9014-12 Level 3 End-point Assessment for ST0214/AP01 Advanced and Creative Hair Professional

Lead Independent End-point Assessor Report

Last modified 9-January-2023

For external use

Contents

1. Introduction 2

2. Background Information on the standard 3

3. Grading and feedback 4

3.1. Areas of good performance 4

3.2. Recommendations / Advice for EPA customers 7

4. Additional Information 9

4.1. Gateway 9

4.2. Support Materials on EPA Pro 10

1. Introduction

This report also serves as an opportunity for City & Guilds to share updates on changes to internal processes and practices which may impact upon the way in which we deliver and provide End-Point Assessment for this Standard.

City & Guilds have created this report to support our customers and summarise key findings in relation to end-point assessment for the standard or the period Oct-21 - Dec-22.

The report is for City & Guilds customers but can also be shared via the training provider relationship with employers and apprentices. The purpose of this report is to ensure information we have discovered trough key findings and is used to advise future end-point assessment with City & Guilds.

We are excited to relaunch our LIEPA reports based on valued feedback from our customers and we hope that by providing this report it will allow providers to fully appreciate how this Standard works operationally and provides wider background for improvement.

2. Background Information on the standard

This standard has been operational for City & Guilds since May-21 and we competed the first end-point assessment in Autumn 2021. We complete the LIEPA reports once we have a sound base of EPA and therefore are confident in sharing both good and requires improving practice from what we have seen from our undertakings.

The average lengths of stay in the on-programme part of the apprenticeship range between 18 and 24 Months respectively. To date 25 providers have completed their apprentices EPA with City & Guilds. There have been 124 employers who have used the EPA service within this time for EPA.

We have noted that most of the EPA completed to date have been registered with City & Guilds between 3 Months before the planned EPA date. We encourage all providers to bring this forward in such a complex EPA and Standard as operationalising this EPA between all parties involved takes careful planning.

3. Grading and feedback

EPA Component	Fail	Pass	Distinction
9014-300 Knowledge test	34%	66%	0%
9014-700 Observation and questioning	9%	85%	6%
9014-701 Professional discussion	5%	84%	10%

3.1. Areas of good performance

Observation & Questioning - 700

- Where the apprentices achieved an overall distinction, they have demonstrated consistent levels of skills across both services.
- The more prepared apprentices demonstrated confidence in their practical skills and showed a consistent approach to the personalisation of each finished looks
- Apprentices who have been fully prepared and organised have achieved better grades.
- Apprentices have for both services, discussed briefly, and confirmed the prior in-depth consultation and complex analysis of the client's hair and scalp.
- Apprentices had clear and detailed evidence of the prior in-depth consultation and complex analysis of the client's hair and scalp.

Precision cut – apprentices who achieved a distinction were able to:

- Recreated their precision cut from their collection of looks with precision and attention to detail.
- At the start of the observation for the precision cut the apprentice discussed and confirmed their client's requirements and analysed the client's hair and scalp.
- Their precision cut was above the shoulder and showed strong, accurate, clearly defined lines with a solid edge.
- Maintained attentive and informative communication with the client throughout the service, using open questions to engage, reassure, guide, and build a positive, lasting relationship with the client.
- Creatively adapted, combined with flair and passion a range of advanced technical and precision techniques to a superior quality to create and style the finished look with attention to detail.

Creative colour conversion - apprentices who achieved a distinction were able to:

- At the start of the observation for the creative colour conversion, the apprentice discussed and confirmed their client's requirements and carried out an analysis of the client's hair and scalp.
- Maintained attentive and informative communication with the client throughout the service, using open questions to engage, reassure, guide, and build a positive lasting relationship with the client
- Used creative sectioning techniques and colour placement taking into consideration the client's previous colour and requirements.
- Adapted their colour placement and application to create bespoke creative colour conversion service.

Oral questions

- Overall apprentices have performed well during the oral questioning section.
- They have been able confidently talk through their services, products and techniques used.

Professional Discussion – 701

- The more prepared apprentices showed a good understanding across the four distinct areas of the professional discussion.
- They were able to present their collection of hairstyle looks and other evidence, in a logical sequence.
- They were able to lead the professional discussion, responding to questions asked with a full depth of understanding.
- Some apprentices used additional props, such as mood boards, colour charts and products, which has supported their discussion.

Create a collection of hairstyle looks - apprentices who achieved a distinction were able to:

- Speak about who had influenced and inspired them when planning and designing their collection of looks.
- Showcase an extensive and broad imagination and creativity in how they researched, planned, designed, and created the different collection of looks.
- Discuss things that they needed to consider when choosing which media platform to use to promote their collection of looks.
- Showcase their passion, creativity and talent in the professional discussion, highlighting examples of imagination and flair, trends (seasonal, current and/or fashion forward) considered.

Smoothing and strengthening services - apprentices who achieved a distinction were able to:

- Gave an in-depth account of what was discussed during the consultation with the client and any considerations when carrying out the analysis of the client's hair and scalp and the importance of identifying any influencing factors
- Gave a detailed account of application technique, development time, removal process and justification of choice of product.
- Showed an expert familiarity of the smoothing and strengthening system used and how they tailored the service to the client's hair characteristics and classifications and any influencing factors.

Advanced colour conversion(correction) - apprentices who achieved a distinction were able to:

- Explained in detail how they have carried out the following conversion (correction) techniques, giving a step-by-step account of application technique, development time, removal process and justification of choice of products used when:
  - using pre-pigmentation and colour
  - removing artificial colour
  - removing bands of colour
  - re-colouring hair treated with lightener
  - recolouring hair that has had artificial colour removed
  - correcting highlights and lowlights
- Showcased an expert familiarity of advanced colour conversion (correction) services and answer questions asked confidently.
- Explained how they adapted each of the services to consider any influencing factors.

Professional development

- Was able to speak about situation where they have had to be flexible at work to support other team members.
- Was able to explain how they have promoted themselves within the salon and the importance of continual professional development (CPD)

3.2. Recommendations / Advice for EPA customers

Observation & Questioning - 700

Choice of models/clients – this is key for the apprentice to perform well on the day. The employer/provider needs to make sure that the chosen models are reliable and going to give the apprentice the best opportunity to showcase their skills.

Preparation Resources on EPAPro – City & Guilds have developed a range of support resources to help employers/providers prepare apprentices for their End-point assessment. These can be found on EPAPro under - **Support Materials** – **Exemplar materials**

- In some cases apprentices' clients have cancelled on the day, so alternative clients needed to be found, which put some apprentices at a disadvantage.
- In some cases there has been no evidence of the required prior in-depth consultation and complex analysis of the client's hair and scalp.
- The Independent End-point assessors must be able to observe the apprentice checking their client requirements and carrying out necessary tests on the day of the End-point assessment.
- In some cases, the client consultation has been minimal, and apprentices have rushed to get started.
- The apprentices need to be able to select the correct clients to showcase their skills effectively.

Precision cut

- In some cases the apprentices did not have the image of the cut that they were going to recreate from their collection of looks on the day
- In some cases the precision cut completed during the End-point assessment, did not replicate the confirmed cut from their collection of looks.
- In some cases the apprentices cut did not meet the requirements of a "precision cut", which showed strong, accurate, clearly defined lines with a solid edge.
- Some apprentices rushed and did not cross check their cut and the finished result was uneven

Creative colour conversion

- The creative colour conversion must be completed on a client who has had a minimum of 30% of the head coloured previously
- The creative colour conversion **does not** have to include an element of colour correction. (The colour correction element is assessed during the professional discussion)
- The creative colour must demonstrate the apprentice's creativity skills, including creative sectioning and colour placement.
- Some apprentices when using colouring products that they do not use in their salon, have been unsure of the manufacturer's instructions.

- Some apprentices used friends or family members as their clients, which often meant limited aftercare advice was given.

Oral questions - Some apprentices were unsure about their product manufacturer's instructions.

Professional Discussion - 701

Preparation Resources on EPAPro – City & Guilds have developed a range of support resources to help employers/providers prepare apprentices for their End-point assessment. These can be found on EPAPro under - **Support Materials** – **Exemplar materials**

A short webinar has been recorded talking through the requirements of the evidence needed to be uploaded at Gateway and preparing the apprentice for the Professional Discussion.

This can be found on EPAPro under - **Support Materials** – **EPA Preparation Resources.**

Gateway – prior to end-point assessment

Declaration of authenticity form

This form must be completed and submitted along with the Collection of looks (Portfolio) evidence reference form.

Collection of looks (Portfolio) evidence reference form

In this form the evidence reference column should indicate the evidence reference number which should also be found on the header of the relevant piece of evidence.

- The Professional Discussion **must** be completed in a separate room which is free from distractions and interruptions.
- In some cases the evidence submitted did not meet all the knowledge, skills, and behaviour (KSB) requirements for the professional discussion.
- In some cases where it is a **(S) – skill**, the evidence provided has not shown that the apprentice has carried out this service on a client or a model and has not included details of the product manufacturer, products and techniques used.
- In some cases the apprentices' slides have had too much information on and the apprentice has then been tempted to read directly from them.
- In some cases apprentices have read directly from prompt cards, prompt cards can be used but only as a prompt.

4. Additional Information

4.1. Gateway

Since January 2022, we have received incomplete/incorrect gateway evidence, which has resulted in delays to apprentices progressing to their assessment. The main reason that led to gateway rejections was the Apprentice Gateway Declaration Form, which must be signed and dated by the apprentice. Please note that we can only accept the City & Guilds Apprentice Gateway Declaration Form, and it can be found in Support Materials (Gateway Support) in EPA Pro.

The evidence for maths and English achievement is also causing delays. The apprentice must achieve the minimum requirements for maths and English qualifications in order to proceed through Gateway. The minimum requirement for this standard is GCSE Grade C/4 or Level 2 Functional Skills. If reports from school information management systems (SIMS) or Candidate Management Systems (CMIS) are being uploaded as evidence, they must be authenticated with a stamp from the relevant school/college or provider, and signed by the examinations officer of other equivalent authority. More information on acceptable evidence

and their minimum requirements can be found on the following website - English and maths requirements in apprenticeship standards at level 2 and above - GOV.UK (www.gov.uk)

4.2. Support Materials on EPA Pro

Our selection of on-programme support materials are designed to assist and inform the best approach to preparing for the end-point assessment. We house these support materials within EPA Pro and encourage you to familiarise yourself with these well before the planned End-point assessment.

Support materials available in this standard are:

- EPA Pack
- EPA recording forms
- EPA Resource list
- EPA MCQ Sample paper
- Support Guidance for Professional Discussion
- EPA Grading Criteria
- EPA Overview
- Knowledge Test Introduction
- Observation and Questioning instructions
- Pre observation self-assessment
- Professional Discussion checklist
- Professional Discussion top tips

Contact us

Giltspur House 5-6 Giltspur Street London EC1A 9DE

general.enquiries@cityandguilds.com

01924 930 801

www.cityandguilds.com

About City & Guilds

City & Guilds is the global skills partner, empowering people, organisations and economies to develop the skills they need for growth. With almost 150 years of trusted expertise, we support people into work, help them develop on the job and move into the next job.

We work with Governments, employers, training providers, colleges and industry stakeholders to design and deliver high-quality training, qualifications, assessments and credentials that lead to meaningful career progression. We understand the life changing link between skills development, social mobility and success. Our solutions span critical sectors including construction, engineering, transport, energy and electrical, serving over 1 million learners annually.

Through our comprehensive portfolio of brands and trusted global network, we set industry-wide standards for technical, behavioural and commercial skills to improve performance and productivity. We believe you can achieve your potential - and we're here to help make it happen.

Every effort has been made to ensure that the information contained in this publication is true and correct at time of publication. However, City & Guilds products and services are subject to continuous development and improvement, and the right is reserved to change products and services from time to time. City & Guilds cannot accept responsibility for any loss or damage arising from the use of information in this publication.

© 2025 City & Guilds Limited (Reg No 16513878). All rights reserved. City & Guilds is a trademark of City & Guilds Limited.