

Vocational Qualifications (QCF, NVQ, NQF)

Retail Skills

Level 1 Award Retail Skills – **10284**

Level 1 Certificate Retail Skills – **10285**

Level 1 Diploma Retail Skills – **10286**

Level 2 Award Retail Skills – **10287**

Level 2 Certificate Retail Skills – **10288**

Level 2 Diploma Retail Skills – **10289**

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

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

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

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

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

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

OCR Report to Centres 2015-2016

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.

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Retail Skills

1 The qualifications and standards

Assessment Team:

The centres reported on this year had sufficient and competent assessment and IQA staff for the number of candidates registered. In general all staff had completed CPD activities during the year to maintain their competence but the recording of these CPD activities could be improved and given in more detail.

Resources:

These qualifications require assessment in the workplace as they are all competence based. The EQA reports have confirmed that resources have been made available in the workplaces for the candidates and the assessment team. Safety and Risk Assessments have been carried out in workplaces before assessment took place. There continues to be a mixed response from candidates on the ease of use of e-portfolios in this sector.

Candidate Support:

Candidate interviews have taken place regularly as well as portfolios verified. Candidate feedback has been very good. They have commented on the development and career opportunities that these qualifications have opened up for them. Records seen in centres indicate that assessors are meeting candidates regularly to monitor their progress, plan assessment and then to carry out assessment and give feedback. In general this is being well recorded.

Assessment and Internal Verification:

Assessment and Internal Verification has been found to be good with adequate sampling carried out and a suitable range of evidence being used. Observations form a main part of the evidence in these assessments along with the manager's confirmation of competence throughout the assessment process. There is also good use of Questioning, Professional Discussion, and Witness Testimony. Assessment teams have taken part in regular standardisation activities which have been recorded.

Management Systems and Records:

Effective management systems have been seen operating in the majority of centres with these embedded in the e-portfolio systems where these are in use. The policies and procedures in place in centres are good, meeting both OCR and qualification requirements. They are operating well.

Assessment Summary:

EQA reports have shown that the centres are continuing to operate well as candidate numbers are running down, and are carrying out effective assessment and good internal quality checks. Many centres have continued to hold direct claims status during the year.

2 Sector Developments

The current qualifications continue to work well although they do include a large number of QCF units and complex rules of combination. The Retail sector is very dependent on the economic climate which has still been difficult and is not been encouraging to training take up. Problems within the retail sector have seen the demise of long standing traditional stores like BHS during the current year and Increasing competition between supermarkets and discounters has caused many difficulties which the large supermarkets are trying to overcome. Advances in technology with click and collect provision and electronic ordering is affecting many traditional stores, with companies like Amazon taking large slices of the market, this has also adversely affected the sector. Even the possibility of delivery by drone is not far away. This is all reducing the number of retail staff in traditional customer facing stores with large numbers of temporary and zero hours staff being used. The number of candidates is therefore being limited at present by the economy. Some current candidates work with charities or are self-employed. All areas have been badly affected by spending cuts or lack of funds. Amidst all of this OCR has decided to withdraw from this sector and last registrations will be on 31 December 2016.

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