

Qualification Specification

Accelerate People L4 EPA for Digital Product Manager ST0964/AP1.0

QAN: 610/3354/6



| Version History | | | |
|-----------------|---------------|---|--|
| Version | Date Amended | Changes Made | |
| 1.0 | January 2024 | Document created. | |
| 1.1 | February 2025 | Document rebranded. | |
| 2.0 | February 2025 | Edited gateway requirements to accommodate change in policy for English and Maths requirements. | |



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Qualification Objective

The level 4 Digital Product Manager apprenticeship is one of a suite of apprenticeships that have been designed by industry employers to meet a range of job roles across different industries and sizes of business.

Accelerate People are an end-point assessment organisation (EPAO) for apprenticeship standards that are defined by the Institute for Apprenticeships & Technical Education (IfATE). The <u>apprenticeship standard</u> and <u>assessment plan</u> can be found on the <u>IfATE</u> website.

As part of this apprenticeship all apprentices are required to complete an independent end-point assessment (EPA). The purpose of the EPA is to independently assess that any apprentice on this standard is competent in a relevant job role and can evidence meeting all the assessment criteria relating to the knowledge, skills and behaviours (KSB) outcomes.

The Level 4 Digital Product Manager Apprenticeship

Role Profile:

This occupation is found in a wide and diverse range of public and private sector organisations, from tech start-ups, government departments to multi-nationals. Any organisation of any size that creates or uses digital products such as systems, services, apps, websites, software in a digital environment will benefit from this occupation. Example sectors include banking and finance, telecoms, public sector, gaming, medical and pharmaceutical and cyber security.

The broad purpose of the occupation is to drive and manage digital products through the complete product lifecycle. Digital products are typically systems, services, apps, websites, software in a digital environment, starting from inception of the product, through to prototyping and gaining customer or user feedback. Digital and technical teams use modern or cutting-edge technology to deliver great products for users and create value for their businesses. This occupation needs to have a holistic understanding of the tech, the data and the users and bring that together to direct the team to deliver the best for the product. They continually gain user feedback on the digital product to maintain and make enhancements and improvements. They are the voice of the



customer, interpreting the need behind the request and prioritising any changes needing to be made and with the product being digital they ensure changes are made continually. Changes can be weekly or even daily as new code can be changed quickly and immediately consumed by users. The occupation manages the product to the end of its life, decommissioning the system or service and the technology that sits behind it. An example in the public sector, where the public accesses the government service online to tax a car, the occupation has developed a service replacing a paper process with a wholly digital service. Digital Product Managers are responsible for Government services we regularly use such as Gov.Uk, renew your passport, book your covid vaccination. In the private sector the occupation owns applications and services used by a commercial or public sector organisation's staff, their users, or citizens. This could be across installed applications, mobile applications, web sites and web applications across nearly all market sectors.

In their daily work, an employee in this occupation interacts with a wide range of people both inside and outside of their digital and technical development team and their organisation. These include members of their multi-disciplinary digital and technical development team (Software Engineers, Testers, Business Analysts, Delivery Managers, UX Designers), customers or internal users, subject matter experts across their organisation or sector, commercial teams within their organisation, other members of the digital product community including peers and leaders and any stakeholders interested in or with influence over their digital product.

An employee in this occupation will be responsible for the end-to-end lifecycle management of their digital product(s). They are responsible for prioritising user driven and commercial changes which leads to the prioritisation of the work of the digital and technical development team. They will be responsible for ensuring they deliver value for money but are unlikely to directly manage a budget. They will be physical or virtually office based and may have occasional direct working with customers or users. They are unlikely to have complete autonomy over their product, they will need approval or agreement from senior product colleagues in key decisions, including strategic direction. They are unlikely to be a line manager as they will be junior members of the digital product team. They are likely to report to a more senior member of the digital product team. However, some organisations may have different structures and they could report to a more senior leader in another areas.

Typical Job Titles:



Associate product manager, digital product manager, junior product manager, or product manager.

Duties:

This apprenticeship standard includes duties to support alignment between the job role and the apprenticeship standard. Listed below are the duties that all apprentices must demonstrate in their apprenticeship. These duties are not assessed or graded as part of the EPA.

- **Duty 1**: Engage teams and stakeholders to develop a compelling vision and strategy for your product and communicate these over the short and long-term.
- **Duty 2**: Prioritise the delivery of value delivered through digital products or services to users whilst balancing competing priorities and constraints.
- **Duty 3**: Through your supporting of a multi-disciplinary team, you will represent users throughout the product lifecycle phases.
- **Duty 4**: Develop and prioritise the product backlog, creating user stories and making decisions based on evidence.
- **Duty 5**: Engage with a variety of stakeholders, flexing your style as appropriate.
- **Duty 6**: Develop an expert understanding of the users' needs and champion these in the delivery of your product.
- **Duty 7**: Engage with users and stakeholders through a range of channels to encourage take-up and use of your product.
- **Duty 8**: Set measurable goals for your product and report against these to demonstrate progress against benefits.
- **Duty 9**: Support the vision, roadmaps and delivery of other products in your area of work.
- **Duty 10:** Play an active role in product manager communities sharing your learning and celebrating progress made by other people and teams.
- **Duty 11:** Seeking out appropriate feedback and using it to drive future improvements.
- Duty 12: Seeking out and using best available data to make decisions.
- **Duty 13:** Working with and alongside all members of a multi-disciplinary team to get the best outcomes.



Entry Requirements

Qualifications

Apprentices aged 16-18 on their apprenticeship start date, without level 2 English and maths, will need to achieve this level prior to taking the EPA. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Apprentices aged 19+ on their apprenticeship start date, without level 2 English and maths, are exempt from achieving this prior to taking their EPA; this exemption is by prior agreement between the apprentice and employer.

Experience

There are no pre-requisite knowledge, skills or understanding requirements defined for entry onto this qualification.

EPA Requirements

To successfully complete the level 4 Digital Product Manager apprenticeship apprentices must achieve at least a pass in both EPA assessment methods. This EPA consists of two discrete assessment methods which have the following grades awarded.

Assessment Method 1 (AM1): Professional discussion underpinned by portfolio.

- Fail.
- Pass.
- Distinction.

Assessment Method 2 (AM2): Project report, presentation, and questions.

- Fail.
- Pass.
- Distinction.



Failed assessment methods must be re-sat or re-taken within a 6-month period from the EPA outcome notification, otherwise the entire EPA will need to be re-sat or re-taken in full.

EPA Gateway

For this apprenticeship all apprentices must spend a minimum of 12 months on programme, of which a minimum of 20% must be spent undertaking off-the-job training, before being eligible to undertake the EPA.

Before starting the EPA, an apprentice must meet the following gateway requirements:

- The apprentice's employer must confirm that they think their apprentice is working at or above the occupational standard. The apprentice will then enter the gateway. The employer may take advice from the apprentice's training provider(s), but the employer must make the decision.
- Apprentices must have achieved English and Maths qualifications in line with the apprenticeship funding rules.
- For the professional discussion underpinned by portfolio (AM1) the apprentice must submit their portfolio of evidence.
- For the project report, presentation, and questions (AM2) the apprentice must submit the project title and project scope.

Apprentices may request additional time if they require a reasonable adjustment. Information on how and when to apply is contained within the reasonable adjustments policy.

Once the apprentice is ready to enter gateway the following must be submitted to progress:

- Gateway form:
 - Confirming the preferred date for each assessment method.
 - Advising Accelerate People if the apprentice requires any reasonable adjustments to be made during the EPA.
 - o Confirmation signatures that the apprentice is ready for the EPA.
 - o The project title and scope, which is part of the Gateway Form (for AM2).
- Evidence of:
 - Maths and English qualifications at Level 2 or above (or acceptable equivalent as specified in the entry requirements section), or



- Confirmation that the apprentice is exempt from achieving English and Maths qualifications.
- The apprentices completed electronic portfolio (for AM1).

The gateway form along with all documentation must be uploaded before the EPA can commence. Failure to upload any of the required documentation may delay the EPA start date.

Knowledge, Skills and Behaviours

There are no mandatory vendor qualifications or knowledge modules for this apprenticeship. Apprentices are expected to be able to demonstrate competence against the assessment criteria specified within the assessment plan. The assessment criteria are based on the following KSBs, which apprentices are expected to be competent in before entering gateway.

Knowledge

- **K1**: Product delivery lifecycle and phases over time.
- **K2**: Business case development and the realisation of benefits to the organisation.
- K3: Purpose of vision and strategy for a digital product throughout its life cycle.
- **K4**: Approaches to stakeholder management in ensuring the delivery of successful products.
- **K5**: Approaches to communication for a range of stakeholders across multiple channels, including technical and non-technical audiences.
- **K6**: Approaches to utilise horizon scanning and wider industry trends to inform strategic decisions.
- **K7**: Methodologies of user or customer research/insights and evaluative research.
- **K8**: Different prototyping approaches to explore and iterate potential solutions with real users.
- **K9**: Standards relevant to digital product development in your sector which could include accessibility, ethics and privacy.



K10: Importance of data management in accordance with legislation to ensure compliance.

K11: Importance of security and assurance in digital product design, development and operations.

K12: Importance of Diversity and Inclusion when designing and developing digital products across a range of protected characteristics to ensure inclusive and accessible outcomes are embedded from the outset.

K13: Principles of sustainable product development including the environmental footprint throughout the lifecycle of the product from inception to decommissioning.

K14: Approaches to problem solving methodologies for example using team skills, workshop, root cause analysis, research.

K15: Approaches to delivering products, including Minimum Viable Product and subsequent iterative delivery and optimisation techniques.

K16: Principles of product ownerships and risk including value, usability, feasibility and viability.

K17: Different product development approaches including iterative and sequential methodologies and when to apply them.

K18: Different approaches to planning and development of product roadmaps for both the team and diverse stakeholder needs.

K19: Different prioritisation techniques, when and how to use them whilst project managing.

K20: Principles of budgets, costs, value and contract management

K21: Approaches to a running a live product including incident management and service support.

K22: Principles of performance measures and their selection to measure the success of a product.

K23: Principles of data analytics, data visualisation techniques and tools.

K24: User stories, their format and their value.

K25: How they will ensure product take-up, usage and continually develop the product.

Skills



- **S1**: Diagnose problems by breaking problems down systematically into component parts and identify the relationships between those parts.
- **S2**: Reflect critically on results/data/insights to identify improvements.
- **S3**: Utilise iterative and sequential methodologies as appropriate to develop products.
- **S4**: Work within a multi-disciplinary team through two or more phases of the product delivery lifecycle.
- **S5**: Manage the operational running of a live product or service.
- **S6**: Identify, understand, and define problems, analyse and help to identify the appropriate solution using relevant methodologies, principles and approaches.
- **S7**: Support the development of artifacts for assessment.
- **S8**: Translate back log and roadmap and show how it aligns to strategy.
- **S9**: Identify users, who they are, and what their needs are, based on evidence.
- **\$10**: Define user stories, write stories and acceptance criteria.
- **S11**: Engage various stakeholders, utilise the vision, goals, KPI's and objectives for the product or service.
- **\$12**: Ensure methods and techniques for structured reviews are applied, for example but not limited to peer review, formal technical review, user research and testing.
- **S13**: Utilise planning and prioritisation techniques to organise and manage the product backlog to deliver value and benefits.
- **\$14**: Produce reports, roadmaps, plans to report progress and support governance processes and stakeholder management at various levels within the organisation.
- **S15**: Use product management life cycle tools and techniques. Where appropriate automate mechanical tasks such as scheduling, resource balancing, and time recording.
- **S16**: Manage, mitigate and investigate product risks and ensuring product meets the need of its users.
- **S17**: Use data to inform decision making.

Behaviours



B1: Professional approach when they have managed difficult, challenging constraint and or a situation.

B2: Commitment to continuous improvement by following and maintaining quality standards throughout the product life cycle.

B3: Assumes responsibility that their actions and objectives are in line with business strategy.

B4: Conveying a level of confidence and professionalism when engaging with stakeholders.

B5: User centred mindset to solving problems that deliver value and meet user needs.

B6: Demonstrating a customer first approach in day-to-day activity. For both internal and external customers.

B7: Influencing others to take a specific course of action.

Assessment

AM1: Professional Discussion Underpinned by Portfolio

Training providers must work with the employer and apprentice to select the best evidence completed during the whole of the apprenticeship. All evidence should be real work tasks, and be clear, well documented and demonstrate competency against the assessment criteria listed in the assessment plan.

Typically, portfolios will contain eight discreet high-quality tasks covering a range of different assessment criteria in each, although it is expected that there will be overlaps of assessment criteria in each task. Evidence sources may include:

- Written accounts of activities that have been completed.
- Workplace documentation and records.
- Workplace policies and procedures.
- Witness statements.
- Annotated photographs.
- Video clips (maximum total duration 10 minutes); the apprentice must be in view and identifiable.
- This is not a definitive list; other evidence sources are possible.



Where apprentices have worked on confidential or secure tasks, they should write high level statements about these tasks, but not upload any restricted information.

Apprentices should be prepared to discuss further details during the professional discussion.

Any employer contributions should focus on direct observation of performance (for example witness statements) rather than opinions. The evidence provided must be valid and attributable to the apprentice; the portfolio of evidence must contain a statement from the employer and apprentice confirming this.

The portfolio should **not** include any methods of self-assessment or standalone knowledge statements. Any demonstration of knowledge must be in context of a specific work-related task.

Portfolios should be in an electronic format which must be submitted to Accelerate People at gateway. Paper-based portfolios will not be accepted. If an apprentice uploads a video clip this must be a file that can be uploaded with their portfolio. A link to a video will not be accepted and will not be used as part of their evidence.

Professional Discussion

The professional discussion will take place at least two weeks after the portfolio has been accepted at gateway.

- The professional discussion will take place online via video conferencing.
- Apprentices will need access to the internet and a working webcam for the entire duration.
- The apprentice must have access to a quiet room and, unless reasonable adjustments have been requested for additional support, be alone in the room.
- Apprentices must have photographic identification (ID) to verify their identity, if they do not produce any ID then the professional discussion will be cancelled.
- The discussion will last for 60 minutes with the independent assessor having the discretion to increase the time of the questioning by up to 10% to allow the apprentice to complete their last answer.
- A minimum of eight questions will be asked and will be formed based on the evidence and grading requirements in the table below.
- Apprentices are allowed access to their portfolio throughout the discussion.



AM2: Project Report, Presentation, and Questions

A project involves the apprentice completing a significant and defined piece of work that has a real business application and benefit. The project must start after the apprentice has gone through the gateway. It gives the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method.

This assessment method has two components:

- Project with a project output.
- Presentation with questions.

Together, these components give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method. They are assessed by an independent assessor.

The apprentice must start the project after the gateway. The employer should ensure the apprentice has the time and resources, within the project period, to plan and complete their project.

The apprentice may work as part of a team to complete the project, which could include internal colleagues or technical experts. The apprentice must however, complete their project report and presentation unaided and they must be reflective of their own role and contribution. The apprentice and their employer must confirm this when the report and any presentation materials are submitted.

Component One: Project Report

The apprentice must complete and submit the report and any presentation materials to the EPAO by the end of week 10 of the EPA period.

As a minimum, all projects must include:

- An introductory section (text only i.e., no diagrams. screen shots or figures).
- A description of the product.
- Scope.
- Approach.
- Measures.
- Outcomes.



· Reflections.

The project report has a maximum word limit of 1,500, with a tolerance of plus or minus 10% (anything outside of this will be marked as a failure). Appendices, references and diagrams are not included in this total. The project must map (in an appendix) how it evidences the relevant KSBs for this assessment method as per the table below.

Component Two: Presentation with Questioning

In the presentation with questions the apprentice delivers a presentation to an independent assessor on their project. The independent assessor must ask questions following the presentation. This gives the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method.

The presentation should cover:

- An overview of the project.
- The project scope (including key performance indicators).
- Summary of actions undertaken by the apprentice.
- Project outcomes and how these were achieved.

The apprentice must prepare and submit their presentation speaker notes and supporting materials to the EPAO at the same time as the report by the end of week 10 of the EPA period.

A minimum of two questions will be asked for each of the following themes:

- Product development.
- Standards.
- Product operations.

Key points:

- Presentation with questions will take place online via video conferencing.
- Apprentices will need access to the internet and a working webcam.
- The apprentice must have access to a quiet room and, unless reasonable adjustments have been requested for additional support, be alone in the room.
- Apprentices must have photographic identification (ID) to verify their identity, if they do not produce any ID then the presentation with questioning will be cancelled.



- Apprentices are required to outline details of visual aids to be used and specify any equipment required for the presentation.
- The presentation with questioning will last for 60 minutes, the presentation will last 20 minutes, and the questioning will last for 40 minutes, with the independent assessor having the discretion to increase the time of the questioning by up to 10% to allow the apprentice to complete their last point.
- The independent assessor will ask at least 8 questions.
- Apprentices are allowed access to their project report and presentation throughout the questioning.
- Questions will only be based on the evidence submitted for this assessment method.
- Apprentices will have 10 days' notice of the presentation with questioning date.

Assessment Criteria

AM1: Professional Discussion Underpinned by Portfolio

| Themes and KSBs | Pass Criteria | Distinction Criteria |
|---|--|--|
| Communications & Ownership K2 K4 K5 K13 K20 K21 S11 B1 B3 B4 B7 | Explains the importance of developing business cases on the realisation of benefits to the organisation during product development (K2) | Justifies approaches used to manage stakeholders when ensuring the delivery of a successful product (K4, K5, S11) |
| | Explains how they independently establish an approach to incident management and service support to manage difficult tasks or challenging situations whilst reducing environmental footprint during the product lifecycle. (K21, B1, B3) | |
| | Evaluates techniques and approaches to manage, engage and build trust with various stakeholders in a confident and | |



| Themes and | Pass Criteria | Distinction Criteria |
|--|---|---|
| KSBs | professional way, in order to work towards goals, KPIs and objectives and how they collaborate with internal and external stakeholders (K4, K5, S11, B4) Promotes a sustainable approach to product development to reduce carbon footprint throughout the life cycle, whilst factoring budget, costs, and contract management. (K13, K20, B7) | |
| Strategic Thinking K6 K14 K16 S1 S6 S7 S8 B5 | Explains how they identify and define problems, select the appropriate solution, and the impact of understanding and utilising the most relevant methodologies in this approach (K14, S6) Demonstrates how to use a centred mindset to systematically break down problems into component parts to meet user needs (S1, B5) Outlines approaches to horizon scanning translating roadmaps whilst aligning to strategy (K6, S8) Explains how they have developed the artifacts for assessment according to the principles of product ownership and risk (K16, S7) | Critically evaluate problem statements and current value propositions to define relevant problem-solving methodologies. Justify tools and techniques selected (K14, S6) |
| Users K12 K19 K24 K25 S9 S10 S12 S13 | Analyses the importance of writing user stories whilst | Critically evaluate the impact of mis-aligning user needs and |



| Themes and | | |
|------------|---|--|
| KSBs | Pass Criteria | Distinction Criteria |
| | applying the relevant acceptance criteria (K24, S10) | requirements with the acceptance criteria (K24, S9, S10) |
| | Shows appropriate prioritisation techniques for managing and organising the current backlog (K19, S13) | |
| | Explains how accessible outcomes for users with protected characteristics can be embedded through the product lifecycle from design to launch based on evidence of user need. (K12, S9) | |
| | Explains how they ensured product take-up, usage and continually developed the product using structured reviews. (K25, S12) | |

AM2: Project Report, Presentation, and Questions

| Themes and KSBs | Pass Criteria | Distinction Criteria |
|---------------------|---|---|
| Product Development | Identifies how user research and customer insights can inform the | Evaluate the methodologies and justify why they were effective in |
| K1 K7 K8 K15 | development of a product | this development (K8, K15, K17, S3) |
| K17 K18 S3 S4 B2 | roadmap prioritising the delivery of quality solutions. (K7) (K18) (B2) | |
| BZ | of quality solutions. (K7) (K16) (B2) | |
| | Outlines product delivery phases when working with different | |
| | teams throughout the product | |
| | delivery lifecycle (K1) (S4) | |
| | Demonstrates how they have | |
| | selected and utilised the | |



| Themes and | Pass Criteria | Distinction Criteria |
|--|--|--|
| KSBs | | Distillation Criteria |
| | methodologies to develop the product using different prototyping approaches and iterative and sequential product delivery approaches. (K8, K15, K17, S3) | |
| Standards K9 K10 K11 S14 S16 | Identifies all relevant standards associated with digital product development throughout the product lifecycle and describes how data products can be managed to reduce risk and comply with relevant legislation. (K9) (K10) (S16) | Analyse the approach and the impact of the risk management opportunities when using all relevant standards, legislation and compliance needs associated with digital product development in the organisation. (K9, K10, S16) |
| | Prepares documents and roadmaps to report product development progress according to the organisation's governance processes for managing compliance, security standards and reducing risk throughout the project. (K11, S14) | |
| Product Operations K3 K22 K23 S2 S5 S15 S17 B6 | Explains how the operational running of a live product or service is managed using product management life cycle tools and techniques, to implement vision and strategy for a digital product throughout its life cycle, to meet both internal and external customer needs. (K3, S15, S5, B6) Explains how they will identify user and business centric performance | Justify the performance measures taken, define a core selection to critically evaluate measures of success and how they will perform against strategic goals. (K22) (S2) |
| | metrics that will be used to measure success or make improvements to the product after development (K22, S2) | |



| Themes and KSBs | Pass Criteria | Distinction Criteria |
|-----------------|---|----------------------|
| | Evaluates data analysis using visual techniques and/or tools to demonstrate an understanding of data decision making in order to identify iterative product improvement. (K23, S17) | |



Grading

Each assessment method is graded individually and combined to give an overall grade. Assessment criteria do not appear in more than one assessment method, therefore an assessment criteria failed in one assessment method cannot then be demonstrated in the other assessment method. All EPA methods must be passed for the EPA to be passed overall.

Grades from individual assessment methods will be combined in the following way to determine the grade of the EPA as a whole:

| Professional Discussion Underpinned by Portfolio | Project Report, Presentation, and Questions | Overall Grading |
|--|---|-----------------|
| Fail | Any grade | Fail |
| Any grade | Fail | Fail |
| Pass | Pass | Pass |
| Pass | Distinction | Merit |
| Distinction | Pass | Merit |
| Distinction | Distinction | Distinction |

Re-sits and Re-takes

If the apprentice fails one or more assessment methods, they can take a re-sit or a retake at their employer's discretion. The apprentice's employer needs to agree that a resit or re-take is appropriate. A re-sit does not need further learning, whereas a re-take does.

The apprentice should have a supportive action plan to prepare for a re-sit or a re-take.

The employer and EPAO agree the timescale for a re-sit or re-take. A re-sit is typically taken within 1 month 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 3 months of the EPA outcome notification.

Failed assessment methods must be re-sat or re-taken within a 6-month period from the EPA outcome notification, otherwise the entire EPA will need to be re-sat or re-taken in full.



Re-sits and re-takes are not offered to an apprentice wishing to move from pass to a higher grade.

The apprentice will get a maximum EPA grade of pass for a re-sit or re-take, unless the EPAO determines there are exceptional circumstances.

Apprentices whose re-sits/re-takes are due to failing the EPA because of extenuating circumstances (for example illness) should have all grades available to them.

Specimen

All specimen materials can be accessed by registered training providers from the knowledge area on ACE360.

Accelerate People

Accelerate People are an independent EPAO. If you have any questions or queries relating to this qualification specification or EPA, please contact us using the details below.

Registered training providers with Accelerate People can access further guidance material on the knowledge base on ACE360.

Contact Details

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Registered in England with number: 09577006.

Registered Apprenticeship Assessment Organisation Number: EPO 0475.

