought input from across the wider sector and sub-sectors.

Representative groups such as the National Union of Journalists, Creative Scotland’s TV Working Group and Creative Skillset’s own National Board for Scotland provided wide scale support, which was further enhanced by iterative, individual consultations with particular employers and practitioners. Growing interest from colleges has broadened the scope for future delivery and new partnerships are already forming between industry and delivery partners.

Additionally, consulting with partners Young Scot has demonstrated ways in which the framework can also meet the needs of communications/media functions within non-Creative Industries organisations such as local authorities, banks, insurance companies and other private sector businesses.

Career progression

Following completion of the Modern Apprenticeship, candidates should be able to achieve positions in areas such as:

- Production runner/assistant
- Junior researcher
- Web assistant
- Production secretary
- Digital marketing
- Imager producer
- Content producer

Please note that job titles will differ across organisations and, in increasingly converging job roles, apprentices will likely be trained in a range of skills from a number of traditional job roles.

This Modern Apprenticeship is also relevant to employers outside of Creative Media – possibly those who have team members responsible for using digital technology for creative purposes.
Appendices

APPENDIX 1

Stakeholder Responsibilities

Many organisations and individuals share the responsibility for ensuring that the Modern Apprenticeship programme is implemented to the highest possible standard. They include:

- Awarding Bodies
- Employers
- Modern Apprentices
- Modern Apprenticeship Group (MAG)
- Sector Skills Councils (SSCs)
- Skills Development Scotland
- Training Providers

Role of the Sector Skills Councils

SSCs are responsible for developing Modern Apprenticeship Frameworks and are required to work with employers in their sectors to ensure that all Frameworks meet the needs of employers in their sectors.

For details on your sector’s SSC, follow the link to the Alliance of Sector Skills Councils’ website [http://www.sscalliance.org](http://www.sscalliance.org).

Role of Skills Development Scotland (SDS)

MA frameworks are used by employers as part of their workforce development to train new employees and up-skill existing members of staff. They can be (and often are) used regardless of whether financial support is available from the delivery body who currently provides a ‘contribution’ towards the cost of delivery. However, only approved MA Frameworks will be eligible for funding support from Skills Development Scotland who should be contacted to establish the availability and level of support for each MA Framework.

Further information is available from: [http://www.skillsdevelopmentscotland.co.uk/our-services/modern-apprenticeships.aspx](http://www.skillsdevelopmentscotland.co.uk/our-services/modern-apprenticeships.aspx)

SDS provides advice and guidance to individuals on the range of Modern Apprenticeships and training providers available. Individuals are signposted to opportunity providers who offer training in the vocational areas of interest.

Responsibilities include:

- Supporting the Modern Apprentice with ongoing Career Planning advice
- Signposting candidates to suitable vacancies
- Promoting the Modern Apprenticeship route on the Skills Development Scotland website
- Facilitating recruitment events that bring together jobseekers and opportunity providers

Role of the Awarding Bodies

A significant proportion of the Modern Apprenticeship is based on the assessment of the apprentice against SVQs/ CBQs or SVQ/ CBQ units. These qualifications are accredited by the SQA Accreditation and the Office of the Qualifications and Examinations Regulator (Ofqual) and are offered by Awarding Bodies.

It is the responsibility of the Awarding Bodies to ensure that centres are approved, that assessors and verifiers are suitably qualified, trained and monitored, and that all of the assessment criteria of the SVQs/ CBQs and SVQ/CBQ units are fully met.
Role of the Training Provider

The role of the training provider is important to the success of the Modern Apprenticeship. A training provider can be a further education college, a private or voluntary training company or in some cases the employer themselves or employer partnerships.

Training Providers are responsible for:

- Confirming an appropriate MA programme for candidates
- Agreeing the training needs of the candidates
- Agreeing roles and responsibilities for on the job training
- Agreeing where off the job training will be required and defining roles and responsibilities for this with relevant parties
- Ensuring trainee/candidate has access to the best quality training opportunities available
- Ensuring that the Modern Apprentices and employers fully understand the principles and processes of competence-based assessment
- Registering of MA candidates with the relevant SSC (and Skills Development Scotland if appropriate).
- Compiling and agreeing assessment schedules/assessment plans
- Judging performance evidence
- Completing assessment records
- Reviewing candidates progress at regular intervals
- Submitting records and evidence for moderation
- Advising the Modern Apprentice who to approach for support, advice, encouragement and in case of complaint

Role of the Modern Apprenticeship Group (MAG)

MAG is an independent group drawn from key stakeholders involved in the management and delivery of the Apprenticeship programme in Scotland.

MAG is responsible for:

- Approval and re-approval of Modern Apprenticeship Frameworks
- De-approval of Modern Apprenticeship Frameworks
- Encouraging best practice across Modern Apprenticeship Frameworks and sectors

Role of the Employer

Employers’ responsibilities include:

- Paying all Modern Apprentices in accordance with company policy and in line with current legislation
- Agreeing roles and responsibilities for on the job training
- Agreeing where off the job training will be required and define roles and responsibilities for this with relevant parties
- Highlighting opportunities for the Modern Apprentice to demonstrate competence
- Meeting with Trainers, Assessors, Verifiers and the Modern Apprentices to review progress
- Witnessing candidate performance and verifying evidence
- Releasing Modern Apprentices for college/off-the-job training in line with training plan
- Ensuring the experience, facilities and training necessary to achieve the outcomes of the training plan.
- Supporting and encouraging Modern Apprentices and rewarding achievement
- Taking responsibility for the Health & Safety of Modern Apprentices.
Role of the Modern Apprentice

Modern Apprentices have the same responsibilities to their employer as any other employee. In addition they have a range of commitments to their training programme.

Modern Apprentices’ responsibilities include:

- Observing the company’s terms and conditions of employment
- Agreeing a training/development plan with all parties involved
- Undertaking development in line with agreed training plan
- Attending meetings with trainers, assessors and verifiers as required
- Attending college/off-the-job training where required
- Providing evidence of competence
- Developing a collection of evidence (portfolio) and retain ownership of this throughout
- Behaving in a professional manner throughout
APPENDIX 2

Modern Apprenticeship Centres (MACs)

Modern Apprentices may only be registered through organisations approved by the SSC to deliver this Framework. Such approved organisations are called Modern Apprenticeship Centres (MACs).

The MAC may be the employer of the apprentice or a separate organisation such as a training provider, further education college, a private or voluntary training company or in some cases the employer themselves or employer partnerships.

In order to be approved, organisations must make a formal application to the SSC, seeking approval and establishing that the centre satisfies the following criteria:

Either

1. be approved by an appropriate Awarding Body as a centre for the assessment of the relevant SVQ/CBQ (and Core Skills if these are being separately certificated)

or

2. be capable of demonstrating a contractual relationship with another approved centre for the assessment of those units for which the MAC does not have approval from an appropriate Awarding Body.

In addition

The SSC will maintain a database of MACs for the delivery of the Framework within Scotland, which will be available to employers and others.

Organisations wishing to become MACs who have yet to obtain the necessary Awarding Body approval for assessment should first contact the Awarding Body direct.

Organisations wishing to be accredited with SQMS (or other appropriate quality system) should contact Skills Development Scotland.

In addition to the assessment of the Modern Apprentice against the relevant standards set by the selected Framework outcomes, the MAC has responsibility for:

- Entering into a formal training agreement with the employer and Modern Apprentice
- Registering Modern Apprentices as candidates for the relevant SVQ/CBQ(s) and other selected units with the appropriate Awarding Body
- Registering Modern Apprentices with the SSC
- Applying for the final ‘Certificate of Completion’ on behalf of Modern Apprentices
- Informing the SSC of any material alterations to Modern Apprentices’ training plans or desired changes to the selected Framework outcomes.
# APPENDIX 3

## MODERN APPRENTICESHIP SAMPLE TRAINING AGREEMENT

This Training Agreement is entered into by:

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<th>Name of Employer:</th>
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<td>Name of Modern Apprentice:</td>
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<tr>
<td>Name of Modern Apprenticeship Centre:</td>
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The **Employer's responsibilities** are to:

1. employ the modern apprentice subject to the employer’s usual terms and conditions of employment;
2. provide the modern apprentice with the facilities, training and work place opportunities necessary to achieve the selected Framework outcomes specified in the apprentice’s personal training plan;
3. pay the modern apprentice an agreed salary which reflects the obligations of the employer and the opportunities for the apprentice;
4. in the event of the employer becoming unable to retain the modern apprentice after completion of the apprenticeship, to use reasonable endeavours to secure employment elsewhere;
5. in the event of the apprenticeship being terminated prematurely by either the employer or modern apprentice for any reason other than dismissal for unsatisfactory performance or misconduct, to use reasonable endeavours to secure employment and continuation of this apprenticeship elsewhere;
6. operate a formal Health and Safety policy and undertake the necessary legal and contractual responsibilities for health and safety of the modern apprentice; and
7. operate an Equal Opportunities policy which meets all legal requirements.

The **Modern Apprentice's responsibilities** are to:

1. work for the employer in accordance with the agreed terms and conditions of employment;
2. undertake training, attend courses if required, keep records, and take assessments to be determined by the employer and/or Modern Apprenticeship Centre, and carry out such work as may be required in order to achieve the selected Framework outcomes specified in the apprentice’s personal training plan;
3. be diligent, punctual, behave in a responsible manner and in accordance with the requirements of Health and Safety legislation relating to the apprentice’s responsibilities as an individual; and
4. promote at all times the employer’s best interests.

The **Modern Apprenticeship Centre’s responsibilities** are to:

1. agree the content of the modern apprentice’s personal training plan as confirming that the selected Framework outcomes and training plans meet the criteria of this modern apprenticeship
2. contract with the employer to provide the training and assessment necessary to enable the modern apprentice to achieve the selected Framework outcomes specified in the apprentice’s personal training plan; and
3. use its best endeavours to ensure that the employer provides the modern apprentice with the facilities, training and work place opportunities necessary to achieve the selected Framework outcomes specified in the apprentice’s personal training plan.

This agreement to be signed by all parties:

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<td>Modern Apprenticeship Centre</td>
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MODERN APPRENTICESHIP TRAINING PLAN

The Modern Apprenticeship Centre

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The Modern Apprentice

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The Employer

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Skills Development Scotland office

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### Framework selected outcomes

**Mandatory outcomes**

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<th>SCQF Credit Points</th>
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### Enhancements

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### Core Skills

*(Include details of the minimum level required)*

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<td>1 Communication</td>
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<td>2 Working with others</td>
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<td>3 Numeracy</td>
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<td>4 Information and communication technology</td>
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<td>5 Problem Solving</td>
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### Optional outcomes

**Additional units (if any)**

*These are optional and should reflect the individual training needs of the Apprentice*

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<th>Additional units (if any)</th>
<th>Tick units being undertaken</th>
<th>SCQF Level</th>
<th>SCQF Credit Points</th>
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Summary of Modern Apprentices accredited prior learning:

If you require assistance in completing this form, please contact:

Creative Skillset,
94 Euston Street
London
NW1 2HA
Tel: 020 7713 9800