

## **Vocational Qualifications (QCF, NVQ, NQF)**

### **Retail Skills**

Level 1 Award Retail Skills – **10284** (from 2012)

Level 1 Certificate Retail Skills – **10285** (from 2012)

Level 1 Diploma Retail Skills – **10286** (from 2012)

Level 2 Award Retail Skills – **10287** (from 2012)

Level 2 Certificate Retail Skills – **10288** (from 2012)

Level 2 Diploma Retail Skills – **10289** (from 2012)

Level 3 Certificate Retail Skills (Management) – **10290** (from 2012)

Level 3 Certificate Retail Skills (Sales Professional) – **10291** (from 2012)

Level 3 Certificate Retail Skills (Visual Merchandising) – **10292** (from 2012)

Level 3 Diploma Retail Skills (Management) – **10293** (from 2012)

Level 3 Diploma Retail Skills (Sales Professional) – **10294** (from 2012)

Level 3 Diploma Retail Skills (Visual Merchandising) – **10295** (from 2012)

## **OCR Report to Centres 2013-2014**

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

This report on the examination provides information on the performance of candidates which it is hoped will be useful to teachers in their preparation of candidates for future examinations. It is intended to be constructive and informative and to promote better understanding of the specification content, of the operation of the scheme of assessment and of the application of assessment criteria.

Reports should be read in conjunction with the published question papers and mark schemes for the examination.

OCR will not enter into any discussion or correspondence in connection with this report.

© OCR 2014

## CONTENTS

### Vocational Qualifications (QCF, NVQ, NQF)

- Level 1 Award Retail Skills – **10284** (from 2012)
- Level 1 Certificate Retail Skills – **10285** (from 2012)
- Level 1 Diploma Retail Skills – **10286** (from 2012)
- Level 2 Award Retail Skills – **10287** (from 2012)
- Level 2 Certificate Retail Skills – **10288** (from 2012)
- Level 2 Diploma Retail Skills – **10289** (from 2012)
- Level 3 Certificate Retail Skills (Management) – **10290** (from 2012)
- Level 3 Certificate Retail Skills (Sales Professional) – **10291** (from 2012)
- Level 3 Certificate Retail Skills (Visual Merchandising) – **10292** (from 2012)
- Level 3 Diploma Retail Skills (Management) – **10293** (from 2012)
- Level 3 Diploma Retail Skills (Sales Professional) – **10294** (from 2012)
- Level 3 Diploma Retail Skills (Visual Merchandising) – **10295** (from 2012)

### OCR REPORT TO CENTRES

Content	Page
Level 1-3 Retail Skills	1

# Level 1-3 Retail Skills

## 1 The qualifications and standards

### · Structure and content

#### **Assessment Team:**

External Verifier Reports for visits during the 2013-2014 verifier year have generally confirmed that staff development of both assessors and internal verifiers is taking place in an ongoing manner.

OCR approved centres that offer the OCR Awards, Certificates and Diplomas in Retail Skills at levels one, two and three, have maintained qualified, competent and experienced assessment and Internal Quality Assurance staff.

OCR External Verifiers have interviewed most of the centre assessors and IQA staff during the year, and have been able to confirm relevant qualifications and professional competency. Many centres offer a range of cpd activities so that their staff are able to maintain ongoing professional competence. Candidate to assessor ratios have not been found excessive.

External verifiers have been able to confirm that sufficient time is allowed for assessors to support candidates and for centre standardisation activities to take place.

#### **Resources:**

In many cases the candidates are assessed in their place of work and no significant concerns were reported on resources available for assessment.

Where the centre has not been the employer, with assessment taking place on the employers' premises, it is good to see centres carry out risk assessments and inspections of these assessment locations before candidates start assessment.

Centres have been noted to provide resources for the training and induction of candidates. These resources have included notes, hand-outs and candidate workbooks providing information, advice and guidance.

#### **Candidate Support:**

Candidates interviewed have confirmed that they are suitably inducted and well supported by the centre assessment team. Although the IQA role is not very well understood the candidates have stated that they understand how to make an appeal.

Induction sessions have normally included the appeals procedure, equality issues, and the background to the qualification plus guidance on evidence, assessment and portfolio building.

Initial assessment of candidates, often using a skill scan has ensured that assessment methods meet the needs of both the candidate and OCR requirements. Observation has been widely used along with questioning and product evidence.

### **Assessment and Verification:**

Centre assessors have been found to be effectively assessing the retail skills qualifications against the latest units. No major problems have been reported on the interpretation of the units themselves although the structure of the full qualifications has posed problems for some.

By initially assessing candidates and selecting units in the structure that are accessible to each candidate many centres have avoided most difficulties in finding opportunities to assess.

Centre assessment teams have been reported to be regularly meeting for standardisation with Internal Verifiers who have been sampling assessments adequately. This is ensuring a consistency in assessment.

A variety of evidence types and assessment methods have been seen effectively used including: photographs, audio recordings, and video recordings in addition to observational assessments. This has added to the authenticity of the evidence.

Feedback from EQA meetings and reports has been seen to be distributed to the IQA and assessment team and actions/recommendations given have generally been put in place within the required timescale.

On only a few occasions were sanctions applied and these were mainly at level one. The actions that had led to these sanctions were normally cleared by the required dates and did not lead to escalation.

### **Management Systems and Records:**

Reports confirm that in all cases centres have provided access to the candidate's, portfolios and members of the assessment team requested by the EV in advance of the visit.

The EV team have been given access to centre policies and procedures which they have generally found to meet the requirements of both OCR and the qualifications. Where changes have been requested then centres have readily updated them.

It has been noted that centre management systems are generally fit for purpose providing the required information. Centres have given access to records that are current and give an accurate picture of candidate assessment progress.

Communication has been generally good between centres and their allocated external verifier with significant changes that could affect their ability to offer the qualification (eg staffing) passed on quickly.

### **Assessment Summary:**

EV's report that the revised standards have been fully implemented by centres and that EV's have sampled portfolios during all stages of the assessment process. In most cases EV's have also seen assessment plans, candidate progress reviews and induction materials.

**OCR (Oxford Cambridge and RSA Examinations)**  
1 Hills Road  
Cambridge  
CB1 2EU

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

**Oxford Cambridge and RSA Examinations**  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; 1 Hills Road, Cambridge, CB1 2EU  
Registered Company Number: 3484466  
OCR is an exempt Charity

**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

© OCR 2014

