



2025/2026  
NORTHWEST EDUCATION AND TRAINING  
**APPRENTICESHIP STANDARDS**



# WELCOME

---



## **Amanda Fair-Hill** Engagement & Partnerships Manager

Welcome to Northwest Education & Training (NWEAT) and thank you for choosing to explore your apprenticeship journey with us.

At NWEAT, we're passionate about developing real skills that make a real difference. Whether you're just starting out or looking to build on your existing experience, our apprenticeships in Business Administration, Customer Service, Team Leader, Content Creator, Coaching, and Operations Manager are designed to help you grow with confidence, knowledge, and support.

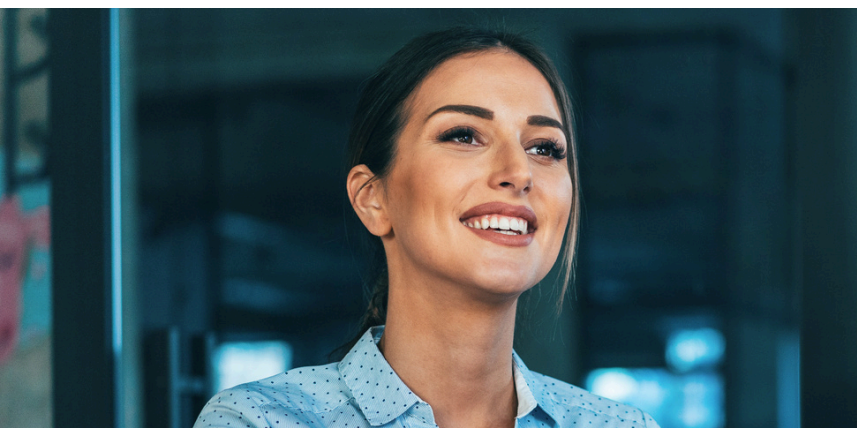
We work closely with both learners and employers to ensure every apprenticeship is relevant, rewarding, and aligned with career goals. You'll benefit from personalised support, experienced trainers, and a programme built around your strengths and future ambitions.

We're proud of our track record, our positive Ofsted rating, and our reputation for high-quality training – and we're excited to support you on the next step of your journey.

On behalf of the whole team, welcome – we're delighted to have you with us.

Warm regards,

Amanda





# ABOUT NWEAT



Northwest Education & Training (NWEAT) is a trusted apprenticeship training provider with national reach and a personalised, hands-on approach. We specialise in delivering high-quality apprenticeship programmes across Business Administration, Customer Service, Team Leadership, Content Creation, Coaching and Management

We offer flexible delivery options to meet the needs of employers and learners. Training can be delivered face to face within the Liverpool City Region or remotely for organisations based elsewhere across the UK.

In our most recent Ofsted inspection (August 2025), we were awarded Grade 2 – Good, recognising our strong commitment to delivering impactful, learner-centred training.

NWEAT is proud to be consistently recognised by employers, awarding bodies, and apprentices for the quality and relevance of our provision. By aligning each programme with the real operational needs of your organisation, we enhance learner engagement, strengthen skill development, and support successful apprenticeship completions—ensuring apprenticeships deliver genuine value to your business.

---



# APPRENTICESHIP FAQ

## Levy funding

If the business has a wage bill of £3 million or more, there will be a pot of funding available, and the cost of the training is taken in monthly on programme payments over the duration of the qualification which is roughly 18 months and 1 additional amount for the end point assessment. This is managed through the Apprenticeship service account which will likely be looked after in HR or Finance, and they should be aware of the amount available in the account.

## Non-Levy funding

If your wage bill is less than £3million, Government funding is available to cover 100% of the training costs for anyone aged 16-21 and is for those recruited into the business and to upskill existing employees, for anyone aged 22 and over there is a 5% Employer contribution. If you recruit someone aged 16-18 there is also an incentive payment for the Employer of £1000 which is paid in 2 instalments, the first after 90 days on programme and the second when 12 months have been completed and is paid by us to the Employer.



## How funds are paid to Training provider

To manage the funding all employers are required to have an Apprenticeship service account via GOV.UK and allow permissions to us for Recruiting and adding apprentices, I am happy to share these instructions with you when you are ready to go ahead.

## Recruiting an Apprentice

We offer a free of charge recruitment and screening service, we would require a full job description and as much information about the kind of person you would be looking for and will advertise the vacancy for you, shortlist candidates based on your needs as a business and then share CV's accordingly, thus reducing time spent sifting through 100's of applicants. We would arrange interviews at your convenience and then follow up for feedback and enrolment for the successful candidate.

## Paying your Apprentice

The National Minimum Wage is currently £7.55 per hour and is due to increase to £8.00 per hour from April 2026. However, employers may choose to offer higher, more competitive rates of pay to attract higher-calibre applicants when recruiting.





# LEVEL 2 CUSTOMER SERVICE PRACTITIONER

---

## About

A Customer Service Practitioner Apprentice will gain knowledge and skills such as learn:

- Who the customers are and the difference between internal and external customers.
- How to answer customer support messages via telephone or Web.
- How to build trust with customers and why this is important.
- How to use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.
- How to accurately record and log customer interactions.
- How to retrieve this information to create reports for management.
- To understand different types of measurement and evaluation tools available to monitor customer service levels.
- How to keep sensitive information and financial records private and confidential.
- Understand the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.
- How to address customer questions about new products and services.
- How to give feedback to help improve customer service culture, response times and improve staff experience.
- Your organisation's core values and how they link to the service culture.
- How to contribute to bottom lines sales by increasing customer satisfaction.

## Duration

The apprenticeship will take 15 months to complete. At the end of an apprenticeship, learners are required to carry out End-Point Assessment.

The EPA components for this standard are:

- Apprentice Showcase
- Practical Observation
- Professional Discussion

## Typical Job Roles

- Customer Service Assistant
- Call Centre Assistant
- Bank Customer Service Assistant
- Housing Customer Service Assistant
- Insurance Customer Service Assistant
- Financial Customer Service Assistant



# LEVEL 3

## CUSTOMER SERVICE SPECIALIST

---

### About

A Customer Service Specialist Apprentice will gain knowledge and skills such as:

- The importance of effective communication among departments in providing good customer service.
- How to identify the different types of leadership styles that work best in their customer environment.
- How to answer customer support messages via telephone or Web.
- How to accurately record and log customer interactions.
- How to retrieve this information to create reports for management.
- How to analyse, use and present a range of information in order to provide customer insight.
- How to compose professional and informative letters and other written correspondence.
- How to ensure compliance with contractual and regulatory requirements.
- How to use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.
- How to identify potential causes of service failure and the consequences of these.
- How to demonstrate responsibility and ownership in resolving customer issues, by getting the right people involved and delivering on promises, to the satisfaction of the customer and their organisation.

### Duration

The apprenticeship will take a minimum of 15 months to complete depending on experience. At the end of an apprenticeship, learners are required to carry out End-Point Assessment. The EPA components for this standard are:

- Practical Observation with Q&A
- Work Based Project Supported by an Interview
- Professional Discussion Supported by Portfolio of Evidence

### Typical Job Roles

- Customer Service Advisor
- Customer Service Representative
- Online Customer Service Advisor
- Retail Customer Service Advisor
- Financial Customer Services
- Customer Support/Operations Associate
- Bank Customer Service Advisor
- Housing Customer Business Advisor



# LEVEL 3

# TEAM LEADER/ SUPERVISOR

## About

A Team Leader / Supervisor Apprentice will gain knowledge and skills such as:

- How to compare different leadership styles.
- The benefits of coaching to support people, improve performance and report on metrics.
- How to support the development of a team and individuals through coaching and role modelling values and behaviours.
- How to communicate organisation strategy and team purpose.
- How to delegate tasks and set deadlines.
- How to use time management techniques to manage workload and pressure.
- How to explain and evaluate approaches to customer and stakeholder relationship management, including emotional intelligence and managing conflict.

How to deliver a project including:

- managing resources
- identifying risks and issues
- using relevant project management tools.
- How to explain your understanding of data management and the use of different technologies
- The use of effective problem-solving techniques to make decisions using information from the team and others.
- How to identify and share good practice across teams

## Duration

The apprenticeship will take 15 months to complete. At the end of an apprenticeship, learners are required to carry out End-Point Assessment. The EPA components for this standard are:

- Presentation with Questions and Answers
- Professional Discussion Underpinned by a Portfolio of Evidence

## Typical Job Roles

- Supervisor
- Team Leader (Customer Service)
- Team Leader (Financial Services)
- Project Officer
- Shift Supervisor
- Sales Team Supervisor
- Production Team Leader
- Food Retail Team Supervisor
- Shift manager



# LEVEL 3

# BUSINESS ADMINISTRATOR

---

## About

A Business Administrator Apprentice will gain knowledge and skills such as:

- Business fundamentals – understanding business principles including managing change
- Making effective decisions based on sound reasoning and being able to deal with challenges
- Use project management principles and tools to scope, plan, monitor and report
- Facilitating office organisation and communication by performing administrative duties.
- The company's mission and available products/services.
- The company's Health, Safety and Environmental policies.
- Providing office support including customer and employee support.
- Interacting and building relationships with clients and stakeholders on the telephone.
- Communicating with external suppliers and stakeholders.
- Using spreadsheets to track expenses and company spending.
- Using Microsoft Office, Word, Outlook, Excel, and PowerPoint

## Duration

The apprenticeship will take 15 months to complete. At the end of an apprenticeship, learners are required to carry out End-Point Assessment. The EPA components for this standard are:

- Knowledge Test
- Portfolio Based Interview
- Project Presentation

## Typical Job Roles

- Business Administrator
- Revenue Business Administrator
- Technical Business Administrator
- Business Operations Administrator
- Business Support Administrator
- IT Business Administrator
- Housing Business Administrator



# LEVEL 3

# CONTENT CREATOR

---

## About

A Content Creator will build skills and knowledge such as:

- Plan and develop creative content in line with the brief and budget/costs.
- Interpret the strategy and objectives of the brand and align these to the content.
- Research, prepare and develop the media messaging to maximise audience engagement.
- Develop and create written content that can be used across a variety of media.
- Create visual and audio content that can be used across a variety of media.
- Store content securely and methodically to enable efficient access and retrieval.
- Collaborate with colleagues and clients to plan and align content delivery with business objectives.
- Manage content online using appropriate tools and techniques.
- Evaluate the effectiveness of the content produced against the original plan and recommend improvements.
- Undertake continuous professional development to keep up-to-date with trends and technology.

## Duration

The apprenticeship will take 15 months to complete. At the end of an apprenticeship, learners are required to carry out End-Point Assessment. The EPA components for this standard are:

- Project or Campaign Evaluation Report
- Presentation with Q&A
- Professional Discussion Underpinned by a Portfolio of Evidence

## Typical Job Roles

- Content Assistant
- Content Creator
- Content Producer
- Junior Content Producer
- Multimedia Executive
- Social Media Assistant
- Social Media Co-Ordinator
- Social Media Executive



# LEVEL 5

# COACHING PROFESSIONAL

---

## About

A Coaching Professional Apprentice will gain knowledge and skills such as:

- How to mentor, support and motivate staff in their development and integration into the positive company values and culture.
- How to provide opportunities and guidance that enable the transfer of learning into effective practice for staff and their managers.
- How to use coaching methods that provide an environment that is participatory, supportive and provides constructive feedback on performance.
- How to develop effective job coaching and employment plans.
- How to make sure that all employees have equal opportunities to access coaching and mentoring support.
- How to provide learning opportunities related to the assessed needs of staff including induction and induction mentorship, and continuing development opportunities.
- How to provide timely and appropriate analysis and feedback to management on the staff's progress and support needs.
- How to champion diversity and an inclusive culture.

## Duration

The apprenticeship will take 15 months to complete. At the end of an apprenticeship, learners are required to carry out End-Point Assessment.

The EPA components for this standard are:

- Knowledge Test
- Observation with Questions and Answers
- Interview Supported by Portfolio of Evidence

## Typical Job Roles

- Business Coach
- Career Coach
- Learning & Development Manager
- Coaching Practitioner
- Coaching Professional
- Leadership Coach
- Performance Coach
- Systemic Coach
- Team Coach
- Wellbeing Coach



# LEVEL 5

# OPERATIONS/ DEPARTMENTAL

# MANAGER

## About

An Operations Manager Apprentice will gain knowledge and skills such as:

- How to provide leadership and people management.
- How to keep up to date with IT and digital interventions such as Artificial Intelligence (AI) and software that can be used in their sector.
- How to analyse, interpret and cascade data to enable tracking, trend analysis and metric reporting to enable decision making for managing objectives and targets
- How to manage and influence activities and projects within budget and resources to deliver change and continuous improvement
- How to collaborate with and manage stakeholder relationships
- How to lead the creation and implementation of their resource plans considering future organisation needs and impact on change requirements
- How to interpret and comply with relevant legislation and regulation and the impact on their organisation
- How to lead and manage the team to ensure the application of equity, diversity, and inclusion principles
- How to lead the team and individual training needs and support continuous professional development
- How to communicate complex information to build understanding and drive team and organisational performance
- How to manage activities which drive the organisation's sustainability goals
- How to build and manage internal relationships and collaborate with colleagues to enable cross-team working
- How to lead and respond to risk management, assessing the opportunities which could affect individual and team performance, and finding solutions that meet their needs
- How to develop and implement their operational plan that aligns with the strategic direction of the organisation

## Duration

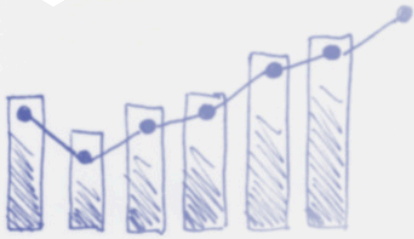
The apprenticeship will take 18 months to complete. At the end of an apprenticeship, learners are required to carry out End-Point Assessment.

The EPA components for this standard are:

- Professional Discussion, Underpinned by a Portfolio of Evidence
- Project Proposal, Presentation and Questioning

## Typical Job Roles

- Operations Manager
- Regional Manager
- Divisional Manager
- Department Manager
- Specialist manager
- Middle Manager
- Store Manager
- A Variety of Specialist Managers



**NORTHWEST**  
EDUCATION & TRAINING



# LET'S WORK TOGETHER

---

Landline: 0151 526 4949

Mobile: 07512 311133

<https://www.nweat.co.uk/>  
[amanda.fair-hill@nweat.co.uk](mailto:amanda.fair-hill@nweat.co.uk)