

apprenticeship FRAMEWORK

Cultural and Heritage Venue Operations (Wales)

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Cultural and Heritage Venue Operations (Wales)

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Framework summary

Cultural and Heritage Venue Operations

Cultural and Heritage Venue Operations

Pathways for this framework at level 2 include:

Pathway 1: Cultural Heritage

Competence qualifications available to this pathway:

C1 - Level 2 Certificate in Cultural Heritage

Knowledge qualifications available to this pathway:

K1 - Level 2 BTEC Award in Principles of the Cultural Heritage Sector

Combined qualifications available to this pathway:

N/A

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Pathway 2: Cultural and Heritage Venue Operations

Competence qualifications available to this pathway:

C1 - Level 2 Certificate in Supporting Cultural Venue Operations

Knowledge qualifications available to this pathway:

K1 - Level 2 Award in Principles of the Creative and Cultural Sector

Combined qualifications available to this pathway:

N/A

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Cultural and Heritage Venue Operations

Cultural and Heritage Venue Operations

Pathways for this framework at level 3 include:

Pathway 1: Cultural Heritage

Competence qualifications available to this pathway:

N/A

Knowledge qualifications available to this pathway:

N/A

Combined qualifications available to this pathway:

B1 - Level 3 Diploma in Cultural Heritage

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Pathway 2: Cultural and Heritage Venue Operations

Competence qualifications available to this pathway:

C1 - Level 3 Certificate in Cultural Venue Operations

Knowledge qualifications available to this pathway:

K1 - Level 3 BTEC Certificate in Principles of the Creative and Cultural Sector

Combined qualifications available to this pathway:

N/A

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Framework information

Information on the Publishing Authority for this framework:

Creative and Cultural Skills

The Apprenticeship sector for occupations in arts, cultural heritage, craft and design (also includes music, literature, performing arts and visual arts).

Issue number: 5	This framework includes:
Framework ID: FR03213	Level 2 Level 3
Date this framework is to be reviewed by: 01/06/2016	This framework is for use in: Wales

Short description

This Apprenticeship has been designed with the help of employers to create a non-graduate entry route into the Industry. Apprentices will select either the Cultural Heritage or Cultural and Heritage Venue Operations pathway. Foundation Apprentices will train as Conservation Assistant, Exhibition guide/demonstrator, Visitor Services, Front of House or administration support staff. Apprentices will train as Assistant Archivist, Assistant Exhibition Organiser, Museum Assistant, Assistant Museum/Art Gallery Curator, Front of House or Visitor Services staff.

Contact information

Proposer of this framework

Creative & Cultural Skills has developed this apprenticeship framework in partnership with key stakeholders; employers, training providers and also awarding organisations. A broad range of employers, freelancers and those representing the Cultural and Heritage Venues sector in Wales were involved in the development of this framework.

Developer of this framework

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Revising a framework

Contact details

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Why this framework is being revised

This framework is being revised to remove the EDI qualifications which have been withdrawn and to add in Pearson Edexcel qualifications where necessary as replacements. The Additional Employer requirements section has also been amended to identify new units.

Summary of changes made to this framework

Removal of the following 3 CQFW units under the 'Additional Employer Requirements' section of the framework for the Cultural and Heritage Venue Operations pathways at levels 2 and 3:

QCCSCV1 Understanding customer profiles in cultural venues
QCCSCV3a Control the entry, exit and movement of visitors in cultural venues
QCCSCV6 Provide assistance to disabled patrons in cultural venues

Addition of the following 8 Units under the 'Additional Employer Requirements' section of the framework for the Cultural and Heritage Venue Operations pathways at levels 2 and 3:

BA32CY012 - Assist Visitors and Deal with Challenging Behaviour in a Cultural Venue
BA32CY013 - Control the Entry, Exit and Movement of Visitors in Cultural Venues
BA33CY008 - Maintain Stewarding and Deal with Visitor Problems in a Cultural Venue
BA32CY015 - Monitor Visitors and Deal with Larger Audiences
BA32CY017 - Provide Customer Service to Visitors in a Cultural Venue
BA32CY018 - Serve Food and Drink to Visitors in a Cultural Venue
BA32CY014 - Understanding Customer Profiles in Cultural Venues
BA32CY011 - Provide Assistance to Support Inclusion for Visitors in a Cultural Venue

Qualifications removed

EDI Level 2 Certificate in Cultural Heritage 501/1473/6

EDI Level 2 Award in Principles of the Cultural Heritage Sector 600/1141/5

EDI Level 2 Certificate in Supporting Cultural venue Operations 501/0984/4

EDI Level 2 Award in Principles of the Creative and Cultural Sector 600/1139/7

EDI Level 3 Certificate in Principles of the Creative and Cultural Sector 600/1140/3

EDI Level 3 Diploma in Cultural Heritage 501/1694/0

EDI Level 3 Certificate in Cultural Venue Operations 501/0985/6

Qualifications added

Pearson BTEC Level 2 Certificate in Cultural Heritage 601/0123/4

Pearson BTEC Level 2 Certificate in Supporting Cultural venue Operations 600/9522/2

Pearson BTEC Level 2 Award in Principles of the Creative and Cultural Sector 600/9639/1

Pearson BTEC Level 3 Certificate in Principles of the Creative and Cultural Sector 600/9669/x

Pearson Edexcel Level 3 Certificate in Cultural Venue Operations 601/0112/x

Qualifications that have been extended

N/A

Purpose of this framework

Summary of the purpose of the framework

The Cultural Heritage sector includes museums, galleries with collections, built heritage, conservation, heritage landscape, archeology. The sector:

- Collects, preserves and interprets the past
- Develops and shares knowledge and ideas
- Provides opportunities for learning and engagement
- Enriches people's lives and creates a sense of place and identity
- Provides creativity, inspiration, and enjoyment.

Cultural Heritage is the legacy of past generations that is preserved and shared with today's society and kept for future generations. Cultural heritage helps us to understand how society has evolved and contributes to shaping the future.

It is broad, encompassing historic buildings, landscapes and collections – from towns, cities and rural spaces in the UK, to collections from across the world. It stretches beyond the tangible to languages, customs and practices. Cultural heritage is owned and held in trust on behalf of the public.

The public are central to defining what constitutes the UK's cultural heritage by the value that they place on it. The sector's unique role has ensured its position as a key driver for regeneration. It supports the development of cohesive communities and contributes to shaping the cultural identity of specific places.

There are 1,510 businesses in the cultural heritage sector in the UK employing around 54,000 people in the UK. Higher numbers are deployed in a voluntary capacity. Museums account for 59% of the total workforce.

Out of these businesses:

- 30% employ 20 or more people.
- 4% of the sector is self-employed.
- 13% of jobs are temporary and 44% of these are seasonal.

The majority of staff work in public sector organisations or charities, but a significant minority work in the commercial sector, either self-employed or in commercial organisations. This is particularly true for those working in archeology and conservation. There is also a growing trend for people to move into consultancy roles. Approximately 4% of the workforce is self-employed and 1% of the sector is freelance.

Key challenges for the sector include:

- The structure of the sector inhibits innovation and career progression (cross-sector working and organisational collaboration needs to improve)
- There is a need to diversify the workforce and remove barriers to entry for business success
- There is a need to improve management and leadership abilities of those working in the sector
- Increasing and strengthening specialist knowledge combined with the skills needed to apply and communicate this knowledge is essential for continued and future industry success
- There is a deficit of business and entrepreneurial skills in the sector inhibiting the sector's ability to respond and adapt to changing markets
- There are significant gaps in work-based technical and specialist skills provision and training.
- There is a small majority (52%) of female workers in the sector; 93% of the workforce is white, which is reduced from 95% in 2006 – 54% of the workforce is aged over 40.

Employers are keen to increase the level of work based learning in order to change the culture of graduate recruitment to the Industry. They have helped to design the qualifications in this Level 2 and 3 Apprenticeship programme to ensure that it meets their current and future skills needs and at the same time, meet the requirements of the Specification of Apprenticeship Standards for Wales.

Foundation Apprentices will train in one of the following job roles:

- Conservation Assistant - recording objects/making slides, writing a description/drawing it, overseeing cleaning, supporting and repairing/restoring objects, hosting tours for groups, assisting talks/ presentations to amateur and professional audiences, supporting curators, developers, planners, private businesses.
- Exhibition guide/demonstrator - explaining displays/exhibitions to a range of audiences, telling stories that relate to the exhibition, demonstrating skills or practices (e.g. ancient crafts, costumes or practices), helping visitors to understand about a time in history and to participate in making things or experiencing the past.
- Visitor Services Assistant - meeting and talking to customers, explaining displays and exhibits, demonstrating skills or practices (e.g. ancient crafts, costumes or practices), helping visitors to understand about a time in history, or cultural heritage.
- Front of house or administration support staff - developing venue knowledge, ticket sales, exhibition group bookings, dealing with customers, supporting setting up and servicing meetings, maintenance and setting up and maintaining systems, such as finance, staff records, visitor numbers.

Apprentices will train in one of the following job roles:

- Assistant Archivist - supporting acquisition of records & documents for preservation, assisting with cataloguing & indexing, logging requests from the public,

developing knowledge regarding the use/interpretation of material, assisting exhibitions and events, , researching grant opportunities and assisting with information gathering for application.

- Assistant Exhibition organiser - assisting planning, project management and maintenance of exhibition and displays, supporting laying out, hanging and interpreting objects liaising with other staff, such as lead project content curator and publicity staff, museum assistant, working in a wide range of museums, from small, local and family collections to large, interactive visitor attractions. customer service, welcoming visitors, providing information and answering their questions.
- Assistant Museum/Art Gallery Curator - working with others who catalogue and promote collections, researching, assisting with storing and cleaning items in a collection, supporting organising exhibitions and displays.
- Visitor Services Assistant or Front of House staff - assisting management with the safety of staff, visitors, collections & buildings, helping visitors to get the most from their visit, working with explainers, guides & demonstrators & visitors with special needs or requirements and interpreting and explaining the service, exhibition or site.

This Level 2 and 3 Apprenticeship will also contribute to meeting the skills priorities for Wales by:

- providing flexible access to a high quality Level 2 and 3 skills programme, as a real alternative to academic qualifications , for those who prefer this style of learning and achievement;
- incorporating skills to improve the levels of general literacy, numeracy and ICT in Wales;
- using technical and competence qualifications, valued by employers, to help their businesses grow;
- developing Apprentice's employability skills, making them more attractive to all employers whichever career they choose;
- providing a career pathway into jobs and training at intermediate and higher level, to provide the skills which the economy needs to grow;
- building on the existing quality learning provision for the Creative and Cultural sector in Wales;
- developing on from the DCELLS Apprenticeships pilot project in Wales as part of the Sector Priorities Fund;
- responding to the prioritisation of the creative industries in Wales as part of the Economic Renewal Programme. Creative industries are one of six identified priority sectors.

Aims and objectives of this framework (Wales)

Aim:

The aim of this framework is to attract new people into Cultural Heritage from a wide range of backgrounds with the skills employers need to replace those who leave or retire and to provide a career pathway within Cultural Heritage enabling career mobility across the creative and

cultural sector.

Objectives of this framework are to:

1. provide a flexible work based entry route to attract a wider range of applicants into Cultural Heritage
2. to increase and strengthen the business, entrepreneurial, technical and specialist knowledge and skills in the sector;
3. provide opportunities for career progression across the creative and cultural sector into senior jobs through further training and development, FE and HE programmes.

Entry conditions for this framework

Employers have traditionally recruited graduates and post graduates and are keen to provide a work based entry route to the sector. They are looking to widen the pool of potential recruits into Cultural and Heritage Venue Operations to attract a wide range of talent into the industry. They would like to attract those who have an interest in history and the arts and who have communication skills on which this Apprenticeship will build.

Applicants may have prior experience or qualifications in any of the creative industries, supported by a portfolio of evidence, but this is not mandatory as training providers and employers will use initial assessment to ensure that applicants have a fair opportunity to demonstrate their ability. Programmes will then be tailored to meet individual needs, recognising prior qualifications and experience.

Some job roles may require a CRB check.

RULES TO AVOID REPEATING QUALIFICATIONS

Processes exist to make sure that applicants with prior knowledge, qualifications and experience are not disadvantaged by having to repeat learning. Training providers and awarding organisations will be able to advise on the current rules for accrediting prior learning and recognising prior experience. Refer to the on and off the job training section for guidance about prior attainment and achievement. In the meantime, this is a short summary:

There are no relaxations or proxies for any qualifications specified in a framework in SASW, however, providers are encouraged to identify additional on-the-job training programmes that customise the learning to the new workplace.

1. Essential Skills Wales

- If applicants already have GCSEs in English, Maths and/or Information and Communications Technology (ICT) they still have to do the Essential Skills Wales at the relevant level as these are new qualifications and proxies do not exist.
- If applicants already have achieved Key Skills at the relevant level, they will not have to do the relevant Essential Skills Wales (ESW), however, apprentices can be encouraged to complete ESW at a higher level if appropriate.

2. Knowledge qualifications

- If applicants already have one of the Level 2 KNOWLEDGE qualification (or NQF predecessor) before they started their Apprenticeship, (see knowledge qualifications page in this framework) they can count this and do not have to redo the qualification, providing that they have achieved this qualification within 5 years of applying for the apprenticeship certificate. For example they may have already achieved the KNOWLEDGE

element as part of the Welsh Baccalaureate. The hours they spent gaining this qualification will also count towards the minimum hours required for this framework.

3. Competence qualifications

- If applicants already have the Level 2 COMPETENCE qualification (or NQF predecessor) for the Apprenticeship they do not have to repeat this qualification, however, this qualification must have been achieved within 5 years of applying for the apprenticeship certificate and they will still have to demonstrate competence in the workplace.

4. Prior experience

- Applicants already working in the sector will be able to have their prior experience recognised by the Awarding Organisation and this will count towards the competence and the knowledge qualifications in this framework.

Level 2

Title for this framework at level 2

Cultural and Heritage Venue Operations

Pathways for this framework at level 2

- Pathway 1: Cultural Heritage
- Pathway 2: Cultural and Heritage Venue Operations

Level 2, Pathway 1: Cultural Heritage

Description of this pathway

Cultural Heritage Level 2

Total Credits: **59**

Entry requirements for this pathway in addition to the framework entry requirements

None in addition to the general entry requirements

Job title(s)	Job role(s)
Conservation Assistant	Recording objects/making slides, writing a description/drawing it, overseeing cleaning, supporting and repairing/restoring objects, hosting tours for groups, assisting talks/presentations to amateur and professional audiences, supporting curators, developers, planners, private businesses.
Exhibition guide/demonstrator	Explaining displays/exhibitions to a range of audiences, telling stories that relate to the exhibition, demonstrating skills or practices (e.g. ancient crafts, costumes or practices), helping visitors to understand about a time in history and to participate in making things or experiencing the past)
Front of House support staff	Ticket sales, arranging exhibition group bookings, dealing with customers, supporting setting up and servicing meetings, setting up and maintaining systems, such as finance, staff records, visitor numbers, knowledge of building and venue layout.

Qualifications

Competence qualifications available to this pathway

C1 - Level 2 Certificate in Cultural Heritage					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	601/4982/6	SQA	30	143	N/A
C1b	601/5179/1	AIM Awards	30	192	N/A

Knowledge qualifications available to this pathway

K1 - Level 2 BTEC Award in Principles of the Cultural Heritage Sector					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	601/5100/6	SQA	11	78	N/A
K1b	601/5177/8	AIM Awards	11	78	N/A

Combined qualifications available to this pathway

N/A

Relationship between competence and knowledge qualifications

The competence and knowledge qualification are both developed from the same suite of National Occupational Standards, there is therefore a direct relationship.

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	1	6
Application of numbers	1	6
IT	1	6

Progression routes into and from this pathway

Progression into the Level 2 Foundation Apprenticeship in Cultural and Heritage Venue Operations

This will be from a variety of routes including:

- studies that have included the arts
- Welsh Baccalaureate Principal Learning Qualification in Creative & Media
- work or work experience – including a portfolio of evidence
- vocational or academic qualifications related to or relevant for the creative and cultural industries

Progression from the Level 2 Foundation Apprenticeship:

- Level 3 Apprenticeship in Cultural and Heritage Venue Operations
- Other Level 3 Apprenticeships in the creative and cultural sector, for example, Technical Theatre, Live Events and Promotion or Community Arts
- Level 2 Foundation Apprenticeship in Team Leading
- Level 3 Apprenticeship in Business Administration
- Welsh Baccalaureate Principal Learning Qualification in Creative and Media at Higher or Advanced Level
- Other vocational qualifications related to or relevant for the creative and cultural sector

Jobs

- Conservation Assistant
- Exhibition guide/Demonstrator
- Front of House Support Staff

And with further training and development, jobs may include, for example:

- Assistant Archivist
- Assistant Exhibition Organiser
- Museum Assistant
- Assistant Museum/Art Gallery Curator

FE/HE

- Other vocational qualifications or higher level qualifications relevant to the creative and cultural sector including, for example, HNCs/HNDs in creative industries
- After further development and training possibly a Foundation Degree in Management and Leadership, or a range of FDs for the Creative and Cultural Industries.

For further information about careers in the creative and cultural industries visit:

<http://www.creative-choices.co.uk/>

Employee rights and responsibilities

Delivery and assessment of ERR

All apprentices MUST receive an induction to the workplace and to the apprenticeship programme.

ERR will be covered through an ERR workbook and relevant induction activity, or the achievement of an appropriate qualification (e.g. Agored Cymru Level 2 Award In Employment Rights and Responsibilities (QCF ref : 600/7776/1)) to ensure that the apprentice knows and understands each of the nine national outcomes for ERR as follows:

1. the range of employer and employee statutory rights and responsibilities under employment law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Equality Act 2010, other relevant equalities legislation and health and safety, together with the duties of employers.
2. procedures and documentation which recognises and protects their relationship with their employer, including health and safety and equality and diversity training as part of the apprenticeship
3. the range of sources and information and advice available to them on their employment rights and responsibilities, including Access to Work and Additional Learning Support
4. the role played by their occupation in their organisation and industry
5. has an informed view of the types of career pathways that are open to them
6. the types of representative bodies and understands their relevance to their industry and organisation and the main roles and responsibilities
7. where and how to get information and advice on their industry, occupation, training and career
8. can describe and work within their organisation's principles and codes of practice
9. can recognise and form a view on issues of public concern that affect their organisation and industry

The ERR workbook can be downloaded from <http://ccskills.org.uk/supporters/employment-rights-and-responsibilities-apprenticeships-handbook>

Education providers should ensure that evidence of achievement of either the ERR workbook sign off sheet or a certificate for a relevant qualification are maintained for audit purposes.

Level 2, Pathway 2: Cultural and Heritage Venue Operations

Description of this pathway

Cultural and Heritage Venue Operations (Level 2)

Total Credits: **59**

Entry requirements for this pathway in addition to the framework entry requirements

None in addition to the general entry requirements

Job title(s)	Job role(s)
Front of House or Administration Support Staff	Venue knowledge, ticket sales, exhibition group bookings, dealing with customers, supporting setting up and servicing meetings, maintenance and setting up and maintaining systems, such as finance, staff records, visitor numbers.
Visitor Services Support Assistant	Meeting and talking to customers, explaining displays and exhibits, demonstrating skills or practices (e.g. ancient crafts, costumes or practices), helping visitors to understand about a time in history, or cultural heritage.

Qualifications

Competence qualifications available to this pathway

C1 - Level 2 Certificate in Supporting Cultural Venue Operations					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	601/5099/3	SQA	25	170	N/A
C1b	601/5180/8	AIM Awards	25	170	N/A

Knowledge qualifications available to this pathway

K1 - Level 2 Award in Principles of the Creative and Cultural Sector					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	601/4926/7	SQA	10	55	N/A
K1b	601/5178/X	AIM Awards	10	55	N/A

Combined qualifications available to this pathway

N/A

Relationship between competence and knowledge qualifications

The mandatory units for the Level 2 Award in Principles of the Creative and Cultural sector have been developed in response to employer demand for a qualification which aids transferability of knowledge across the creative and cultural sector. The qualification contains an endorsed route for Cultural Venue Operations and, therefore, provides the underpinning knowledge and understanding for C1. Learners must follow the endorsed pathway for Cultural Venue Operations in order to meet the requirements of this framework.

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	1	6
Application of numbers	1	6
IT	1	6

Progression routes into and from this pathway

Progression into the Level 2 Foundation Apprenticeship in Cultural and Heritage Venue Operations

This will be from a variety of routes including:

- studies that have included the arts
- Welsh Baccalaureate Principal Learning Qualification in Creative & Media
- work or work experience - including a portfolio of evidence
- general or vocational qualifications related to or relevant for the creative and cultural industries

Progression from the Level 2 Foundation Apprenticeship:

Jobs

- Front of House or Administration Support staff
- Visitor Services Support staff

And with further training and development:

- Visitor Services Assistant or Manager
- Exhibitions organiser

FE/HE

- Apprenticeship in Cultural and Heritage Venue Operations – either the Cultural Heritage or Cultural and Heritage and Venue Operations pathway
- Other Apprenticeships in the creative and cultural sector, for example, Community Arts
- Apprenticeship in Team Leading or Business Administration

- Welsh Baccalaureate Principal Learning Qualification in Creative and Media at Higher or Advanced Level
- Vocational qualifications or HNCs/HNDs relevant for or related to the creative and cultural industries
- After further development and training, possibly a Foundation degree in Management and Leadership or a range of FDs for the creative and cultural industries.

For further information about careers in the creative and cultural industries visit:

<http://www.creative-choices.co.uk/>

Employee rights and responsibilities

Delivery and assessment of ERR

All apprentices MUST receive an induction to the workplace and to the apprenticeship programme.

ERR will be covered through an ERR workbook and relevant induction activity, or the achievement of an appropriate qualification (e.g. Agored Cymru Level 2 Award In Employment Rights and Responsibilities (QCF ref : 600/7776/1)) to ensure that the apprentice knows and understands each of the nine national outcomes for ERR as follows:

1. the range of employer and employee statutory rights and responsibilities under employment law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Equality Act 2010, other relevant equalities legislation and health and safety, together with the duties of employers.
2. procedures and documentation which recognises and protects their relationship with their employer, including health and safety and equality and diversity training as part of the apprenticeship
3. the range of sources and information and advice available to them on their employment rights and responsibilities, including Access to Work and Additional Learning Support
4. the role played by their occupation in their organisation and industry
5. has an informed view of the types of career pathways that are open to them
6. the types of representative bodies and understands their relevance to their industry and organisation and the main roles and responsibilities
7. where and how to get information and advice on their industry, occupation, training and career
8. can describe and work within their organisation's principles and codes of practice
9. can recognise and form a view on issues of public concern that affect their organisation and industry

The ERR workbook can be downloaded from <http://ccskills.org.uk/supporters/employment-rights-and-responsibilities-apprenticeships-handbook>

Education providers should ensure that evidence of achievement of either the ERR workbook sign off sheet or a certificate for a relevant qualification are maintained for audit purposes.

Level 3

Title for this framework at level 3

Cultural and Heritage Venue Operations

Pathways for this framework at level 3

- Pathway 1: Cultural Heritage
- Pathway 2: Cultural and Heritage Venue Operations

Level 3, Pathway 1: Cultural Heritage

Description of this pathway

Cultural Heritage Level 3

Total Credits: **78**

Entry requirements for this pathway in addition to the framework entry requirements

None in addition to the general entry conditions

Job title(s)	Job role(s)
Assistant Archivist	Supporting acquisition of records & documents for preservation, cataloguing & indexing, using interpreting material, assisting exhibitions and events, researching grant opportunities.
Assistant Exhibition organiser	Assisting planning, project management and maintenance of exhibition and displays, supporting laying out, hanging and interpreting objects liaising with other staff, such as lead project content curator and publicity staff.
Museum assistant	Work in a wide range of museums, from small, local and family collections to large, interactive visitor attractions, customer service, welcoming visitors, providing information and answering their questions.
Assistant Museum/Art Gallery Curator	Working with others who catalogue and promote collections, researching, assisting with storing and cleaning items in a collection, supporting organising exhibitions and displays,

Qualifications

Competence qualifications available to this pathway

N/A

Knowledge qualifications available to this pathway

N/A

Combined qualifications available to this pathway

B1 - Level 3 Diploma in Cultural Heritage					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	601/4983/8	SQA	60	338	N/A
B1b	601/5185/7	AIM Awards	60	358	N/A

Relationship between competence and knowledge qualifications

This is a combined competence and knowledge qualification and the competence and knowledge credit values are summarised below:

Total Credits for the qualification is 60

Knowledge: 11 credits to be achieved from two of the following units:

- Maintain competence and undertake work related learning in the creative and cultural sector – 6 credits – D/601/6865
- Demonstrate an understanding of customer service – 6 credits – K/601/1622
- Introduction to ethics and professional judgment for cultural heritage conservation – 5 credits – H/601/6852

Competence: 49 credits

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	2	6
Application of numbers	2	6
IT	2	6

Progression routes into and from this pathway

Progression into the Level 3 Apprenticeship in Cultural and Heritage Venue Operations

This can be from a variety of routes including:

- Level 2 Foundation Apprenticeship in Cultural and Heritage Venue Operations
- Other level 2 Apprenticeships in the Creative and Cultural suite of apprenticeships such as Community Arts Management
- Level 2 Apprenticeship, for example Team Leading, Business and Administration, Customer Service, Sales and Marketing
- General or vocational qualifications related to or relevant for the creative and cultural industries

Progression from the Apprenticeship

Jobs

- Assistant Archivist
- Assistant Exhibition Organiser
- Museum Assistant
- Assistant Museum/Art Gallery Curator
- Following a period of working within the same role and the development of additional skills either at a higher level or at the same level

With further development and training, potential jobs may include:

- Archivist
- Museum/Gallery Curator
- Exhibition Organiser

FE/HE

For those who wish to continue their development beyond Level 3, opportunities exist to achieve higher level qualifications such as:

- vocational qualifications in the creative and cultural sector
- Level 4/5 qualifications in Business Management or Team Leading
- Foundation degrees in Management and Leadership or a range of FDs for the creative and cultural industries, or undergraduate programmes, for example, BA Honours Degrees such as Entrepreneurship for the Creative and Cultural Industries

For further information about careers in the creative and cultural industries visit:

<http://www.creative-choices.co.uk/>

UCAS points for this pathway: N/A

Employee rights and responsibilities

Delivery and assessment of ERR

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1. the range of employer and employee statutory rights and responsibilities under employment law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Equality Act 2010, other relevant equalities legislation and health and safety, together with the duties of employers.
2. procedures and documentation which recognises and protects their relationship with their employer, including health and safety and equality and diversity training as part of the apprenticeship
3. the range of sources and information and advice available to them on their employment rights and responsibilities, including Access to Work and Additional Learning Support
4. the role played by their occupation in their organisation and industry
5. has an informed view of the types of career pathways that are open to them
6. the types of representative bodies and understands their relevance to their industry and organisation and the main roles and responsibilities
7. where and how to get information and advice on their industry, occupation, training and career
8. can describe and work within their organisation's principles and codes of practice
9. can recognise and form a view on issues of public concern that affect their organisation and industry

The ERR workbook can be downloaded from <http://ccskills.org.uk/supporters/employment-rights-and-responsibilities-apprenticeships-handbook>

Education providers should ensure that evidence of achievement of either the ERR workbook sign off sheet or a certificate for a relevant qualification are maintained for audit purposes.

Level 3, Pathway 2: Cultural and Heritage Venue Operations

Description of this pathway

Cultural and Heritage Venue Operations (Level 3)

Total Credits: **67**

Entry requirements for this pathway in addition to the framework entry requirements

None in addition to the general entry conditions

Job title(s)	Job role(s)
Visitor Services Assistant	Assisting with the safety of staff, visitors, collections & buildings, helping visitors to get the most from their visit, working with explainers, guides & demonstrators & visitors with special needs/requirements and interpreting and explaining the service, exhibition or site.
Front of House and Administration Staff	Ticket sales, exhibition group bookings, dealing with customers, supporting setting up and servicing meetings, setting up and maintaining systems, such as finance, staff records, or visitor numbers

Qualifications

Competence qualifications available to this pathway

C1 - Level 3 Certificate in Cultural Venue Operations					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	601/5042/7	SQA	28	146	N/A
C1b	601/5182/1	AIM Awards	28	146	N/A

Knowledge qualifications available to this pathway

K1 - Level 3 BTEC Certificate in Principles of the Creative and Cultural Sector					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	601/4924/3	SQA	15	94	N/A
K1b	601/5181/X	AIM Awards	15	119	N/A

Combined qualifications available to this pathway

N/A

Relationship between competence and knowledge qualifications

The mandatory units for the Level 3 Award in Principles of the Creative and Cultural Sector have been developed in response to employer demand for a qualification which aids transferability of knowledge across the creative and cultural sector. The qualification contains an endorsed route for Cultural Venue Operations and, therefore, provides the underpinning knowledge and understanding for C1. Learners must follow the endorsed pathway for Cultural Venue Operations in order to meet the requirements of this framework.

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	2	6
Application of numbers	2	6
IT	2	6

Progression routes into and from this pathway

Progression into the Level 3 Apprenticeship in Cultural and Heritage Venue Operations

This can be from a variety of routes including:

- Level 2 Foundation Apprenticeship in Cultural and Heritage Venue Operations
- Level 2 Intermediate Apprenticeship Team Leading or Business Administration
- General or vocational qualifications related to or relevant for the creative and cultural industries

Progression from the Apprenticeship

Jobs

- Front of House or Administration staff
- Visitor Services Assistant

And with further training and development, potential jobs may include:

- Visitor Services Assistant or Manager
- Exhibitions Organiser
- Collections Management

FE/HE

For those who wish to continue their development of skills and qualifications beyond Level 3, opportunities exist to achieve higher qualifications including:

- vocational qualifications related to or relevant for the creative and cultural sector at Level 4 and above
- Level 4/5 qualifications in Management, Business or Marketing

- HNCs/HNDs related to or relevant for the creative industries
- Foundation degrees in Management and Leadership or a range of FDs for the Creative and Cultural Industries
- BA Honours Degrees such as Entrepreneurship for the Creative and Cultural Industries, or Business and Finance, Marketing.

For further information about careers in the creative and cultural industries visit:

<http://www.creative-choices.co.uk/>

UCAS points for this pathway: N/A

Employee rights and responsibilities

Delivery and assessment of ERR

All apprentices MUST receive an induction to the workplace and to the apprenticeship programme.

ERR will be covered through an ERR workbook and relevant induction activity, or the achievement of an appropriate qualification (e.g. Agored Cymru Level 2 Award In Employment Rights and Responsibilities (QCF ref : 600/7776/1)) to ensure that the apprentice knows and understands each of the nine national outcomes for ERR as follows:

1. the range of employer and employee statutory rights and responsibilities under employment law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Equality Act 2010, other relevant equalities legislation and health and safety, together with the duties of employers.
2. procedures and documentation which recognises and protects their relationship with their employer, including health and safety and equality and diversity training as part of the apprenticeship
3. the range of sources and information and advice available to them on their employment rights and responsibilities, including Access to Work and Additional Learning Support
4. the role played by their occupation in their organisation and industry
5. has an informed view of the types of career pathways that are open to them
6. the types of representative bodies and understands their relevance to their industry and organisation and the main roles and responsibilities
7. where and how to get information and advice on their industry, occupation, training and career
8. can describe and work within their organisation's principles and codes of practice
9. can recognise and form a view on issues of public concern that affect their organisation and industry

The ERR workbook can be downloaded from <http://ccskills.org.uk/supporters/employee-advice/article/employment-rights-and-responsibilities-apprenticeships-handbook>

Education providers should ensure that evidence of achievement of either the ERR workbook sign off sheet or a certificate for a relevant qualification are maintained for audit purposes.

The remaining sections apply to all levels and pathways within this framework.

How equality and diversity will be met

Around half of the workforce, which is predominantly White (93%) are female and just over half of the workforce is aged over 40. Anecdotal evidence strongly suggests people from working-class backgrounds and disabled people are also significantly under represented.

This is due mainly to:

- patchy knowledge and understanding of practical ways to address workforce diversity such as through positive action schemes and changes to recruitment practices
- a tendency within the sector for new recruits to start on no or low wages for up to two years in some instances means that opportunities for people from disadvantaged socio-economic backgrounds can be limited.
- a lack of good careers information demonstrating the range and scope of jobs within the sector
- a poor image of the sector and a lack of diverse role models, which is exacerbated by limited contact with under-represented groups
- a lack of accurate data on the make up of the cultural heritage sector workforce.

Key priority actions for Cultural Heritage include:

- the Welsh Bacalaureate Principal Learning Qualification for Creative and Media which has been raising awareness in schools
- actively challenging the culture of unpaid work experience which dominates the creative and cultural industries and creating better choices for more people. Creative Apprenticeships were a brand new alternative route into the creative industries, one based on ability and potential rather than academic track record or social background and contacts. We built a ground swell of support through targeted engagement and campaigning activity in order to demonstrate how apprenticeships could work for learners and employers alike.
- Creative Choices careers website offers careers information and advice, listings for training, case studies about working in the industry, access to networks and mentoring - <http://www.creative-choices.co.uk/>
- actively challenging the culture of unpaid work experience which dominates the creative and cultural industries and creating better choices for more people. Creative Apprenticeships were a brand new alternative route into the creative industries, one based on ability and potential rather than academic track record or social background and contacts. We built a ground swell of support through targeted engagement and campaigning activity in order to demonstrate how apprenticeships could work for learners and employers alike.

Creative & Cultural Skills' Action Plan includes:

- make the business case for diversity
- demonstrate leadership and commitment to diversity at all levels within organisations including boards
- ensure the diversity agenda is seen as important across the workforce, including volunteers and placements
- create early awareness of cultural heritage careers through more opportunities for different groups to engage with the sector:
- disseminate information on different approaches to diversifying the workforce
- develop new careers information and resources for the sector – increase the use of web resources such as Creative & Cultural Skill's Creative Choices www.creative-choices.co.uk

Recruiting a diverse workforce – paid and voluntary – has direct business benefits; it ensures that organisations have a workforce that reflects the communities they serve, helping them to understand their customers better so they can ensure their services meet the needs of the whole community. Apprenticeships are seen as a vital route to encourage and facilitate, a greater diversity of individuals into the industry in order to challenge graduate bias at the point of entry. Entry conditions to this framework, therefore, are extremely flexible and mentoring has been included to offer additional support and increase the chances of apprentices successfully completing the Apprenticeship.

Training providers and employers MUST comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to and promotion within, the Industry, using the protected characteristics of:

1. Age
2. Disability
3. Gender
4. Gender reassignment
5. Marriage and civil partnerships
6. Pregnancy and maternity
7. Race
8. Religion and Belief
9. Sexual orientation

Download the Equality Act 2010 Guidance here:

<http://www.equalityhumanrights.com/advice-and-guidance/new-equality-act-guidance/>

Creative & Cultural Skills will monitor take up and achievement of all Apprenticeships through its employer led Qualifications and Apprenticeships Group and take steps to address any barriers to take up and achievement as part of our Sector Qualifications Strategy.

On and off the job training (Wales)

Summary of on- and off-the-job training

LEVEL 2 MANDATORY OUTCOMES:

Pathway 1 Cultural Heritage

1. Level 2 Certificate in Cultural Heritage
2. Level 2 Award in Principles of the Cultural Heritage Sector
3. Level 1 Essential Skills Wales in Application of Number, Communication and IT
4. ERR workbook completion
5. Total ON AND OFF THE JOB training hours for the 12 month programme is 540
6. Foundation Apprenticeships must focus on outcomes as they are not time served, therefore, the average length of stay of 12 months is indicative only.

Pathway 2: Cultural and Heritage Venue Operations

1. Level 2 Certificate in Supporting Cultural Venue Operations
2. Level 2 Award in Principles of the Creative and Cultural Sector
3. Level 1 Essential Skills Wales in Application of Number, Communication and IT
4. ERR workbook completion
5. Required unit/s from the Additional Employer Requirements section
6. Total ON AND OFF THE JOB training hours for the 12 month programme is 495
7. Foundation Apprenticeships must focus on outcomes as they are not time served, therefore, the average length of stay of 12 months is indicative only.

LEVEL 3 MANDATORY OUTCOMES:

Pathway 1 Cultural Heritage

1. Level 3 Diploma in Cultural Heritage
2. Level 2 Essential Skills Wales in Application of Number, Communication and IT
3. ERR workbook completion
4. Total ON AND OFF THE JOB training hours for the 18 month programme is 628
5. The division of hours between on and off the training over the average duration of the programme will be agreed between the employer and provider.
6. Apprenticeships must focus on outcomes as they are not time served therefore, the average length of stay of 18 months is indicative only.

Pathway 2: Cultural and Heritage Venue Operations

1. Level 3 Certificate in Cultural Venue Operations
2. Level 3 Certificate in Principles of the Creative and Cultural Sector
3. Level 2 Essential Skills Wales in Application of Number, Communication and IT
4. ERR Workbook Completion
5. Required unit/s from the Additional Employer Requirements section
6. Total ON AND OFF THE JOB training hours for the 18 month programme is 535

The division of hours between on and off the training over the average duration of the programme will be agreed between the employer and provider.

Apprenticeships must focus on outcomes as they are not time served therefore, the average length of stay of 18 months is indicative only.

Off-the-job training

OFF THE JOB TRAINING HOURS:

LEVEL 2:

Pathway 1: Cultural and Heritage is 348 off the job .

Pathway 2: Cultural and Heritage Venue Operations is 325 off the job

LEVEL 3:

Pathway 1: Cultural and Heritage is 336 hours off the job

Pathway 2: Cultural and Heritage Venue Operations Level 3 is 389 hours off the job

How this requirement will be met

Training hours delivered under an apprenticeship agreement may vary depending on the previous experience and attainment of the apprentice.

The amount of off-the-job training required to complete the apprenticeship under the apprenticeship agreement may then be reduced accordingly, provided the total number of off-the-job hours for this framework can be verified for apprenticeship certification.

Previous attainment

Where a learner enters an Apprenticeship agreement having previously attained parts or all of the relevant qualifications, this prior learning needs to be recognised using either QCF credit transfer for achievements within the QCF; or through recording of exemptions for certificated learning outside of the QCF, for example Principal Learning qualifications.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within 5 years (to be determined by the framework developer) of applying for the Foundation Apprenticeship Certificate.

Previous experience

Where a learner enters an Apprenticeship agreement with previous work-related experience, this prior learning needs to be recognised [see QCF Guidance on Claiming Credit for further details]. To count towards apprenticeship certification, previous experience must be recorded using the appropriate Awarding Organisation's QCFW 'Recognition of Prior Learning' (RPL) procedures and the hours recorded may then count towards the off-the-job hours required to complete the Apprenticeship.

For apprentices with prior uncertificated learning experience, the off-the-job learning must have been acquired within five years of application for the Foundation Apprenticeship Certificate or have been continuously employed in the relevant job role in the industry for five years duration.

Off-the-job training needs to:

be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager;

- allow access as and when required by the apprentice either to a tutor, teacher, mentor or manager;
- be delivered during contracted working hours;
- be delivered through a range of models including one or more of the following methods: individual and group teaching, e-learning, distance learning, induction (see ERR sections), coaching; mentoring, feedback and assessment; collaborative/networked learning with peers, guided study and induction.

Off-the-job training must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the assessor and employer.

How this requirement will be met:

Level 2

Pathway 1: Cultural Heritage

- 78 hours for the Level 2 Award in Principles of the Cultural Heritage Sector
- 180 hours for the three Essential Skills Wales
- 45 hours for ERR and induction
- 45 hours for mentoring apprentices (minimum of one hour a week)

Pathway 2: Cultural and Heritage Venue Operations

- 55 hours for the Level 2 Principles of the Creative and Cultural Sector
- 180 hours for the three Essential Skills Wales

- 45 hours for ERR and induction
- 45 hours for mentoring apprentices (minimum of one hour a week)

Level 3

Pathway 1 Cultural Heritage

- 66 hours for the knowledge element of the Level 3 Diploma in Cultural Heritage
- 180 hours for the three Essential Skills Wales
- 45 hours for ERR and induction
- 45 hours for mentoring apprentices (minimum of one hour a week)

Pathway 2: Cultural and Heritage Venue Operations

- 119 hours for the Level 3 Principles of the Creative and Cultural Sector
- 180 hours for the three Essential Skills Wales
- 45 hours for ERR and induction
- 45 hours for mentoring apprentices (minimum of one hour a week)

Evidence of off the job training hours:

Level 2

Pathway 1: Cultural Heritage

- Level 2 Award in Principles of the Cultural Heritage Sector
- Level 1 ESW Certificates for Communication, Application of Number and ICT
- ERR sign off sheet from the workbook

Pathway 2: Cultural and Heritage Venue Operations

- Level 2 Principles of the Creative and Cultural Sector
- Level 1 ESW Certificates for Communication, Application of Number and ICT
- ERR sign off sheet from the workbook

Level 3

Pathway 1 Cultural Heritage

- Level 3 Diploma in Cultural Heritage
- Level 2 ESW Certificates for Communication, Application of Number and ICT
- ERR sign off sheet from the workbook

Pathway 2 Cultural Heritage and Venue Operations

- Level 3 Principles of the Creative and Cultural Sector
- Level 2 ESW Certificates for Communication, Application of Number and ICT
- ERR sign off sheet from the workbook

On-the-job training

Level 2:

Pathway 1: Cultural Heritage

192 hours for the Level 2 Certificate in Cultural Heritage

Pathway 2: Cultural and Heritage Venue Operations

170 hours for the Level 2 Certificate in Supporting Cultural venue Operations and the Additional Employer Requirement unit

Level 3:

Pathway 1: Cultural Heritage

292 hours for the Level 3 Diploma in Cultural Heritage

Pathway 2: Cultural and Heritage Venue Operations

146 hours for the Level 3 Certificate in Principles of Creative and Cultural Sector and the Additional Employer Requirements unit

How this requirement will be met

These hours may vary depending on previous experience and attainment of the apprentice. Where a learner enters an apprenticeship agreement having previously attained or acquired the appropriate competencies or knowledge, this prior learning needs to be recognised and documented using the relevant QCF credit transfer, QCF exemption or RPL procedures (as off-the-job above). The amount of on-the-job training required to complete the apprenticeship under the apprenticeship agreement may then be reduced accordingly, provided the total number of on-the-job hours for this framework can be verified for Apprenticeship certification.

- Training providers are encouraged to identify additional on-the-job training programmes that customise the learning to the new workplace. Customisation programmes may include:
 - selecting appropriate additional Unit(s) from QCF qualifications, or relevant units recognised as Quality Assured Lifelong Learning [QALL] through a CQFW recognised body
 - following Essential Skills at a level higher than that specified in the framework
 - including one or more Wider Key Skills or other competency-based qualifications/units relevant to the workplace.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within 5 years from the date of application for the Foundation

Apprenticeship/Apprenticeship Certificate or have been continuously employed in the industry for 5 years. Job roles within Cultural heritage require a thorough level of technical competence and knowledge, which will be undertaken through work-based training, practice and experience.

On-the-job learning must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the assessor and employer, A sample of these records of hours may be requested by Creative & Cultural Skills when applying for an Apprenticeship completion certificate.

Evidence of on the job training hours

Level 2:

Pathway 1: Cultural Heritage

- Level 2 Certificate in Cultural Heritage

Pathway 2: Cultural Venue Operations

- Level 2 Certificate in Supporting Cultural venue Operations
- Completion of 6 Credits from the Additional Employer Requirement section

Level 3:

Pathway 1 Cultural Heritage

- Level 3 Diploma in Cultural Heritage

Pathway 2 Cultural and Heritage Venue Operations

- Level 3 Certificate in Principles of Creative and Cultural Sector
- Completion of 6 Credits from the Additional Employer Requirement section

Wider key skills assessment and recognition (Wales)

Improving own learning and performance

Whilst employers consulted did not feel that this Wider Key Skill should be mandatory, the evidence for achievement of these Skills would naturally occur as part of the achievement of the competence, knowledge and Essential Skills Wales qualifications.

Providers are encouraged to introduce these Wider Key Skills as part of induction so that apprentices learn to recognise when they are achieving these Skills and can claim these at a future date if they wish.

Working with others

Whilst employers consulted did not feel that this Wider Key Skill should be mandatory, the evidence for achievement of these Skills would naturally occur as part of the achievement of the competence, knowledge and Essential Skills Wales qualifications.

Providers are encouraged to introduce these Wider Key Skills as part of induction so that apprentices learn to recognise when they are achieving these Skills and can claim these at a future date if they wish.

Problem solving

Whilst employers consulted did not feel that this Wider Key Skill should be mandatory, the evidence for achievement of these Skills would naturally occur as part of the achievement of the competence, knowledge and Essential Skills Wales qualifications.

Providers are encouraged to introduce these Wider Key Skills as part of induction so that apprentices learn to recognise when they are achieving these Skills and can claim these at a future date if they wish.

Additional employer requirements

The following additional units have been added to the framework in response to demand from employers. These units are intended to provide recognition for additional skills/knowledge developed during the Apprenticeship programme. The units sit within the Quality Assured Lifelong Learning (QALL) pillar of the CQFW.

Learners on the Cultural and Heritage Venue Operations pathways at levels 2 and 3 must achieve 6 credits from the following units:

BA32CY012 - Assist Visitors and Deal with Challenging Behaviour in a Cultural Venue - Level 2 - 3 Credits

BA32CY013 - Control the Entry, Exit and Movement of Visitors in Cultural Venues - Level 2 - 4 Credits

BA33CY008 - Maintain Stewarding and Deal with Visitor Problems in a Cultural Venue - Level 3 - 6 Credits

BA32CY015 - Monitor Visitors and Deal with Larger Audiences - Level 2 - 6 Credits

BA32CY017 - Provide Customer Service to Visitors in a Cultural Venue - Level 2 - 6 Credits

BA32CY018 - Serve Food and Drink to Visitors in a Cultural Venue - Level 2 - 3 Credits

BA32CY014 - Understanding Customer Profiles in Cultural Venues - Level 2 - 3 Credits

BA32CY011 - Provide Assistance to Support Inclusion for Visitors in a Cultural Venue - Level 2 - 4 Credits

apprenticeship
FRAMEWORKS ONLINE

For more information visit
www.afo.sscalliance.org