

Reasons to choose City & Guilds

**BRINGING CLARITY
TO THE QCF**

**City &
Guilds**



At City & Guilds, we're bringing clarity to the QCF

Big changes are afoot in the world of vocational qualifications. The **Qualifications and Credit Framework (QCF)** is not only here, it's here to stay. But, as many learning providers are all too aware, it isn't quite as simple as 'out with the old, in with the new'. It is expected that QCF won't fully replace the NQF for all accredited qualifications until January 2011. We're here to help make the new framework clear as it continues to be phased in.

WE'VE BEEN LISTENING, SO WE UNDERSTAND YOUR CHALLENGES

The QCF offers an exciting new way of recognising vocational achievement, giving learners much more flexibility and choice. But, for learning providers like you, it also presents challenges and issues. We've conducted over 40 workshops across the UK, listening to your concerns so that we can provide you with all the support you need over the next 18 months and beyond.

NO ONE'S MORE QUALIFIED TO HELP YOU

City & Guilds was the first awarding organisation to be given official approval by Ofqual to implement QCF qualifications. We currently offer more QCF qualifications than any other awarding organisation and have already worked in partnership with over 2000 of our learning providers, who are now approved to offer QCF qualifications. So far over 50,000 learners have successfully completed a City & Guilds QCF qualification. In other words, no one is better placed to help make the transition to the QCF clear, simple and, above all, successful.

We champion vocational education

As a registered charity, our profits are re-invested into supporting centres with the highest quality standards.

Clear reasons to choose City & Guilds for the QCF transition:

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Guiding you through the transition

The key strength of the QCF is its flexibility. But with that comes a more complex framework. Combined with its phased-in integration, implementing QCF may seem daunting. We will draw on all of our experience to help you understand and introduce the new framework.

After all, at City & Guilds, we've seen many curriculum changes in our time. That's why we have the experience to help you in a number of real and practical ways.

The clear choice for employers

As the QCF becomes the key means of recognising vocational achievement, it's important to know that the qualifications you offer will help learners to fulfill their work ambitions. With City & Guilds being recognised by 99% of UK employers* you can be confident that no other awarding organisation has such high recognition levels.

We've been filling skills gaps since 1878 and we're the largest awarding organisation solely focused on vocational education. That's why we're trusted to deliver the qualifications employers value most.

* CBI Education and Skills Survey 2008

TO SUPPORT YOU, WE OFFER:

- face-to-face seminars at locations right across the UK
- local City & Guilds contacts you can speak to at any time
- a dedicated QCF email address you can use to write to us with your questions
- regular updates on when and how qualifications are moving to the QCF
- all the latest news on QCF developments at cityandguilds.com/qcf
- online forums to exchange your experiences of QCF with others.

With City & Guilds you can feel confident that, even with fast-changing qualifications and funding conditions, we will do all we can to make the transition to QCF as easy as possible for you.



'I would direct all centres to visit the QCF pages on the City & Guilds website and to use the tools there.'

Sue Cox
Lecturer, Moderator,
London South Bank University

WE HELP EMPLOYERS ACHIEVE THEIR GOALS

- Royal Mail saved £500,000 through reduced sickness, absence and increased turnover.
- London Underground achieved its highest customer satisfaction score ever.
- Tesco improved its staff retention rates by 15%.

'City & Guilds made the process of accrediting our training incredibly easy. Our biggest concern was that we would be going through a bureaucratic process but they made it painless.'

Mike Hawes,
Learning and Development Manager,
B&Q



Working in partnership

'More than anything City & Guilds provides a personal touch. The development team in London and the regional team have guided me right through the process, providing fast responses that have been really helpful.'

Evelyn Smolden
Training Manager,
Advocacy in Somerset

'I would encourage people to get in touch with City & Guilds if they need help. They have made it a straightforward process.'

Judi Thomas
Area Manager,
Health Promotion Devon

The broadest range of qualifications, reducing the risk of funding loss

From NVQs to Diplomas to full apprenticeship packages, City & Guilds has always offered what learning providers require to meet their particular mix of training and assessment needs. We will work in partnership with you to manage your qualifications portfolio in a way that delivers maximum funding.

The breadth of our offer is vital at a time of change. Our range of more than 700 products across 26 industry areas is greater than any competitor in the vocational field and is the best way to take full advantage of QCF flexibilities.

WE CAN HELP YOU BY:

- broadening your offer to learners – you can be sure you can meet the needs of your learners, whether they are preparing for employment or looking to make further progress in their careers
- giving you access to the full range of funding streams – City & Guilds qualifications can help you access the full range of funding streams available including 14-19, adult learner responsive, employer responsive and Train to Gain
- reducing risk of funding loss – we know that at a time of change funding can be a challenging area. **With the widest range of qualifications in the market we'll be perfectly placed to provide alternative courses that attract funding.**

With our help and support, you can be sure the qualifications you offer will secure the maximum funding possible.



Industry expert

Anita Crosland
City & Guilds Product Manager

(Hair, Beauty, Nails and Complementary Therapy)

Clearer industry insights, better quality courses

City & Guilds works in collaboration with Sector Skills Councils to create qualifications and support materials that truly set the benchmark in each sector. As such, you can be confident that your learners will have the best chance of achieving success, from getting the job they want to acquiring the skills they need for promotion. With a City & Guilds qualification, you can count on maximum industry recognition, support to help you improve retention, and higher levels of learner and employer satisfaction.

WE LISTEN AND ADAPT

In key industry sectors we organise bi-annual National Advisory Committee meetings, where we listen to the views of representatives from education bodies, Sector Skills Councils, and a range of learning providers and employers. Sessions like these provide the ongoing insights we need to deliver the quality of courses we've become famous for.

For example, from listening to the needs of tutors we launched our online support 'SmartScreen'. This resource provides over 100,000 tutors and learners with everything they need from lesson plans and case studies to career advice and guidance. Tutors can also use 'SmartScreen' forums to exchange knowledge or discuss any topic with a resident qualification expert.

Anita is a typical example of a City & Guilds Product Manager with varied sector experience and knowledge of the issues faced by learners, learning providers and employers.

Anita has worked as an employee in salons and spas, a tutor and verifier in training centres and further education colleges, and as an industry consultant. This means that she understands the sector inside and out and is perfectly placed to design City & Guilds qualifications that:

OUR SECTOR KNOWLEDGE

- Product teams in every sector. We work with Sector Skills Councils to create each of our new or revised qualifications.
- In key industry sectors (from plumbing to agriculture, management to hairdressing), we are seen as the benchmark – not just in the UK but worldwide.
- Famous experts are City & Guilds qualified – including **Karen Millen, Alan Titchmarsh, Gary Rhodes, Trevor Sorbie** and many more.
- Key sector players endorse our qualifications – Age Concern, The Reflexology Forum, the UK's Armed Forces and others.
- We've created new and successful qualifications with employers too – including **B&Q, Lloyds TSB** and **Thames Water**.

- maximise enrolments and course completion as well as student and teacher satisfaction
- build skills that the industry and employers need to deliver the services that meet customer demand
- develop transferable skills in learners which will help them find work, enjoy it and succeed at it.

The City & Guilds offer

Progression and further professional development

Our portfolio

Institute of Leadership & Management

Leadership and management programmes tailored for leaders and managers at all levels.

Why choose City & Guilds?

- ILM qualifications are chosen by more employers than those from any other awarding organisation.
- Programmes provide the skills and knowledge to perform to the highest standards.
- Designed to adapt to the needs of the individual learner and their workplace.

Preparing for employment and recognising occupational competence

City & Guilds Apprenticeships

A key national priority. We already offer an extensive range of over 170 apprenticeships that can address local employer skills needs.

- We have purposely developed a suite of the most popular apprenticeship packages that only need one point of registration, saving you up to 75% of administration time and costs.
- Approximately 30% of all apprentices return to undertake further learning in order to enter advanced apprenticeship status or other employment related qualifications.
- With City & Guilds apprenticeships a centre can achieve high visibility with local employers.

City & Guilds vocational qualifications (currently NVQs/VRQs)

The widest range of qualifications which prepare learners for employment and recognise competence in the workplace.

- Over 300 NVQs and 450 VRQs covering 26 industries.
- Written in plain English and simple to deliver.
- Extensive teaching and learning support available.

AQA - City & Guilds 14-19 Diplomas

Working in partnership with AQA to offer unrivalled support to ensure you and your students achieve success with the new 14-19 Diplomas.

- Principal Learning qualifications and resources are designed to be relevant and up to date for the needs of the sectors.
- Industry sector expertise to advise you and your teachers on delivery of the Principal Learning for Diplomas.
- Subject expert teacher support teams available and accessible to you direct, free of charge, at any time.
- Moderators will personally visit you at least twice a year, free of charge.

City & Guilds Foundation Learning

Covers education provision at entry level and level 1 on the QCF. A credit-based programme where learners build a personalised programme of learning including functional skills, subject or vocational skills and personal and social development learning.

- The widest choice of qualifications at entry level and level 1.
- The curriculum and assessment of our qualifications are designed to suit and engage learners.
- Learning and tutor support to help learners to succeed in their Foundation Learning programmes.

Preparing for life

City & Guilds skills for life and work

Complete set of qualifications that help learners prepare for life and work effectively and independently.

- Topics that engage learners.
- Faster turnaround of results.
- Robust feedback on candidates' performance so you know exactly what they need to improve.

We're here for you at every stage

At City & Guilds, we can support you at every point of implementing the QCF, from consultation and funding advice through to course planning and delivery.

There's a regional support office near you ready to help (for a full list see page 11).

Tools to help you through the transition:



Web

Find out the latest QCF news, information and support online at www.cityandguilds.com/qcf



QCF seminars

We're holding QCF seminars across England, Northern Ireland and Wales to help guide you through the QCF. For more information visit www.cityandguilds.com/qcf



Dedicated email support

Receive answers to your QCF questions from experts through qcf@cityandguilds.com



Materials and documentation

Support materials and guidance including our technical QCF guide, FAQs, information sheets and more.



QCF updates

Receive QCF updates straight to your inbox every month. Subscribe at: www.cityandguilds.com/updates



Regional office support

Speak to your local Customer Relationship Manager for support in managing the transition to the QCF.



Online QCF discussion forum

Discuss the QCF with peers and City & Guilds experts at www.smartscreen.co.uk



In-house workshops

We have already worked with many of our learning providers to help them in their planning of the QCF by delivering tailored in-house QCF workshops.

In 2008/2009 we ran over 480 events, attended by around 8500 customers, aimed solely at improving the quality of delivery and promoting success for learners.

This means we have more than two events running every working day of the year.

Not yet a City & Guilds centre? Simply call your regional office to find out more.

For further information please contact your Regional City & Guilds QCF expert:

North East & Cumbria - Suite 1, 1st Floor Eldon Court, Eldon Square Centre, Percy Street, Newcastle, NE1 7YE
+44 (0)191 402 5100

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For more clear guidance on navigating through the QCF please:

- visit www.cityandguilds.com/qcf
- email qcf@cityandguilds.com
- or call your regional City & Guilds QCF expert (see map overleaf).



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