



**VTCT Skills**

# **END-POINT ASSESSMENT GUIDE**

**VTCT Skills Level 3 End-point Assessment for  
Advanced and Creative Hair Professional**

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# End-point Assessment Guide - Content

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# VTCT Skills Level 3 End-point Assessment for Advanced and Creative Hair Professional

## Purpose

This End-point Assessment guide outlines the format and the requirements of the End-point Assessment for the Advanced and Creative Hair Professional Apprenticeship Standard.

Prior to the End-point Assessment period, it is a requirement that a full time apprentice will typically spend a minimum of 12 months on-programme to complete the criteria included within the occupational standard. During this time, the apprentice will also be required to complete a minimum of 20% off-the-job training. Once the on-programme requirements have been met, the apprentice can proceed through the Gateway Stage to the End-point Assessment period.

The End-point Assessment will consist of three different assessment methods: a Knowledge Test, Observation and questioning, and a Professional Discussion.

The apprentice's understanding of the underpinning theory related to the specific knowledge, skills and behaviours will be assessed by a Knowledge Test. The Observation and questioning and the Professional Discussion will be based on grading criteria, to assess the skills, knowledge and behaviours of the apprentice. In addition, the apprentice will demonstrate that they can complete the required services on a minimum of one client to industry standards and within commercial timings.

The Knowledge Test will be graded Fail or Pass and is conducted online and under exam conditions. The Observation and questioning and Professional Discussion will be conducted by an Apprenticeship Assessor and the apprentice will be graded either Fail, Pass or Distinction for these assessment methods. There will be an overall grade awarded for the End-point Assessment of Fail, Pass or Distinction.

# Level 3 Advanced and Creative Hair Professional

## Apprenticeship Standard Summary Table

<p><b>On-programme Stage</b> <i>(typically 12 months)</i></p>	<p>The apprentice receives training to develop the knowledge, skills and behaviours of the occupational standard.</p>
<p><b>End-point Assessment Gateway Stage</b></p>	<ul style="list-style-type: none"> <li>• The employer is satisfied that the apprentice is consistently working at, or above, the level of the occupational standard</li> <li>• The apprentice must already hold/or achieve a qualification for English/ mathematics at Level 2 or equivalent</li> </ul> <p>Apprentices must complete and submit:</p> <ul style="list-style-type: none"> <li>• A Collection of hairstyle looks which will inform the Professional Discussion</li> </ul>
<p><b>End-point Assessment Stage</b> <i>(which will typically take <b>three</b> months)</i></p>	<p><b>Assessment Method 1: Knowledge Test</b></p> <p>This assessment method will be assessed using the following grades:</p> <ul style="list-style-type: none"> <li>• Fail</li> <li>• Pass</li> </ul> <p><b>Assessment Method 2: Observation and questioning</b></p> <p>This assessment method will be assessed using the following grades:</p> <ul style="list-style-type: none"> <li>• Fail</li> <li>• Pass</li> <li>• Distinction</li> </ul> <p><b>Assessment Method 3: Professional Discussion</b></p> <p>This assessment method will be assessed using the following grades:</p> <ul style="list-style-type: none"> <li>• Fail</li> <li>• Pass</li> <li>• Distinction</li> </ul>

# Details of Advanced and Creative Apprenticeship Standard

## Occupational Profile

Advanced and Creative Hair Professionals are creative, passionate, and driven professionals who work without supervision, managing themselves and others when required. They provide a quality service, whilst working to the highest standards and continuously developing their personal and professional skills.

An Advanced and Creative Hair Professional works in the hair industry, which is one of the largest, most trusted and fashion forward professions. They take ownership of their work and client lists, accept responsibility, are proactive, flexible and adaptable, plan their work and time, they aim for excellence by taking exceptional pride in their work and industry.

The work environment can be varied in size, style and ambiance, from a bespoke salon, the media industry, cruise ships, product houses and manufacturers to luxury high-end hair salons. They are highly skilled and experienced individual professionals who deliver hair fashion forward trends, which are innovative styles inspired by current images and their own creativity, individual flair, imagination and interpretation.

### An Advanced and Creative Hair Professional:

- Demonstrates professionalism by maintaining confidentiality and discretion
- Researches fashion forward trends, using the results to create, plan and promote a Collection of hairstyle looks that reflects their own individuality
- Analyses the factors that influence the design and creation of the Collection of hairstyle looks, including the target audience
- Designs a range of looks to create a fashion forward Collection of hairstyle looks
- Maintains effective and safe methods of working
- Uses and adapts a range of sectioning and cutting guidelines, creative and precision techniques and technical skills to create and enhance the Collection of hairstyle looks
- Carries out precision and personalised cutting tailored to individual client characteristics
- Formulates imaginative creative advanced colour conversion services to change the depth and tone of the hair
- Uses a range of creative finishing and dressing techniques, advanced creative colouring techniques to enhance the Collection of hairstyle looks

## **An Advanced and Creative Hair Professional (continued):**

- Presents, showcases and promotes their skills through their Collection of hairstyle looks via a variety of media types and platforms
- Provides a smoothing strengthening service to clients
- Carries out in-depth consultation and complex analysis of the hair
- Uses and applies the products, tools and equipment, in accordance with legal requirements, manufacturers' instructions and salon policy
- Provides advice on future services and products
- Evaluates the results of the service to improve further practice

## **Typical job roles on completion of Advanced and Creative Hair Professional:**

- Creative hair stylists
- Advanced senior stylists
- Senior hair professional
- Specialist technicians

## **Entry requirements for Advanced and Creative Hair Professional:**

- Hair Professional or equivalent qualification

# Knowledge, Skills and Behaviours for Advanced and Creative Hair Professional

Skills and knowledge	An Advanced and Creative Hair Professional is able to:	An Advanced and Creative Hair Professional knows and understands:
<p><b>Use fashion forward trends in hair, creative and precision techniques to create a Collection of hairstyle looks</b></p>	<p><b>Researches fashion forward trends</b></p> <p>Research fashion trends using the results to plan, design, create, produce and present a fashion forward hairstyle collection, identifying the purpose and message of the given collection.</p> <p>Analyse factors influencing the design and creation of the Collection of hairstyle looks including the target audience.</p>	<p><b>Researches fashion forward trends</b></p> <p>The principles and stages of planning, researching and developing fashion forward trends, different media types and platforms. How to promote fashion forward Collection of hairstyle looks using a choice of media to target a specific market, individuals or groups. How a Collection of hairstyle looks can be used to promote individuals and salons. The legal responsibilities when using images.</p>
	<p><b>Create a Collection of hairstyle looks</b></p> <p>Carry out in-depth consultation and complex analysis of the clients' hair to plan, create and style the Collection of hairstyle looks. Maintain effective and safe methods of working and effective communication whilst creating the Collection of hair looks.</p> <p>Use and adapt a range of technical skills to create a Collection of hairstyle looks using:</p> <ul style="list-style-type: none"> <li>• <b>Sectioning and cutting guidelines</b> to achieve the required look</li> <li>• <b>Precision and personalised cutting techniques</b> tailored to suit individual characteristics</li> <li>• Creative finishing and dressing techniques</li> <li>• Advanced creative colouring</li> </ul> <p>Use a range of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy.</p>	<p><b>Create a Collection of hairstyle looks</b></p> <p>How to create the Collection of hairstyle looks using a range of models and methods of recording the collection. Health &amp; safety legislation, safe working practices and effective communication related to creating a Collection of hairstyle looks.</p> <p>How to complete an in-depth complex analysis of the clients' hair. The influencing factors and individual characteristics which need to be considered when Collection of hairstyle looks. How to create the Collection of hairstyle looks using a range of models and methods of recording the collection.</p> <p><b>Sectioning and cutting guidelines</b></p> <p>How and when to use sectioning and cutting guidelines. Different sectioning patterns to create round, square, triangular shapes.</p> <p><b>Precision and personalised cutting techniques for example:</b> Geometric, asymmetric, disconnection, Aline bob/ inverted bob.</p>



Table continued

Skills and knowledge	An Advanced and Creative Hair Professional is able to:	An Advanced and Creative Hair Professional knows and understands:
<p><b>Use fashion forward trends in hair, creative and precision techniques to create a Collection of hairstyle looks</b></p> <p><i>(continued)</i></p>		<p><b>Cutting techniques to include:</b>            graduating, layering, thinning, tapering, club cutting, freehand, advanced texturising (slide cutting, channel cutting, point cutting, slicing), undercutting, disconnecting razor cutting, close cutting (scissor or clipper over comb, fading, neckline shapes) precision cutting (solid edge and zero elevation), clipper work.</p> <p>Preparation, fashion styling, dressing and finishing techniques that can be used to create the look.</p> <p>The use of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy.</p>
		<p><b>Present a Collection of hair looks</b></p> <p>Present and promote the collection internally using a visual medium.</p> <p>Evaluate the results of the collection against the research results to improve further practice.</p>

Table continued

Skills and knowledge	An Advanced and Creative Hair Professional is able to:	An Advanced and Creative Hair Professional knows and understands:
<b>Smoothing and Strengthening services</b>	<p><b>Client Consultation</b></p> <p>Maintain effective and safe methods of working and effective communication whilst completing smoothing and strengthening services.</p> <p>Carry out in-depth complex analysis of the clients' hair and scalp to plan and agree the smoothing and strengthening services.</p>	<p><b>Client Consultation</b></p> <p>Health &amp; safety legislation, safe working practices and effective communication related to smoothing and strengthening services.</p> <p>How to complete an in-depth complex analysis of the clients' hair and scalp for smoothing and strengthening services.</p>
	<p><b>Smoothing and Strengthening</b></p> <p>Use and apply products, tools and equipment, to smooth and strengthen clients' hair to the degree of straightness required. Resolve problems that may occur during and after the hair smoothing and strengthening process. Use a range of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy.</p> <p>Evaluate the results of the service and provide advice on future services and products.</p>	<p><b>Smoothing and Strengthening</b></p> <p>The scientific principles of smoothing and strengthening systems. The different factors that can impact smoothing and strengthening services. Legal requirements and manufacturer's instructions relating to smoothing and strengthening services. The types of smoothing and strengthening systems, products, tools and equipment, their application, and removal. The considerations to be taken when smoothing and strengthening hair.</p> <p>The types of problems that may occur during the smoothing and strengthening service. Maintenance and aftercare including future services and products.</p>

Table continued

Skills and knowledge	An Advanced and Creative Hair Professional is able to:	An Advanced and Creative Hair Professional knows and understands:
<p><b>Advanced creative colour conversion</b></p>	<p><b>Client Consultation</b></p> <p>Maintains effective and safe methods of working and effective communication whilst completing Creative colour conversion services. Carry out tests and an in-depth complex consultation of the clients' hair and scalp to plan and agree the creative colour conversion service. Analyse factors influencing the selection of the colour conversion technique used.</p>	<p><b>Client Consultation</b></p> <p>Health &amp; safety legislation, safe working practices and effective communication related to creative colour conversion. The scientific principles of hair colour conversion services. Relevant tests. How to complete an in-depth complex consultation for advanced creative colour conversion. The different factors that can impact hair colour conversion services. Why it is important to consider the effects of the client's hair and scalp health and condition when deciding on products, techniques and services used. The factors to be taken into account when planning and agreeing the creative colour conversion service and course of action. Legal requirements and manufacturer's instructions relating to creative and advanced colour conversion. The considerations to be taken into account when applying creative colour conversion techniques.</p>
	<p><b>Creative Colour Conversion</b></p> <p>Provide a creative colour conversion service to change the depth and tone of the hair in accordance with legal requirements and manufacturers' instructions.</p> <p>Creative Colour conversion services to include:</p> <ul style="list-style-type: none"> <li>• Using creative sectioning techniques to personalise the colour result and enhance the finished look</li> <li>• Toning through bespoke creative formulation, colour blending/shading</li> </ul> <p>Resolve problems that may occur during a creative colour conversion service.</p>	<p><b>Creative Colour Conversion</b></p> <p>The specialist products and techniques used in hair colour conversion services to include: the types of tools, materials, equipment, sectioning techniques, application techniques and how and when to use them. How and why pre and post treatments should be used when carrying out colour conversion services. The reasons for pre-softening and pre-pigmenting hair. How to create tone, shading and blending.</p> <p>Bespoke creative colour formulation, sectioning and application techniques.</p>

Table continued

Skills and knowledge	An Advanced and Creative Hair Professional is able to:	An Advanced and Creative Hair Professional knows and understands:
<p><b>Advanced creative colour conversion</b></p> <p><i>(continued)</i></p>	<p><b>Advanced colour conversion (correction)</b></p> <ul style="list-style-type: none"> <li>• Removing artificial colour</li> <li>• Removing bands of colour</li> <li>• Recolouring hair treated with lightener</li> <li>• Using pre-pigmentation and colour</li> <li>• Recolouring hair that has had artificial colour removed</li> <li>• Correcting highlights and lowlights</li> </ul> <p>Use and apply the products, tools and equipment, in accordance with legal requirements, manufacturers' instructions and salon policy.</p>	<p><b>Advanced colour conversion (correction)</b></p> <p>Methods of applying and removing colour products. Methods of pre-softening and pre-pigmenting hair. How to remove artificial colour/bands of colour. How to recolour hair previously treated with lighteners using pre-pigmentation and permanent colour/that has had artificial colour removed. The importance of restoring the hair's pH balance after the colour correction service. The types and causes of colour correction problems that may occur during processing and how to rectify them. How to correct highlights and lowlights whilst retaining a highlight and lowlight effect. How to use creative sectioning techniques to personalise the colour result and enhance the finished look.</p> <p>Products, tools and equipment used in advanced colour conversion (correction).</p> <p>The considerations to be taken into account when using advanced colour conversion techniques.</p> <p>Maintenance and aftercare including future services and products.</p>
	<p><b>Products</b></p> <ul style="list-style-type: none"> <li>• Semi-permanent, quasi-permanent (mildly oxidising), permanent colour, pre-lighteners, colour removers for artificial colour</li> </ul> <p>Complete and evaluate the results of the service and provide advice on future services, aftercare and products.</p>	

## Behaviours for Advanced and Creative Hair Professional

The following behaviours underpin the delivery of services for Advanced and Creative Hair Professionals ensuring that clients/customers receive a positive impression of the organisation and the individual:

1. **Facilitates safe working practices:**  
Ensures the safety of self and others, challenges safety issues
2. **Problem solving:**  
Works to identify and ensure root causes are resolved, demonstrating a tenacious approach
3. **Flexible and adaptable:**  
Flexibility to changing working environment and demands. Demonstrates and encourages curiosity to foster new ways of thinking and working
4. **Creativity:**  
Demonstrates individual flair and imagination using fashion forward trends in hair and approaches to their work
5. **Professional Development:**  
Promotes own professional development, embraces continual development and improvement

## The Gateway Stage

To be eligible for the Gateway Stage of the End-point Assessment, the apprentice must meet the following Gateway requirements:

- Meet the minimum duration for the apprenticeship programme, which is typically 12 months
- Complete the on-programme stage of the Level 3 Advanced and Creative Hair Professional Apprenticeship standard and consistently work at or above the level of the occupational standard
- Submit a Collection of hairstyle looks which will inform the Professional Discussion (Assessment method 3 outlined below)
- Achieve Level 2 mathematics and Level 2 English qualifications (or relevant equivalent) either during or before their apprenticeship

In addition to this, the apprentice's employer must complete a Gateway Declaration Form to confirm that they are satisfied that the apprentice is consistently working at or above the level set out in the Advanced and Creative Hair Professional Occupational Standard, and that the apprentice is deemed to have achieved occupational competence before the gateway process can be implemented.

When making this decision, the employer may take advice from the apprentice's training provider(s), however, the decision must ultimately be made solely by the apprentice's employer.

## Assessment Method 3: Professional Discussion

For the Professional Discussion assessment method the apprentice is required to submit:

- A Collection of hairstyle looks

The content of the '*Collection of hairstyle looks*' must be sufficient to evidence that the apprentice can demonstrate all the Knowledge, Skills and Behaviours required as mapped to the Professional Discussion, assessment method 3, on pages 46-48, and will typically contain **17 pieces of evidence**.

- One piece of evidence can be mapped against more than one Knowledge, Skill or Behavioural requirement
- The Collection of hairstyle looks can be in any format, as long as it is legible and can be uploaded electronically to VTCT Skills SEPA system
- The Collection of hairstyle looks should contain written accounts of activities that have been completed and mapped against the Knowledge, Skills and Behaviours, supported by appropriate evidence, including photographic evidence and work products
- Progress review documentation, witness testimonies, and feedback from colleagues and/or clients should also be included
- Reflective accounts or self-evaluation by the apprentice cannot be included as evidence
- A VTCT Skills Declaration of Authenticity form must be signed by the apprentice, the Employer and the Training Provider. This form should be uploaded alongside the Collection of hairstyle looks submitted. *The Declaration of Authenticity Form will be available on the 12 Step Process Map on VTCT Skills website*
- The Collection of hairstyle looks must be submitted to VTCT Skills at the Gateway Stage. VTCT Skills will alert the Apprenticeship Assessor to review the Collection of hairstyle looks at least three weeks prior to the professional discussion taking place
- A completed VTCT Skills Level 3 Advanced and Creative Hair Professional Mapping Document is required to be uploaded alongside the Collection of hairstyle looks

There are no specific requirements at the Gateway Stage to upload evidence for the following assessment methods:

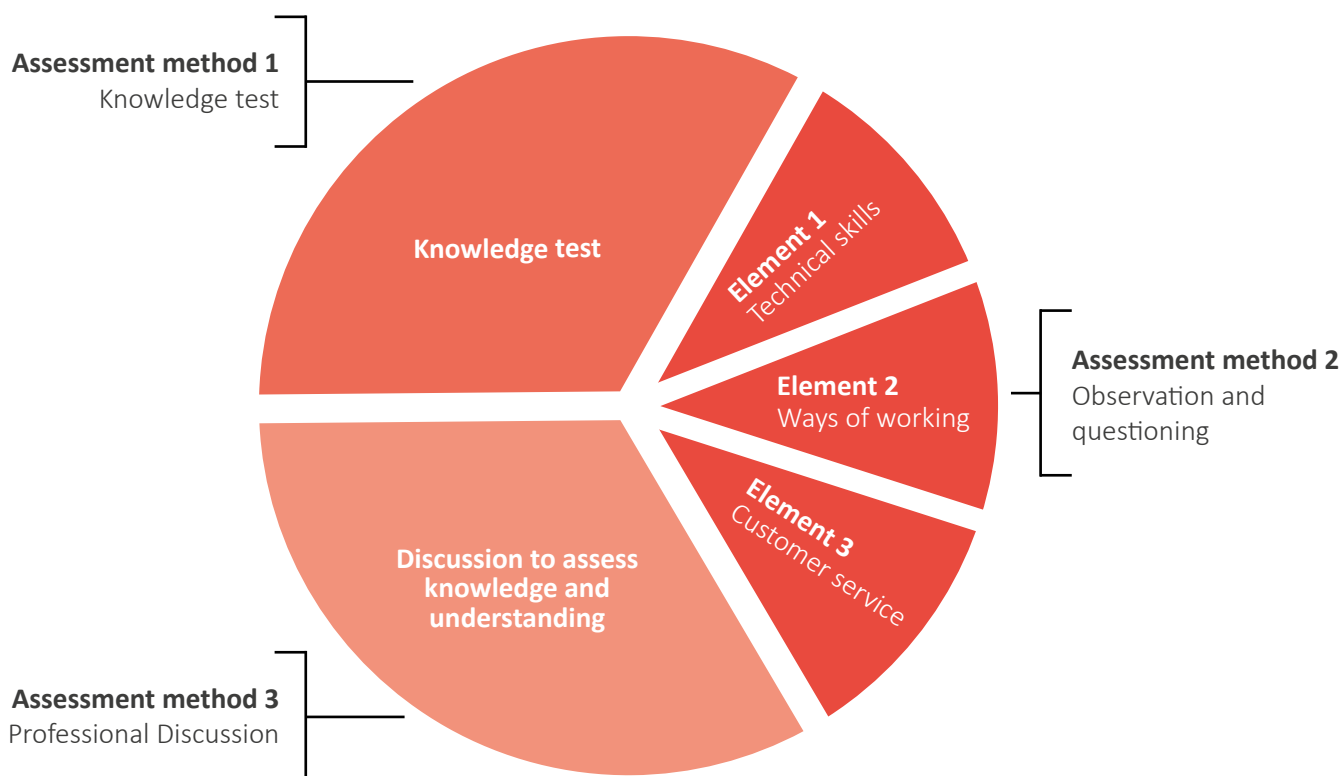
- Assessment Method 1: Knowledge Test
- Assessment Method 2: Observation and questioning

## Overview of the End-point Assessment Period

The table below illustrates the assessment methods included for the Advanced and Creative Hair Professional End-point Assessment:

Assessment method	Knowledge Test	Observation & Questioning	Professional Discussion
<b>Assessment method 1</b> On-line examination	✓		
<b>Assessment method 2</b> Element 1 – Technical Skills		✓	
<b>Assessment method 2</b> Element 2 – Ways of working		✓	
<b>Assessment method 2</b> Element 3 – Customer service		✓	
<b>Assessment method 3</b> Discussion to assess knowledge and understanding			✓

The contribution of each assessment method and corresponding elements to the overall End-point Assessment grade is shown in the graph below:



Once the apprentice has submitted their evidence at the End-point Assessment Gateway Stage, they will then enter the End-point Assessment period.

The Advanced and Creative Hair Professional End-point Assessment consists of three assessment methods:

Assessment method	Assessed by	Overall Grading
<b>Assessment method 1</b> Knowledge Test  (must be successfully completed before the Observation and questioning)	Online, administered by VTCT	Fail/Pass
<b>Assessment method 2</b> Observation and questioning	Apprenticeship Assessor	Fail/Pass/Distinction
<b>Assessment method 3</b> Professional Discussion	Apprenticeship Assessor	Fail/Pass/Distinction

**Please note:** A maximum of **two apprentices** can be assessed at any one time by the Apprenticeship Assessor during the assessment method 2, Observation and questioning. The Professional Discussion assessment method will be conducted on a 1:1 basis.

## How the End-point Assessment is graded

The overall grade for the End-point Assessment will be based on the grades achieved in the three assessment methods; Knowledge Test, Observation and questioning and Professional Discussion.

All End-point Assessment methods must be passed for the End-point Assessment to be achieved overall.

### Assessment method 1: Knowledge Test

The Knowledge Test will be graded a Fail/Pass. To achieve a pass in the Knowledge Test the apprentice must achieve 28/40 correct answers (70%) to pass the assessment. The Knowledge Test will include 8 questions (two questions per knowledge statement) for **K4, K6, K20** and **K32**. These questions will cover health and safety legislation and legal requirements. **Of these 8 questions, 7 questions must be achieved in order to pass the Knowledge Test.**

### Assessment method 2: Observation and questioning

The Observation and questioning will be graded a Fail/Pass/Distinction using the grading criteria on pages 40-43.

### Assessment method 3: Professional Discussion

The Professional Discussion will be graded a Fail/Pass/Distinction using the grading criteria on pages 50-56.



Grades from the individual assessment methods will be combined in the following way to determine the overall grade of the Advanced and Creative Hair Professional End-point Assessment:

Knowledge Test	Observation and questioning	Professional Discussion	Overall grading
Pass	Pass	Pass	Pass
Pass	Pass	Fail	Fail
Pass	Pass	Distinction	Pass
Pass	Fail	Pass	Fail
Pass	Fail	Distinction	Fail
Pass	Fail	Fail	Fail
Pass	Distinction	Pass	Pass
Pass	Distinction	Fail	Fail
Pass	Distinction	Distinction	Distinction
Fail	Pass	Pass	Fail
Fail	Pass	Fail	Fail
Fail	Pass	Distinction	Fail
Fail	Fail	Pass	Fail
Fail	Fail	Distinction	Fail
Fail	Fail	Fail	Fail
Fail	Distinction	Pass	Fail
Fail	Distinction	Fail	Fail
Fail	Distinction	Distinction	Fail

## Length of End-point Assessment period

The End-point Assessment must be completed within a period lasting a **maximum of three months**, beginning from when the apprentice has passed through the End-point Assessment Gateway Stage.

If an End-point Assessment method is not achieved, the failed assessment method should be re-sat or retaken within the End-point Assessment period, and in accordance with the requirements outlined in the Advanced and Creative Hair Professional Assessment Plan.

## Order of assessment methods

The assessment methods for the End-point Assessment are required to be delivered in the following order:

- Assessment method 1: Knowledge Test
- Assessment method 2: Observation and questioning, and Assessment Method 3: Professional Discussion which can be carried out in either order

The Knowledge Test must be successfully completed, and a pass grade achieved, before progressing to complete the Observation and questioning and the Professional Discussion. This is to ensure that the apprentice has the critical health and safety knowledge without which it would be unsafe for the apprentice to complete a service on a client.

The Assessments Methods of Observation and questioning and the Professional Discussion can be taken in any order and **must be taken on the same day**.

**Please note:** *If two apprentices are scheduled on the same day for their End-point Assessment, the apprentices must schedule their Professional Discussion before or after the Observation and questioning to ensure that the Apprenticeship Assessor is present throughout the whole of the Observation and questioning assessment.*

## Delivery and location of the End-point Assessment

The End-point Assessment Knowledge Test may be taken either at the training providers' or employers' premises.

The Knowledge Test will be taken in a controlled environment; the definition of a 'controlled environment' will be clearly defined and explained in VTCT Skills End-point Assessment Instructions for Conducting Examinations.

The End-point Assessment Observation and questioning and Professional Discussion may take place either at the training providers' or employers' venue. As far as reasonably practicable the training providers' or employers' venue for the End-point Assessment Observation and questioning should match conditions of a realistic working environment.

# Realistic working environment

**All End-point Assessments must be conducted in a realistic work environment (RWE) and must meet the following principles:**

- All End-point Assessments must be carried out under realistic commercial conditions
- Any potential conflicts of interest must be declared, if the Apprenticeship Assessor is employed by an employer organisation which is also on the EPAO register
- The space per working area must conform to current health and safety legislation and commercial practice
- The range of services, professional products, tools, materials and equipment must be current and available for use
- All byelaws, legislation or local authority requirements in relation to the type of work that is being carried out must be taken into full account
- The Employer and/or the Training Provider should ensure that the End-point Assessment location provides all relevant large items of equipment, for example chairs, salon basins plus towels
- The employer and the apprentice are responsible for providing tools and equipment such as scissors, clippers, hairdryers, brushes and the products that they will be using
- All equipment must be in good working order

## Assessment controls – Knowledge Test

The Knowledge Test will be assessed by multiple choice questions and will be available online and on-demand. VTCT Skills has the responsibility for scheduling the End-point Assessment Knowledge Test.

The Head of the Training Provider is responsible for ensuring that all relevant personnel involved in the examination process follow **VTCT Skills End-point Assessment Instructions for Conducting Examinations**.

**An overview of the assessment controls which apply to the assessment method of a Knowledge Test are detailed in the points below:**

1. The Knowledge Test will be on-screen and computer marked. All apprentices will complete their tests on screen away from the day-to-day pressures of work and in a 'controlled' environment.
2. The Knowledge Test may be taken either on the training providers' or employers' premises.
3. The Knowledge Test will be taken in a controlled environment; the definition of a 'controlled environment' will be clearly defined and explained by VTCT Skills prior to scheduling the Knowledge Test and will include environmental requirements such as lighting, space, privacy and the requirements for an invigilator to follow VTCT Skills End-point Assessment Instructions for Conducting Examinations.
4. The Knowledge Test will be externally set and marked by VTCT; questions will be written using the language, tone and style expected for the level of the apprenticeship standard.
5. The Knowledge Test will be invigilated in line with the requirements, set out included within VTCT Skills End-point Assessment for Conducting Examinations.
6. The Knowledge Test will consist of 40 multiple choice questions with one mark allocated per question. The results of the online Knowledge Test will be immediately available in the e-testing system. Alternative assessment methods are available by request to VTCT Skills and timelines for release of results will be confirmed.

**Please refer to pages 26-27 for further Knowledge Test guidance.**

## Assessment controls – Observation and questioning

An overview of the assessment controls which apply to the assessment method of Observation and questioning are detailed in the table below:

Control description	Conditions
<b>Dress code</b>	Apprentices are expected to look professional and wear their usual salon/ training academy uniform on the day of the End-point Assessment Observation and questioning. This must be in accordance with health and safety requirements (no open toe shoes).
<b>Health and safety</b>	Apprentices must comply with health and safety legislation and are responsible for ensuring the safety of themselves and their clients during the End-point Assessment Observation and questioning. Where the Apprenticeship Assessor identifies a high risk of harm, the Observation and questioning will be stopped. If this happens, the Apprenticeship Assessor will explain their reason(s) and use their judgment as to whether or not the apprentice should continue with their Observation and questioning.
<b>Punctuality and timing</b>	<p>All apprentices must be on time for the start of their End-point Assessment Observation and questioning. Apprentices must arrive at least 30 minutes before the start of the Observation and questioning. In instances where the apprentice arrives late, they must inform their Employer/Training Provider as soon as possible so the Apprenticeship Assessor is aware. Where possible, the Apprenticeship Assessor will aim to accommodate the apprentice but not at the cost of disrupting the other apprentice's End-point Assessment Observation and questioning.</p> <p>All treatments/services must be completed in a commercially acceptable timeframe and in accordance with the Assessment Plan, five hours for Advanced and Creative Hair Professional, excluding breaks.</p>
<b>Environment</b>	<p>End-point Assessment Observation and questioning must take place in a realistic working environment under controlled assessment conditions. The apprentice must be able to work independently on their client(s) in a dedicated working space, without visible distractions.</p> <p>If on arrival the Apprenticeship Assessor deems the environment unsuitable because it does not meet the specified venue requirements, the End-point Assessment Observation and questioning may be delayed or cancelled.</p>
<b>Exam Assistant</b>	<p>The Employer or Training Provider will supply an Exam Assistant to be on hand before, during and after the End-point Assessment Observation and questioning. The Exam Assistant can be known to the apprentice, however, collaboration controls must apply during the Observation and questioning.</p> <p>The Exam Assistant can only speak with the Apprenticeship Assessor and must remain impartial throughout the Observation and questioning.</p>

Table continued

Control description	Conditions
<p><b>Mobile phones and tablets</b></p>	<p>Apprentices and their clients are permitted to use mobile phones and tablets during the consultation process only for the purposes of imagery.</p> <p>The use of mobile phones and other electronic devices outside the consultation are prohibited for both the apprentice and clients.</p> <p>For exceptional circumstances where a client is likely to need access to their mobile phone, the apprentice must communicate the circumstances to the Apprenticeship Assessor who will then make suitable arrangements.</p>
<p><b>Resources and preparation</b></p>	<p>A full range of professional salon products, tools and equipment is required for the End-point Assessment Observation and questioning and must be available for the apprentice to use.</p> <p>All preparation of the work area, tools and equipment must be undertaken by the apprentice.</p>
<p><b>Requirements for clients</b></p>	<p>Clients must meet the following requirements:</p> <ul style="list-style-type: none"> <li>• Be 16 years old or older</li> <li>• Be willing to accept a physical and visible change to existing hair – this will cover a precision cut and a colour change to the hair</li> <li>• Provide signed consent to participate</li> <li>• Be prepared for the colour conversion service by having a skin test <b>24-48 hours prior to the End-point Assessment Observation and questioning</b>, following manufacturers’ instructions</li> <li>• Not be contra-indicated for any service</li> <li>• Complete a client declaration form prior the End-point Assessment Observation and questioning taking place</li> </ul> <p>The Employer and Training Provider should support and advise the apprentice on client selection. The client(s) can be known to the apprentice.</p>
<p><b>Collaboration</b></p>	<p>Whilst apprentices can work in groups with their training providers as part of the on-programme stage of the apprenticeship standard, the End-point Assessment Observation and questioning itself is an assessment of individual performance and does not allow collaboration between apprentices.</p> <p>The client(s) shall not discuss the apprentice’s performance or provide any advice during the End-point Assessment Observation and questioning. If the Apprenticeship Assessor feels collaboration rules are breached then the apprentice’s End-point Assessment Observation and questioning may be terminated.</p>

Table continued

Control description	Conditions
<b>Breaks</b>	<p>Apprentices are allowed a maximum of a 15 minute break every two hours and this must be agreed between the apprentice and Apprenticeship Assessor. The apprentice will plan their breaks on their End-point Assessment schedule. Collaboration controls will apply during break periods. All breaks taken must be invigilated by the Exam Assistant.</p>
<b>Oral questioning</b>	<p>During the Observation and questioning, the Apprenticeship Assessor may use oral questioning during the Observation and questioning where clarification may be required. These oral questions will not be graded by the Apprenticeship Assessor.</p> <p>A total of four questions may be asked by the Apprenticeship following each of the two services:</p> <ul style="list-style-type: none"> <li>• Two questions within a maximum of five minutes after the precision cut and finish service</li> <li>• Two questions within a maximum of five minutes after the advanced creative colour conversion service</li> </ul> <p>Any necessary questioning will be completed during the Observation and questioning. Any answers to any questions provided by the apprentice will be documented by the Apprenticeship Assessor.</p> <p>Collaboration with peers and clients is not permitted. The client(s) must not provide any advice or give prompts to the apprentice at any time.</p>

# Professional Discussion Assessment Requirements

This assessment method will be in the form of a Professional Discussion, which will be appropriately structured to cover the Knowledge, Skills and Behaviours (KSBs) assigned and will focus on coverage of prior learning achieved during the on-programme stage of the apprenticeship standard.

The Professional Discussion will allow KSBs which may not naturally occur in every workplace or within the Observation and questioning. The apprentice will use the Collection of hairstyle looks from the on-programme stage of the apprenticeship standard to support the Professional Discussion.

## The Professional Discussion assessment requirements are outlined below:

1. The Professional Discussion is conducted and assessed by the Apprenticeship Assessor.
2. The Professional Discussion is a 1:1 conversation between the apprentice and the Apprenticeship Assessor.
3. During the Professional Discussion, only the Apprenticeship Assessor can speak with the apprentice.
4. The Professional Discussion will take place at the same venue as the Observation and questioning **and** within the same schedule.
5. The Professional Discussion must be completed in an appropriate environment which is free from distractions and interruptions, e.g. a separate room from the salon environment.
6. The Professional Discussion must last for 45 minutes.
7. During the Professional Discussion, the Apprenticeship Assessor will allow the apprentice to lead the Professional Discussion and make reference to their Collection of hairstyle looks from the on-programme stage of the apprenticeship standard.
8. Both the apprentice and the Apprenticeship Assessor may refer to the apprentice's Collection of hairstyle looks to support the Professional Discussion.
9. All questions will be generated by the Apprenticeship Assessor. The Apprenticeship Assessor will ask sufficient questions to provide the apprentice with the opportunity to cover the range of Knowledge, Skills and Behaviours. This will be a **minimum of 8 questions**.
10. The Apprenticeship Assessor will make use of the full allocated time for questioning to allow the apprentice the opportunity to evidence occupational competence.
11. The Apprenticeship Assessor has the discretion to increase the time by up to 10% for the professional discussion to allow the apprentice to demonstrate their understanding of the Knowledge, Skills and Behaviours.
12. The Professional Discussion will be recorded by the Apprenticeship Assessor for quality assurance purposes.
13. The Apprenticeship Assessor will use the assessment tools and procedures that are set by VTCT Skills to evidence the Professional Discussion. The Apprenticeship Assessor will make all grading decisions for the Professional Discussion.



# Assessment Method 1: Knowledge Test



# Assessment method 1: Knowledge Test

The apprentice will be required to successfully complete a Knowledge Test prior to undertaking the Observation and questioning. The Knowledge Test will be administered by VTCT Skills at a day and time to suit the apprentice.

- The Knowledge Test will be graded a Fail/Pass
- The Knowledge Test will consist of **40 multiple choice questions**
- The time allocated for the Knowledge Test will take a maximum of **1 hour and 20 minutes**
- The Knowledge test must be taken under exam conditions and the apprentice cannot refer to reference books or resources
- To achieve a pass in the Knowledge Test the apprentice must achieve **28/40** correct answers (70%)
- The Knowledge Test will include 8 questions (two questions per knowledge statement) for the following knowledge statements:
  - K4
  - K6
  - K20
  - K32

The above knowledge statements will be covered by questions which assess knowledge of health and safety legislation and legal requirements. **Of these 8 questions, 7 questions must be achieved in order to pass the Knowledge Test.**

Assessment controls for the Knowledge Test can be found on page 20.

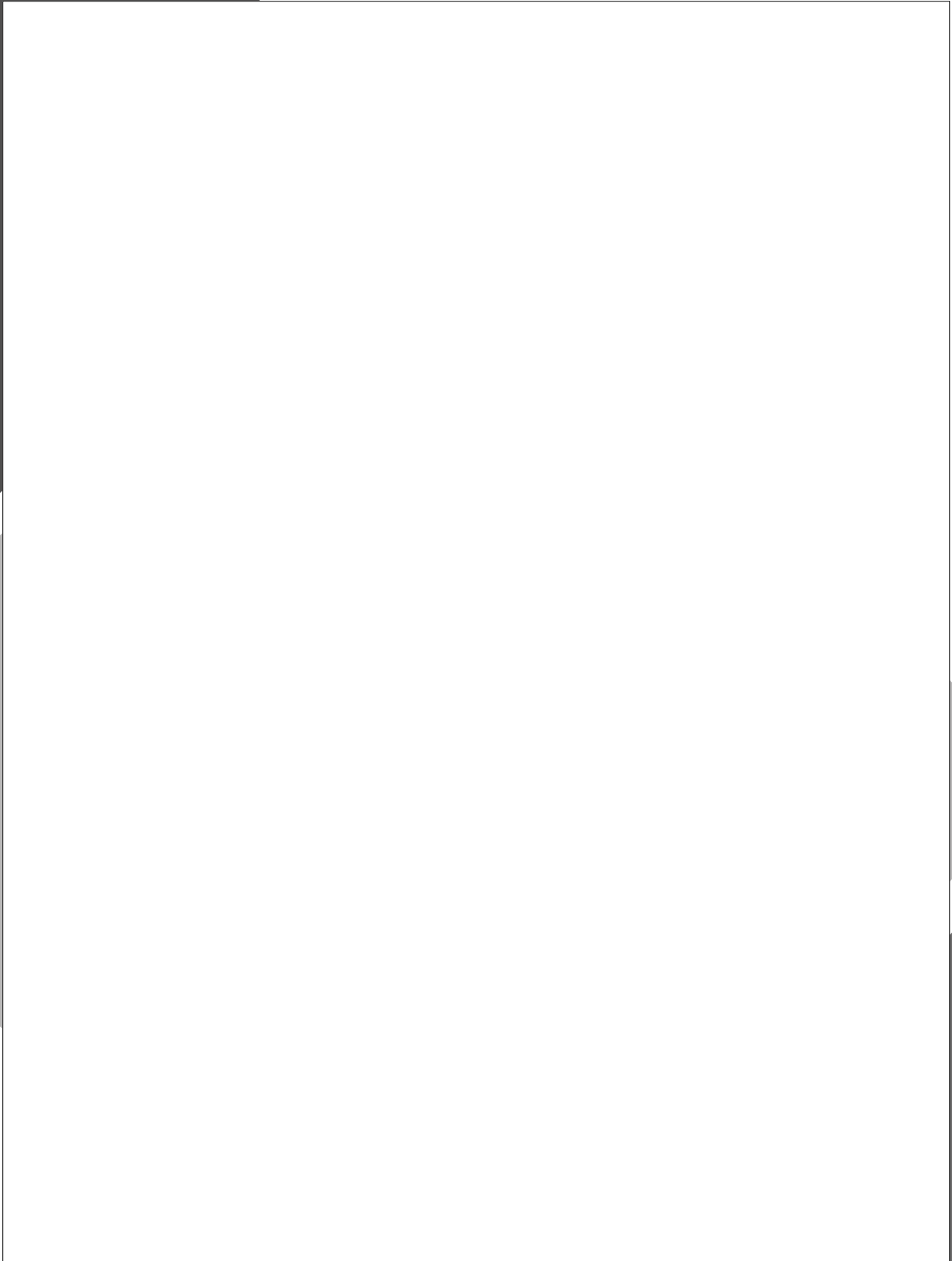
**The following knowledge statements will be covered within the Knowledge Test:**

Knowledge requirements	Knowledge criteria	Number of multiple choice questions
<b>K4</b>	Researches fashion forward trends – The legal responsibilities when using images	2
<b>K6</b>	Create a Collection of hairstyle looks – Health & safety legislation, safe working practices and effective communication related to creating a Collection of hairstyle looks	2
<b>K18</b>	Smoothing and Strengthening – The scientific principles of smoothing and strengthening systems	2
<b>K19</b>	Smoothing and Strengthening – The different factors that can impact smoothing and strengthening services	2
<b>K20</b>	Smoothing and Strengthening – Legal requirements and manufacturers’ instructions relating to smoothing and strengthening services	2

Table continued

Knowledge requirements	Knowledge criteria	Number of multiple choice questions
K22	Smoothing and Strengthening – The considerations to be taken when smoothing and strengthening hair	1
K25	Advanced Creative Colour Conversion, Client Consultation – Health & safety legislation, safe working practices and effective communication related to creative colour conversion	2
K26	Advanced Creative Colour Conversion, Client Consultation – The scientific principles of hair colour conversion services	4
K27	Advanced Creative Colour Conversion, Client Consultation – Relevant tests	4
K31	Advanced Creative Colour Conversion, Client Consultation – The factors to be taken into account when planning and agreeing the creative colour conversion service and course of action	2
K32	Advanced Creative Colour Conversion, Client Consultation – Legal requirements and manufacturers' instructions relating to creative and advanced colour conversion	2
K35	Creative Colour Conversion – How and why pre and post treatments should be used when carrying out colour conversion services	4
K40	Advanced Colour Conversion (correction) – Methods of pre-softening and pre-pigmenting hair	2
K41	Advanced Colour Conversion (correction) – How to remove artificial colour/bands of colour	2
K42	Advanced Colour Conversion (correction) – How to recolour hair previously treated with lighteners using pre-pigmentation and permanent colour that has had artificial colour removed	1
K43	Advanced Colour Conversion (correction) – The importance of restoring the hair's pH balance after the colour correction service	1
K44	Advanced Colour Conversion (correction) – The types and causes of colour correction problems that may occur during processing and how to rectify them	4
K45	Advanced Colour Conversion (correction) – How to correct highlights and lowlights whilst retaining a highlight and lowlight effect	1

# Notes



## Assessment Method 2: Observation and questioning



## Assessment Method 2: Observation and questioning

Apprentices must be observed by an Apprenticeship Assessor completing their Observation and questioning in the employers' workplace or the training providers' premises. During the Observation and questioning, the apprentice will demonstrate the Knowledge, Skills and Behaviours (KSBs) assigned to this assessment method.

The End-point Assessment Observation and questioning will require the apprentice to work on **a minimum of one client**. The Employer and/or Training Provider is responsible for providing suitable client(s) that allows the apprentice to demonstrate the Skills, Knowledge and Behaviours required.

**The apprentice will undertake two different services:**

- Service 1 – Create one precision cut and finish from their personal Collection of hairstyle looks
- Service 2 – Complete one advanced creative colour conversion service on previously coloured hair

One Apprenticeship Assessor may observe up to a **maximum of two** apprentices at any one time.

## Delivery of Assessment method 2: Observation and questioning

The assessment method of Observation and questioning should take a maximum of five hours, excluding breaks.

The Apprenticeship Assessor has the discretion to increase the time of the Observation and questioning by up to 10% to allow the apprentice to complete the final task that they are working on or to complete the answer to a question.

During the Observation and questioning, the Apprenticeship Assessor may use oral questioning during the observation where clarification may be required. These oral questions will not be graded by the Apprenticeship Assessor.

**A total of four questions may be asked by the Apprenticeship Assessor following each of the two services:**

- Two questions within a maximum of five minutes after the precision cut and finish service
- Two questions within a maximum of five minutes after the advanced creative colour conversion service

These four questions will be asked within the time period permitted of 5 minutes per service as outlined above, which will be in addition to the five hours allocated for this assessment method.

The Apprenticeship Assessor will use their professional judgement to create appropriate questions for each of the services observed.

The Knowledge, Skills and Behaviours (KSBs) observed, and the answers to questions, will be documented by the Apprenticeship Assessor.

## Client contingency plan

- The Employer and apprentice are responsible for providing suitable client(s) who allow the apprentice to demonstrate the Knowledge, Skills and Behaviours mapped to this assessment method
- The Employer and apprentice are responsible for providing client(s) for contingency purposes (in the event of any factors rendering the Observation and questioning void)
- The Employer and/or Training Provider, must ensure the following factors have been considered before using client(s) for the Observation and questioning:
  - The client(s) availability related to the services required
  - The client meeting the requirements of the Observation and questioning; if the client is not suitable for the purposes of the Observation and questioning, contingency client(s) must be implemented
  - Health and safety requirements, restrictions and limitations, (infections, infestations, contra-indications)

*If any of the points listed above becomes apparent during the Observation and questioning, the apprentice must notify the Apprenticeship Assessor immediately, explaining the contributing factors and a contingency client should be utilised.*

# Assessment method 2: Observation and questioning

## Element 1 – Technical Skills

### Service One – Precision cut and finish

The apprentice must evidence the following within their Observation and questioning:

- **Consultation requirements prior to Observation and questioning**

Post gateway and prior to the Observation and questioning, the apprentice must have carried out an in-depth consultation and complex analysis of the hair and scalp of the client they wish to use for **Service One** of their Observation and questioning.

- **Consultation during Observation and questioning**

At the start of the Observation and questioning for the precision cut and finish, the apprentice will discuss briefly and confirm with the client the prior in-depth consultation and complex analysis of the client's hair and scalp.

This brief discussion will form part of the Observation and questioning period and should last a **maximum of 5 minutes**. The 5 minute consultation is included in the overall 5 hour Observation and questioning time.

Evidence must be provided that the apprentice has:

- Completed an in-depth consultation and a complex analysis of the client's hair and scalp
- Analysed factors influencing the design and creation of the hairstyle look
- Planned, created, evidenced and evaluated a look from their Collection of hairstyle looks

- **Precision cut and finish from Collection of hairstyle looks**

The apprentice must create **one precision cut and finish** from their personal Collection of hairstyle looks, chosen by the client, using:

- Safe working practices and effective communication
- Sectioning and cutting guidelines to achieve the required look
- Precision and personalised cutting techniques tailored to suit individual characteristics
- Preparation, fashion styling, dressing and finishing techniques
- Relevant products, tools and equipment



The apprentice must practically demonstrate that they meet all the requirements of the Observation and questioning as set outlined in the Advanced and Creative Hair Professional Assessment Plan.

The apprentice will be assessed providing the following:

## Service One – Precision cut and finish

### Provide a consultation (5 minutes)

The apprentice will briefly discuss and confirm the findings from the prior in-depth consultation and complex analysis of the client's hair and scalp to include:

- Confirmation of a completed in-depth consultation and complex analysis of the client's hair and scalp
- Confirmation of the factors analysed influencing the design and creation of the hairstyle look
- Confirmation of how they planned, created, evidenced and evaluated a look from their Collection of hairstyle looks

### Precision cut and finish from the collection of hairstyle looks

The apprentice will create one precision cut and finish from their Collection of hairstyle looks.

The apprentice will demonstrate the following throughout the precision cut and finish service:

- Safe working practices
- Effective communication
- Sectioning and cutting guidelines to achieve the required look
- Precision and personalised cutting techniques tailored to suit the client's individual characteristics
- Preparation techniques
- Fashion styling techniques
- Dressing and finishing techniques
- Relevant products, tools and equipment used

# Assessment method 2: Observation and questioning

## Element 1 – Technical Skills

### Service Two – Advanced creative colour conversion

The apprentice must evidence the following within their Observation and questioning:

- **Consultation requirements prior to Observation and questioning**

Post gateway and prior to the Observation and questioning, the apprentice must have carried out an in-depth consultation and complex analysis of the client's hair and scalp and carried out the relevant tests.

- **Consultation during Observation and questioning**

At the start of the Observation and questioning for the advanced colour conversion service, the apprentice will discuss briefly and confirm with the client the prior in-depth consultation and complex analysis of the client's hair and scalp.

The apprentice will also discuss and demonstrate the outcome of tests that have been completed. This brief discussion will form part of the Observation and questioning period and should last a **maximum of 5 minutes**. The 5 minute consultation is included in the overall 5 hour observation time.

Evidence must be provided that the apprentice has:

- Completed an in-depth consultation and complex analysis of the client's hair and scalp including the outcome of tests
- Analysed factors influencing the selection of the advanced colour conversion technique used

- **Advanced creative colour conversion**

The apprentice must complete **one advanced creative colour conversion** service on previously coloured hair (over 30% of the hair) to include:

- Effective and safe methods of working and effective communication
- Changing the depth and tone of the hair in accordance with legal requirements and manufacturer's instructions
- The use of creative sectioning techniques to personalise the colour result and enhance the finished look
- Toning through bespoke creative formulation, colour blending/shading
- The resolution of problems that may occur during the creative colour conversion service

The apprentice must practically demonstrate that they meet all the requirements of the Observation and questioning as set outlined in the Advanced and Creative Hair Professional Assessment Plan.

The apprentice will be assessed providing the following:

## Service Two – Advanced creative colour conversion

### Provide a consultation (5 minutes)

The apprentice will briefly discuss and confirm the findings from the prior in-depth consultation and complex analysis of the client's hair and scalp to include:

- Confirmation of a completed in-depth consultation and complex analysis of the client's hair and scalp, including the outcome of any relevant tests
- Confirmation of the factors analysed which influenced the selection of the advanced colour conversion technique used

### Advanced creative colour conversion

The apprentice must complete one advanced creative colour conversion service on previously coloured hair (over 30% of the hair) to include:

The apprentice will demonstrate the following throughout the advanced creative colour conversion:

- Effective and safe methods of working
- Effective communication
- The change in the depth and tone of the client's hair in accordance with legal requirements and product manufacturers' instructions
- The use of creative sectioning techniques to personalise the colour result and enhance the finished look
- The use of toning through bespoke creative formulation, colour blending/shading
- The resolution of problems that may occur during the creative colour conversion service
- Relevant tools, products and equipment used

# Knowledge, Skills and Behaviours

The End-point Assessment Observation and questioning will cover the following Knowledge, Skills and Behaviours:

Knowledge requirements	Knowledge criteria
<b>K6</b>	Create a Collection of hairstyle looks – Health & safety legislation, safe working practices and effective communication related to creating a Collection of hairstyle looks
<b>K7</b>	Create a Collection of hairstyle looks – How to complete an in-depth complex analysis of the client's hair
<b>K8</b>	Create a Collection of hairstyle looks – The influencing factors and individual characteristics which need to be considered when creating a Collection of hairstyle looks
<b>K9</b>	Sectioning and cutting guidelines – How and when to use sectioning and cutting guidelines
<b>K10</b>	Sectioning and cutting guidelines – Different sectioning patterns to create round, square, triangular shapes
<b>K11</b>	Precision and personalised cutting techniques for example: Geometric, asymmetric, disconnection, A-line bob/inverted bob. Cutting techniques to include: graduating, layering, thinning, tapering, club cutting, freehand, advanced texturising (slide cutting, channel cutting, point cutting, slicing), undercutting, disconnecting razor cutting, close cutting (scissor or clipper over comb, fading, neckline shapes) precision cutting (solid edge and zero elevation), clipper work
<b>K12</b>	Create a Collection of hairstyle looks – Preparation, fashion styling, dressing and finishing techniques that can be used to create the look
<b>K13</b>	Create a Collection of hairstyle looks – The use of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy
<b>K25</b>	Advanced Creative Colour Conversion, Client Consultation – Health & safety legislation, safe working practices and effective communication related to creative colour conversion
<b>K27</b>	Advanced Creative Colour Conversion, Client Consultation – Relevant tests
<b>K28</b>	Advanced Creative Colour Conversion, Client Consultation – How to complete an in-depth complex consultation for advanced creative colour conversion
<b>K29</b>	Advanced Creative Colour Conversion, Client Consultation – The different factors that can impact hair colour conversion services
<b>K30</b>	Advanced Creative Colour Conversion, Client Consultation – Why it is important to consider the effects of the client's hair and scalp health and condition when deciding on products, techniques and services used
<b>K33</b>	Advanced Creative Colour Conversion, Client Consultation – The considerations to be taken into account when applying creative colour conversion techniques
<b>K34</b>	Creative Colour Conversion – The specialist products and techniques used in hair colour conversion services to include: the types of tools, materials, equipment, sectioning techniques, application techniques and how and when to use them
<b>K37</b>	Creative Colour Conversion – How to create tone, shading and blending
<b>K38</b>	Advanced Creative Colour Conversion – Bespoke creative colour formulation, sectioning and application techniques

Skills requirements	Skills criteria
S2	Researches fashion forward trends – Analyse factors influencing the design and creation of the Collection of hairstyle looks including the target audience
S3	Create a Collection of hairstyle looks – Carry out in-depth consultation and complex analysis of the client’s hair to plan, create and style the Collection of hairstyle looks
S4	Create a Collection of hairstyle looks – Maintain effective and safe methods of working and effective communication whilst creating the Collection of hair looks
S5	Create a Collection of hairstyle looks – Use and adapt a range of technical skills to create a Collection of hairstyle looks using sectioning and cutting guidelines to achieve the required look
S6	Create a Collection of hairstyle looks – Use and adapt a range of technical skills to create a Collection of hairstyle looks using precision and personalised cutting techniques tailored to suit individual characteristics
S7	Create a Collection of hairstyle looks – Use and adapt a range of technical skills to create a Collection of hairstyle looks using creative finishing and dressing techniques
S9	Create a Collection of hairstyle looks – Use a range of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy
S18	Advanced Creative Colour Conversion, Client Consultation – Maintain effective and safe methods of working and effective communication whilst completing creative colour conversion services
S19	Advanced Creative Colour Conversion, Client Consultation – Carry out tests and an in-depth complex consultation of the client’s hair and scalp to plan and agree the creative colour conversion service
S20	Advanced Creative Colour Conversion, Client Consultation – Analyse factors influencing the selection of the colour conversion technique used
S21	Creative Colour conversion- Provide a creative colour conversion service to change the depth and tone of the hair in accordance with legal requirements and manufacturers’ instructions
S22	Creative Colour conversion – Creative Colour conversion services to include: Using creative sectioning techniques to personalise the colour result and enhance the finished look
S23	Creative Colour conversion – Creative Colour conversion services to include toning through bespoke creative formulation, colour blending/shading
S24	Creative Colour conversion – Resolve problems that may occur during creative colour conversion service
S31	Advanced Creative Colour Conversion – Uses and applies the products, tools and equipment, in accordance with legal requirements, manufacturers' instructions and salon policy

Behaviours requirements	Behaviours criteria
B1	Facilitates safe working practices, ensure safety of self and others, challenges safety issues
B2	Problem solving, works to identify and ensure root causes are resolved, demonstrating a tenacious approach
B4	Creativity demonstrates individual flair and imagination using fashion forward trends in hair and approaches to their work

## Grading of the Observation and questioning

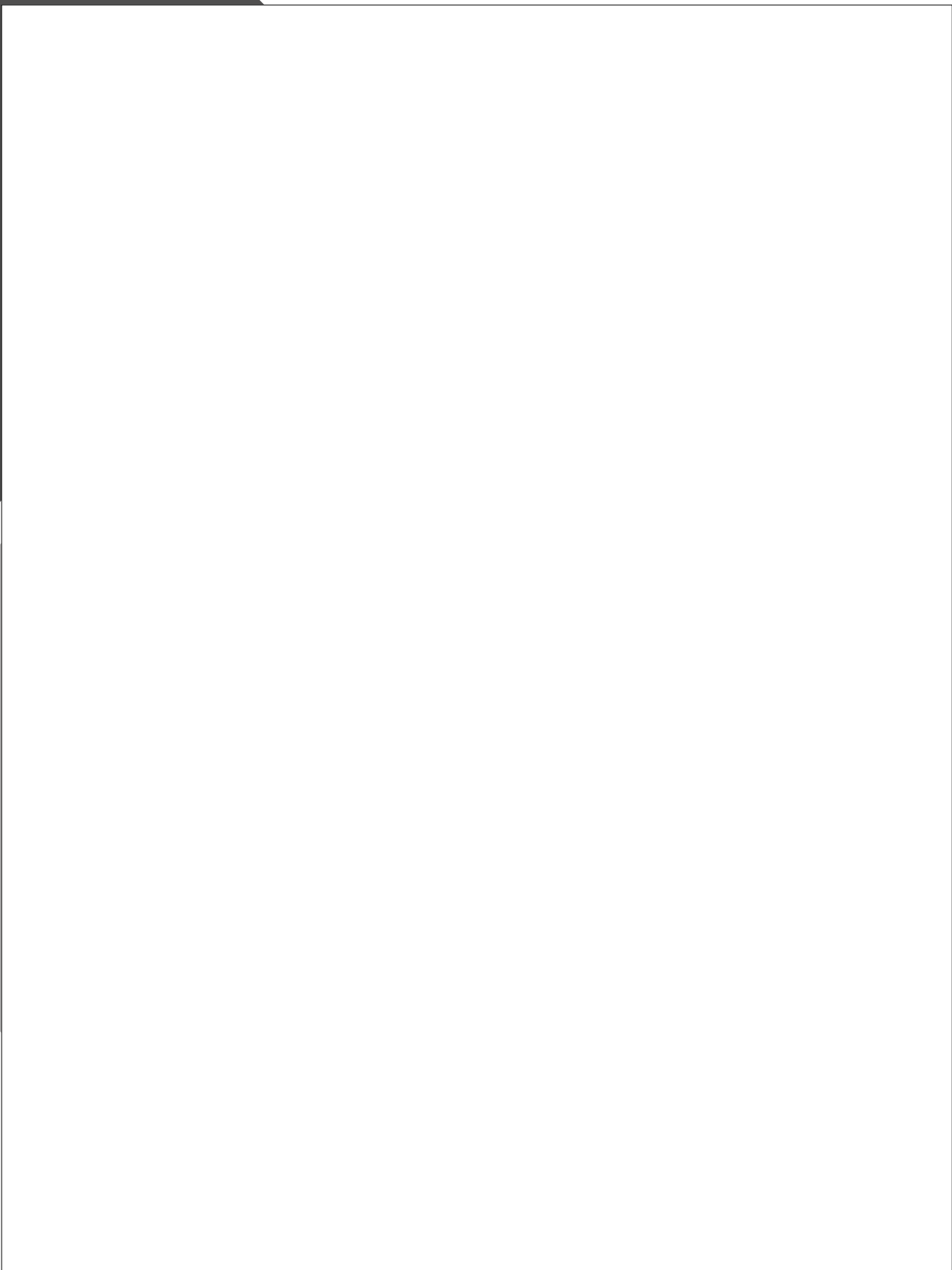
This assessment method requires the apprentice to provide evidence that they met all the knowledge, skills and behaviours outlined within the grade descriptors for the allocated grade.

*For example, the apprentice must evidence that all the criteria for a pass grade have been demonstrated to achieve a pass. To achieve a distinction grade, the pass criteria must be achieved as well as all the distinction criteria.*

### Explanation of terminology used within the grade descriptors

Term	Explanation
<b>Client's uniqueness</b>	The apprentice takes into account the client's individuality by considering: <ul style="list-style-type: none"><li>• The influencing factors (client requirements, affordability, contra-indications)</li><li>• Client characteristics (facial features, head shape, lifestyle)</li><li>• Hair characteristics (hair density, hair texture, hair elasticity, hair porosity, hair condition, hair growth patterns)</li><li>• Hair classifications/hair texture</li></ul>
<b>Showcased</b>	The apprentice demonstrates their best qualities and abilities.
<b>Passion</b>	The apprentice demonstrates a strong emotion or connection to their work.
<b>Creativity</b>	The apprentice demonstrates originality, inventiveness, resourcefulness and the ability to bring things together and express their thoughts and feelings in their work.
<b>Talent</b>	The apprentice shows or articulates, aptitude, ability, capacity and an artistic accomplishment, which results in a superior quality in their work.
<b>Flair</b>	The apprentice shows or articulates, a natural talent, gift, aptitude, distinctive elegance or style in their work.
<b>Imagination</b>	The apprentice shows they can broaden the look/service, by integrating their own creative thoughts, ideas, senses and research to formulate new ideas.
<b>Unique</b>	One of a kind, quirky, tailored to clients' influencing factors, individual characteristics, hair characteristics and classifications.

# Notes



# Create a Collection of hairstyle looks

## Pass criteria

The apprentice will achieve a Pass grade if they provide evidence to meet all the Knowledge, Skills and Behaviour requirements outlined below for the Observation and questioning assessment method:

<b>Element 1 – Technical skills</b>			
<b>Knowledge, Skills and Behaviours covered</b>	<b>Grading criteria</b>	<b>Fail</b>	<b>Pass</b>
<b>K7, K8 S2, S3</b>	The apprentice carried out in-depth consultation and complex analysis of the client’s hair and scalp, considering any influencing factors, in order to plan, create and style the look.		
<b>K8, K9, K10, K11, K12 S5, S6, S7 B4</b>	The apprentice used a range of technical skills and techniques including precision and personalised cutting, tailored to suit individual characteristics to create and finish the look using individual flair and imagination.		

<b>Element 2 – Ways of working</b>			
<b>Knowledge, Skills and Behaviours covered</b>	<b>Grading criteria</b>	<b>Fail</b>	<b>Pass</b>
<b>K6 S4 B1</b>	The apprentice facilitated safe working practices, ensuring the safety of self and others and when necessary challenging safety issues during the creation of a look from their personal collection.		
<b>K13 S9</b>	The apprentice used a range of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policies.		

<b>Element 3 – Customer service</b>			
<b>Knowledge, Skills and Behaviours covered</b>	<b>Grading criteria</b>	<b>Fail</b>	<b>Pass</b>
<b>S4</b>	The apprentice maintained communication with the client throughout the creation of a look from their personal collection.		



# Create a Collection of hairstyle looks

## Distinction criteria

The apprentice will achieve a Distinction grade in the Observation and Questioning if they provide evidence to meet **all the pass criteria and all the Distinction criteria.**

Element 1 – Technical skills		
Knowledge, Skills and Behaviours covered	Grading criteria	Distinction
K8, K9, K10, K11, K12 S5, S6, S7 B4	The apprentice creatively adapted, combined with flair and passion a range of advanced technical and precision techniques to a superior quality to create and style the finished look with attention to detail.	

Element 3 – Customer service		
Knowledge, Skills and Behaviours covered	Grading criteria	Distinction
S4	The apprentice maintained attentive and informative communication with the client throughout the service, using open questions to engage, reassure, guide and build a positive lasting relationship with the client.	

# Advanced Creative Colour Conversion

## Pass criteria

The apprentice will achieve a Pass grade if they provide evidence to meet all the Knowledge, Skills and Behaviour requirements outlined below for the Observation and questioning assessment method:

<b>Element 1 – Technical skills</b>			
<b>Knowledge, Skills and Behaviours covered</b>	<b>Grading criteria</b>	<b>Fail</b>	<b>Pass</b>
<b>K27, K28 S19</b>	The apprentice carried out an in-depth complex consultation and analysis of the client’s hair and scalp, including evidence of any relevant tests.		
<b>K29, K30, K33 S20</b>	The apprentice selected the colour product, as a result of analysing and considering the influencing factors and the results of the consultation.		
<b>K34, K37, K38 S21, S22, S23</b>	The apprentice used creative technical skills, sectioning, formulation, colour blending/shading, application and finishing techniques to create a bespoke creative colour conversion service and change the depth and tone of the hair.		

<b>Element 2 – Ways of working</b>			
<b>Knowledge, Skills and Behaviours covered</b>	<b>Grading criteria</b>	<b>Fail</b>	<b>Pass</b>
<b>K25 S18</b>	The apprentice facilitated safe working practices, ensuring the safety of self and others and, when necessary, challenging safety issues during the advanced creative colour conversion service.		
<b>K34 S31</b>	The apprentice used and applied the relevant products, tools and equipment in accordance with legal requirements and manufacturers’ instructions.		
<b>S24 B2</b>	The apprentice demonstrated a tenacious approach to problem solving, identifying root causes and ensuring these are resolved to a satisfactory end.		

<b>Element 3 – Customer service</b>			
<b>Knowledge, Skills and Behaviours covered</b>	<b>Grading criteria</b>	<b>Fail</b>	<b>Pass</b>
<b>S18</b>	The apprentice maintained communication with the client throughout the advanced creative colour conversion service.		

# Advanced Creative Colour Conversion

## Distinction criteria

The apprentice will achieve a Distinction grade in the Observation and Questioning if they provide evidence to meet **all the pass criteria and all the Distinction criteria.**

Element 1 – Technical skills		
Knowledge, Skills and Behaviours covered	Grading criteria	Distinction
<b>K34, K37, K38 S21, S22, S23</b>	The apprentice used and adapted a range of technical skills to consistently showcase their passion, creativity, talent and flair whilst completing the colour conversion.	
<b>K34 S31</b>	The apprentice consistently showcased their individual flair, creativity and imagination in order to provide a unique creative colour conversion service. Adapted a range of products, tools and equipment, tailored to suit individual client characteristics, hair classification and characteristics.	

Element 3 – Customer service		
Knowledge, Skills and Behaviours covered	Grading criteria	Distinction
<b>S18</b>	The apprentice maintained attentive and informative communication with the client throughout the service, using open questions to engage, reassure and build a positive lasting relationship with the client.	

## Assessment Method 3: Professional Discussion



## Assessment Method 3: Professional Discussion

This assessment method will be in the form of a Professional Discussion, which will be appropriately structured to cover the Knowledge, Skills and Behaviours (KSBs) assigned and will focus on coverage of prior learning achieved during the on-programme stage of the apprenticeship standard.

The Professional Discussion will take place in the employer's workplace or training provider's premises. The Professional Discussion will take place on the same day as the Observation and questioning.

The Professional Discussion will allow KSBs which may not naturally occur in every workplace or the Observation and questioning to be assessed. The apprentice will use the Collection of hairstyle looks from the on-programme stage of the apprenticeship standard to support the Professional Discussion.

The Collection of hairstyle looks is not assessed or graded by the Apprenticeship Assessor, however, it is used to inform the Professional Discussion.

## Delivery of the Professional Discussion

The Professional Discussion **must last for 45 minutes** and will be conducted and assessed by the Apprenticeship Assessor.

The Apprenticeship Assessor may ask a minimum of 8 questions to provide the apprentice with the opportunity to cover the range of KSBs. The Apprenticeship Assessor will make use of the full allocated time for questioning to allow the apprentice the opportunity to evidence occupational competence.

The Apprenticeship Assessor has the discretion to increase the time by up to 10% for the Professional Discussion to allow the apprentice to demonstrate their Knowledge, Skills and Behaviours.

During this assessment method, the Apprenticeship Assessor will provide the opportunity for the apprentice to lead the Professional Discussion and make reference to their Collection of hairstyle looks from the on-programme stage of the apprenticeship standard.

### **The Professional Discussion will be conducted as follows:**

- A 1:1 conversation, with no other parties involved
- Completed in an appropriate environment which is free from distractions and interruptions
- Both parties may refer to the apprentice's Collection of hairstyle looks to support the Professional Discussion

### **When completing the Professional Discussion, the apprentice will:**

- describe services they have completed from their Collection of hairstyle looks from consultation to finish and aftercare advice, covering all applicable KSBs (This accurately reflects a service delivery in a salon and would ensure all KSBs are covered)
- describe how they have considered the client's individual characteristics, influencing factors, hair classifications and characteristics, products, tools equipment, application, techniques, technical skills and services selected

The Apprenticeship Assessor will use the assessment tools and procedures that are set by VTCT Skills to evidence the professional discussion. The Apprenticeship Assessor will make all grading decisions.

# Knowledge, Skills and Behaviours

The End-point Assessment Professional Discussion will cover the following Knowledge, Skills and Behaviours:

Knowledge requirements	Knowledge criteria
K1	Researches fashion forward trends – The principles and stages of planning, researching and developing fashion forward trends, different media types and platforms
K2	Researches fashion forward trends – How to promote fashion forward Collection of hairstyle looks using a choice of media to target a specific market, individuals or groups
K3	Researches fashion forward trends – How a Collection of hairstyle looks can be used to promote individuals and salons
K5	Create a Collection of hairstyle looks – How to create the Collection of hairstyle looks using a range of models and methods of recording the collection
K8	Create a Collection of hairstyle looks – The influencing factors and individual characteristics which need to be considered when creating a Collection of hairstyle looks
K14	Present a Collection of hair looks – The process of evaluating the success of the final Collection using appropriate evaluation tools to demonstrate the effectiveness and success
K15	Methods of presenting showcasing and promoting the Collection of hairstyle looks internally using a visual medium
K16	Smoothing and Strengthening, Client consultation – Health & safety legislation, safe working practices and effective communication related to smoothing and strengthening services.
K17	Smoothing and Strengthening, Client consultation – How to complete an in-depth complex analysis of the client hair and scalp for smoothing and strengthening services
K21	Smoothing and Strengthening – The types of smoothing and strengthening systems, products, tools and equipment, their application and removal
K23	Smoothing and Strengthening – The types of problems that may occur during the smoothing and strengthening service
K24	Smoothing and Strengthening – Maintenance and aftercare including future services and products
K36	Creative Colour Conversion – The reasons for pre-softening and pre-pigmenting hair
K39	Advanced Colour Conversion (correction) – Methods of applying and removing colour products
K46	Advanced Colour Conversion (correction) – How to use creative sectioning techniques to personalise the colour result and enhance the finished look
K47	Advanced Creative Colour Conversion – Products, tools and equipment used in advanced colour conversion (correction)
K48	Advanced Creative Colour Conversion – The considerations to be taken into account when using advanced colour conversion techniques
K49	Advanced Creative Colour Conversion – Maintenance and aftercare including future services and products

Skills requirements	Skills criteria
<b>S1</b>	Research fashion forward trends – Research fashion trends using the results to plan, design, create, produce and present a fashion forward hairstyle Collection, identifying the purpose and message of the given collection
<b>S8</b>	Create a Collection of hairstyle looks – Use and adapt a range of technical skills to create a Collection of hairstyle looks using advanced creative colouring
<b>S10</b>	Present a Collection of hair looks – Present and promote the collection internally using a visual medium
<b>S11</b>	Present a Collection of hair looks – Evaluate the results of the collection against the research results to improve further practice
<b>S12</b>	Smoothing and Strengthening services, Client consultation – Maintain effective and safe methods of working and effective communication whilst completing smoothing and strengthening services
<b>S13</b>	Smoothing and Strengthening services, Client consultation – Carry out in-depth complex analysis of the client’s hair and scalp to plan and agree the smoothing and strengthening services
<b>S14</b>	Smoothing and Strengthening – Use and apply products, tools and equipment, to smooth and strengthen clients’ hair to the degree of straightness required
<b>S15</b>	Smoothing and Strengthening – Resolve problems that may occur during and after the hair smoothing and strengthening process
<b>S16</b>	Smoothing and Strengthening – Use a range of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy
<b>S17</b>	Smoothing and Strengthening – Evaluate the results of the service and provide advice on future services and products
<b>S24</b>	Creative Colour conversion – Resolve problems that may occur during creative colour conversion service
<b>S25</b>	Advanced Colour Conversion (correction) – removing artificial colour
<b>S26</b>	Advanced Colour Conversion (correction) – removing bands of colour
<b>S27</b>	Advanced Colour Conversion (correction) – recolouring hair treated with lightener
<b>S28</b>	Advanced Colour Conversion (correction) – using pre-pigmentation and colour
<b>S29</b>	Advanced Colour Conversion (correction) – recolouring hair that has had artificial colour removed
<b>S30</b>	Advanced Colour Conversion (correction) – correcting highlights and lowlights

Table continued

<b>Skills requirements</b>	<b>Skills criteria</b>
<b>S31</b>	Advanced Creative Colour Conversion – Uses and applies the products, tools and equipment, in accordance with legal requirements, manufacturers' instructions and salon policy
<b>S32</b>	Advanced Creative Colour Conversion – Products: semi- permanent
<b>S33</b>	Advanced Creative Colour Conversion – Products: quasi (mildly oxidising)
<b>S34</b>	Advanced Creative Colour Conversion – Products: permanent colour
<b>S35</b>	Advanced Creative Colour Conversion – Products: pre-lighteners
<b>S36</b>	Advanced Creative Colour Conversion – Products: colour removers for artificial colour
<b>S37</b>	Advanced Creative Colour Conversion – Complete and evaluate the results of the service and provide advice on future services, aftercare and products

<b>Behaviours requirements</b>	<b>Behaviours criteria</b>
<b>B3</b>	Flexible and adaptable: flexibility to changing working environment and demands. Demonstrates and encourages curiosity to foster new ways of thinking and working
<b>B5</b>	Professional Development: promote own professional development, embraces continual development and improvement



# Notes



# Create a Collection of hairstyle looks

## Pass criteria

The apprentice will achieve a pass grade if they provide evidence to meet all the Knowledge, Skills and Behaviour requirements set out for the Professional Discussion and all the criteria below:

Knowledge, Skills and Behaviours covered	Grading criteria	Fail	Pass
K1, K5, K8	The apprentice explained how they researched and planned the fashion forward hairstyle collection.		
K1, K5, K8	The apprentice explained how they designed, created, and produced the fashion forward hairstyle collection including: <ul style="list-style-type: none"> <li>• the models used</li> <li>• individual characteristics</li> <li>• the influencing factors</li> <li>• media types and platforms used</li> </ul>		
S1 K2, K3	The apprentice explained the purpose and message of the collection.		
S1 K2, K3	The apprentice explained the specific market, individuals or groups targeted.		
S8	The apprentice clarified how they used advanced creative colouring to enhance their Collection of hairstyle looks.		
K3, K8, K15 S10	The apprentice explained their choice of visual medium and how it was used to internally present and promote the Collection of hairstyle looks.		
K14 S11	The apprentice evaluated the results of the collection against the research results to improve further practice.		

# Create a Collection of hairstyle looks

## Distinction criteria

The apprentice will achieve a distinction grade in the Professional Discussion if they provide evidence to meet all **the pass criteria and also all of the additional criteria below:**

Knowledge, Skills and Behaviours covered	Grading criteria	Distinction
<b>K1, K5, K8</b>	The apprentice showcased an extensive and broad imagination, creativity and an individual, experimental flair and approach in how they researched, planned, designed and created the fashion forward hairstyle collection.	
<b>S1 K2, K3</b>	The apprentice explained the purpose and message of the collection clearly and succinctly, providing examples that were highlighted of how they had extended and broadened their thoughts.	
<b>K3, K8, K15 S10</b>	The apprentice showcased their passion, creativity and talent in the presentation and promotion of their collection, highlighting examples of imagination and flair, considering trends (seasonal, current and/or fashion forward).	

# Smoothing and strengthening

## Pass criteria

The apprentice will achieve a pass grade if they provide evidence to meet all the Knowledge, Skills and Behaviour requirements set out for the Professional Discussion and all the criteria below:

Knowledge, Skills and Behaviours covered	Grading criteria	Fail	Pass
K16 S12	The apprentice explained how effective and safe methods of working were maintained throughout the service.		
K17 S13	The apprentice explained the findings and results of the in-depth complex analysis of the client's hair and scalp, including any influencing factors.		
K21 S14, S16	The apprentice explained the system, process, products tools and equipment selected, why they were selected, how they were applied and removed.		
K21 S14, S16	The apprentice explained the legal requirements, manufacturers' instructions and considered salon policies.		
K23 S15	The apprentice explained the types of problems that may occur and need to be resolved during the smoothing and strengthening service.		
K24 S17	The apprentice explained how the findings were evaluated from the results of the service.		
K24 S17	The apprentice explained the advice provided on future services and products.		

# Smoothing and strengthening

## Distinction criteria

The apprentice will achieve a distinction grade in the Professional Discussion if they provide evidence to meet all **the pass criteria and also all of the additional criteria below:**

Knowledge, Skills and Behaviours covered	Grading criteria	Distinction
K21 S14, S16	The apprentice showcased an expert familiarity of smoothing and strengthening services, highlighted examples of how they considered and tailored the smoothing and/or strengthening service to consider the influencing factors and hair characteristics and classifications.	

## Advanced creative colour conversion

### Pass criteria

The apprentice will achieve a pass grade if they provide evidence to meet all the Knowledge, Skills and Behaviour requirements set out for the Professional Discussion and all the criteria below:

Knowledge, Skills and Behaviours covered	Grading criteria	Fail	Pass
K36 S28	The apprentice explained the reasons and techniques for pre-softening and pre-pigmenting hair.		
S24	The apprentice explained the types of problems that may occur and need to be resolved during the advanced creative colour conversion service.		

## Advanced colour conversion (correction)

### Pass criteria

Knowledge, Skills and Behaviours covered	Grading criteria	Fail	Pass
K39, K46, K47, K48 S25, S26, S27, S29, S30, S31, S32, S33, S34, S35, S36	<p>The apprentice explained how to use, apply, combine and remove relevant advanced colour conversion (correction) techniques, applicable products (semi-permanent, quasi-permanent, permanent), tools and equipment to personalise, enhance and achieve the desired look, including:</p> <ul style="list-style-type: none"> <li>removing artificial colour</li> <li>removing bands of colour</li> <li>re-colouring hair treated with lightener</li> <li>re-colouring hair that has had artificial colour removed</li> <li>correcting highlights and lowlights</li> <li>pre-lighteners</li> <li>colour removers for artificial colour</li> </ul> <p>in accordance with legal requirements, manufacturers' instructions and salon policies.</p>		
K39, K46, K47, K48 S25, S26, S27, S29, S30, S31, S32, S33, S34, S35, S36	The apprentice explained the considerations that were taken into account when selecting and using the advanced colour conversion (correction) techniques.		
K49 S37	The apprentice explained how findings were evaluated from the results of the creative colour conversion (correction) service.		
K49 S37	The apprentice explained the advice provided on future services and products.		

## Advanced colour conversion (correction)

### Distinction criteria

The apprentice will achieve a distinction grade in the Professional Discussion if they provide evidence to meet all **the pass criteria and also all of the additional criteria below:**

Knowledge, Skills and Behaviours covered	Grading criteria	Distinction
<b>K39, K46, K47, K48</b> <b>S25, S26, S27, S29, S30, S31, S32, S33, S34, S35, S36</b>	The apprentice showcased an expert familiarity of advanced colour conversion (correction) services.	
<b>K39, K46, K47, K48</b> <b>S25, S26, S27, S29, S30, S31, S32, S33, S34, S35, S36</b>	The apprentice showcased a passion, creativity and talent in the presentation and approach to their work, highlighting examples of how they: <ul style="list-style-type: none"><li>• considered colour conversion problems</li><li>• discussed possible outcomes with the client</li><li>• used their technical skills, flair and imagination to provide solutions</li><li>• tailored the advanced creative colour conversion (correction) service to take into account the influencing factors and hair characteristics and classifications</li></ul>	

## Professional development

### Pass criteria

The apprentice will achieve a pass grade if they provide evidence to meet all the Knowledge, Skills and Behaviour requirements set out for the Professional Discussion and all of the criteria below:

<b>Knowledge, Skills and Behaviours covered</b>	<b>Grading criteria</b>	<b>Fail</b>	<b>Pass</b>
<b>B3, B5</b>	The apprentice explained how they have promoted their own professional development and embraced continual development and improvement, fostering new ways of thinking and working.		
<b>B3, B5</b>	The apprentice explained a situation where a degree of flexibility was required to meet a change in demand/the work environment.		



# Notes



# Re-sits and Retakes

Apprentices who fail one or more assessment method will be offered the opportunity to take a re-sit or a retake.

A re-sit does not require any further learning, whereas there is a requirement that a retake will incur further learning.

The apprentice's employer will need to agree that either a re-sit or a retake is an appropriate course of action. Apprentices must have a supportive action plan to prepare for a retake. An apprentice who fails an assessment method, and therefore the End-point Assessment in the first instance, will only be required to re-sit or retake any of the failed assessment methods.

Any assessment method that requires a re-sit or a retake must be scheduled during the three month End-point Assessment period, otherwise the End-point Assessment must be taken again in its entirety. Exceptional circumstances may apply when exceeding the three month End-point Assessment period, if this was outside the control of the apprentice or their employer.

Re-sits and retakes are not offered to apprentices wishing to progress from a pass grade to a distinction grade.

# End-point Assessment overall grade record

Assessment Method 1	F	P
Knowledge Test	<input type="checkbox"/>	<input type="checkbox"/>

Assessment Method 2	F	P	D
Observation and questioning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Assessment Method 3	F	P	D
Professional Discussion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Overall grade:**



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