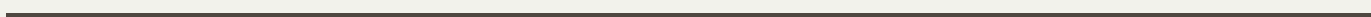

APPRENTICESHIP STANDARDS GUIDE 2026



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CUSTOMER SERVICE PRACTITIONER

LEVEL 2

Overview

This apprenticeship programme has been designed for individuals working within a customer service environment at the operative level. This standard has been developed to instil excellence in customer service skills and behaviours across all areas of an organisation and to develop the individual's product and/or service knowledge to deliver a seamless service to customers.

Role profile

The role of a customer service practitioner is to deliver high-quality services and products to their organisation's customer base, ensuring that the needs of customers are satisfied. Their aim is to provide excellent customer service and promote customer-focused behaviours throughout the organisation they work for. The role requires apprentices to perform a range of service delivery functions, including dealing with orders, payments, offering advice and guidance, problem resolution, aftercare and service recovery.

End Point Assessment

It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or distinction.

PORTFOLIO SHOWCASE

Submission of an online portfolio.

PRACTICAL OBSERVATION

Workplace observation.

PROFESSIONAL DISCUSSION

40 minute structured meeting.

FACILITIES SERVICES OPERATIVE

LEVEL 2

Overview

This apprenticeship programme has been designed for individuals who are responsible for providing facilities services support to customers and facilities management departments.



Role profile

Facilities Services Operative is a broad description of someone who provides facilities services support to customers and facilities management departments. This may include services such as security and supporting hard facilities management functions. This role could be found working in a range of environments e.g. in an office and/or on-site, for example, in residential developments and commercial properties, hospitals, schools or retail centres and industrial locations.

Mandatory qualification: level 2 certificate in facilities services principles.

End Point Assessment

It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or merit.

ON-DEMAND TEST

40 minute multiple
choice test.

PRACTICAL OBSERVATION

2 hour workplace
observation with
questions.

PROFESSIONAL DISCUSSION

60 minute
discussion
underpinned by a
portfolio.

FOOD AND BEVERAGE TEAM MEMBER

LEVEL 2

Overview

This apprenticeship program has been designed for individuals carrying out a range of general and specialist roles within hospitality businesses, including bars, cafes, conference centres, restaurants and hotels.

Role profile

This occupation is found in a large range of sectors across the hospitality industry, one of the most diverse industries globally. Employers range from small to large. Food and Beverage team members work in a range of establishments including restaurants, cafes, counter service, licensed premises, casinos, and coffee shops. The broad purpose of the occupation is to assemble and serve a range of food and beverages to customers, ensuring a seamless and quality customer experience. General duties include making beverages such as cocktails, coffees and other drinks, serving food and beverages, managing bookings, greeting and serving customers, promoting items, managing groups of customers, taking payments and resolving any issues or complaints.

End Point Assessment

**It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction.**

OBSERVATION WITH QUESTIONS

2 hour observation
with questions in
the workplace.

INTERVIEW UNDERPINNED BY A PORTFOLIO OF EVIDENCE.

**12 month practical learning period
£6k government capping band**



HOSPITALITY ACCOMMODATION TEAM MEMBER



LEVEL 2

Overview

This apprenticeship programme has been designed for individuals in hotels, inns, holiday parks, B&Bs, restaurants or pubs with rooms, and other hospitality accommodation businesses offering accommodation to paying guests. Hospitality Accommodation Team Member is a multi-skilled occupation, working across front of house roles in dining and bar services, reception and housekeeping.

Role profile

A Hospitality Accommodation Team Member delivers a range of guest focused services including dining and bar, reception, and housekeeping. Hospitality Accommodation team members move between departments gaining broad based knowledge, skills and experience in the typical operations of hotels, holiday parks and other hospitality businesses offering accommodation to paying guests. Hospitality Accommodation Team Members are responsible for the smooth operation of the business, working or sharing information cross-departmentally in order to deliver all the services that make up the guest experience.

End Point Assessment

**It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction**

OBSERVATION WITH QUESTIONS

2 hour observation
with questions in
the workplace.

INTERVIEW UNDERPINNED BY A PORTFOLIO OF EVIDENCE.

RETAILER

LEVEL 2

Overview

This apprenticeship programme has been designed for individuals who help customers buy products or services from retail organisations such as department stores, garden centres, high street chains, supermarkets and online and mail order businesses.



Role profile

This occupation is found in organisations of all sizes within the retail and tourism sector such as food, fashion, furniture, and automotive. Retail outlets range from traditional high street shops to larger organisations such as supermarkets and department stores. It is found in multi-national employers, small independent employers, and employers who trade through a variety of channels for example face to face, telephone, on-line and mail order retail.

The broad purpose of the occupation is to advise on and sell products and services in a customer-centric retail environment. This includes creating an accessible and well-presented environment. Retailers will contribute towards the commerciality of the business by achieving targets, including sales and customer service, and following stock control in line with business objectives. They need to know the services they are selling to be able to build customer confidence in their business.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods.

Successful apprentices will gain a pass or distinction.

**OBSERVATION
WITH QUESTIONS**
2 hour observation

**INTERVIEW
UNDERPINNED
BY A PORTFOLIO**
60 minutes

BUSINESS ADMINISTRATOR

LEVEL 3



Overview

This apprenticeship program has been designed for individuals who have a highly transferable set of knowledge, skills, and behaviors that can be applied in all sectors. This includes micro and international businesses alike and across the private, public, and not-for-profit sectors.

Role profile

The role of a business administrator may involve working independently or as part of a team and will involve developing, implementing, maintaining, and improving administrative services. Business administrators develop key skills and behaviors to support their own progression toward management responsibilities.

Business administrators are expected to deliver their responsibilities efficiently and with integrity, whilst demonstrating a positive attitude. The role involves demonstrating strong communication skills and adopting a proactive approach to developing skills.

End Point Assessment

It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or distinction.

ON-DEMAND TEST

60 minute multiple-choice test.

PROJECT PRESENTATION

30 minute business improvement project presentation.

PORTFOLIO BASED INTERVIEW

30-45 minute portfolio based interview.

CONTENT CREATOR

LEVEL 3

Overview

This occupation is found in employers across all sectors. It is a role that can be found in both creative and non-creative industries. This can be in any business creating content to engage with its audience. The broad purpose of the occupation is to develop and create written and audio-visual content that can be used across a variety of platforms and media. This may include social media, broadcast, or in print.



Role profile

A content creator works to a brief. They research, prepare, and develop the messaging to maximise audience engagement. They capture the strategy and objectives of the brand and the needs of the customer, client, or business. In their daily work, an employee in this occupation interacts with a wide range of internal and external stakeholders throughout the end-to-end content creation process.

Typically, they are likely to interact with clients, marketing and digital teams, production teams, budget holders, contributors, artists, and end users.

An employee in this occupation will be responsible for delivering high-quality content on time and on a budget that meets the brief.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods.

Successful apprentices will gain a pass, merit or distinction.

PROJECT OR CAMPAIGN EVALUATION REPORT

presentation of
additional/new
content and
questions.

60 MINUTE PROFESSIONAL DISCUSSION

underpinned by a
portfolio of
evidence.

15 month practical learning period
£10k government capping band

CUSTOMER SERVICE SPECIALIST

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals working within a customer service environment at a senior level. This standard has been developed to further advance excellence in customer service across all areas of an organisation and to develop the individual's skills, knowledge, and behaviours making them a true advocate of customer service.



Role profile

The role of a customer service specialist often involves acting as a referral point for dealing with more complex or technical customer requests, complaints, and queries. Customer service specialists are often an escalation point for complicated or ongoing customer problems and have the responsibility for being an expert in their organisation's products and/or services and sharing knowledge with their wider team and colleagues.

End Point Assessment

It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or distinction.

WORK BASED PROJECT

Supported by a 60 minute interview.

PRACTICAL OBSERVATION

60 minute workplace observation and questioning.

PROFESSIONAL DISCUSSION

60 minute discussion supported by a portfolio evidence.

EVENT ASSISTANT

LEVEL 3



Overview

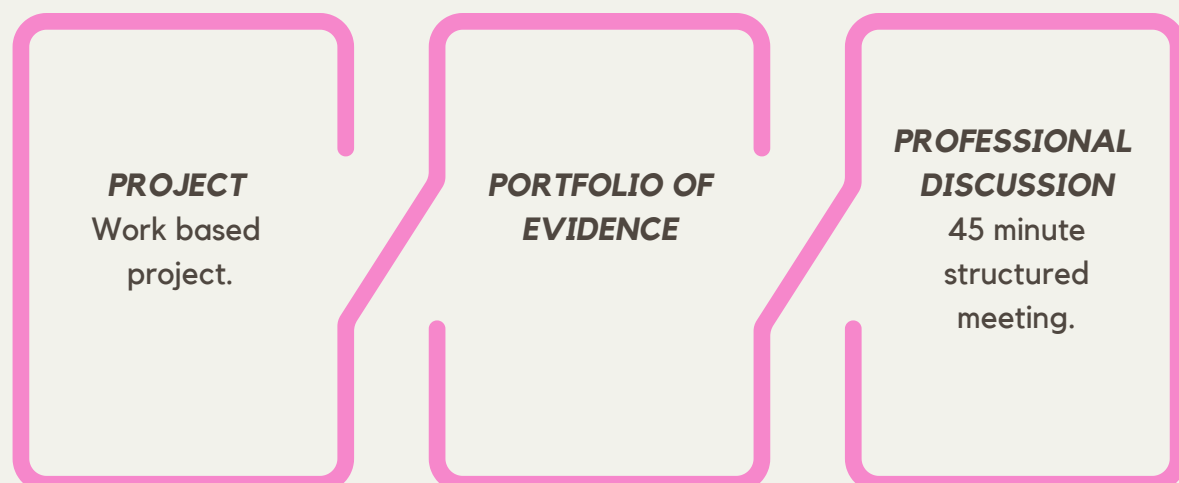
This apprenticeship programme has been designed for individuals who are working in an events company or events department in an organisation. The role would usually provide support to a number of Event Planners or Project Managers by carrying out a diverse range of tasks necessary to plan, organise and deliver an event: for example, searching for the right location and venue for the event; working with the design team on the look and feel of the event; or organising logistics like transportation and catering.

Role profile

Events cover a broad range of activities as well as sizes, from small numbers of attendees through to thousands. Companies use events to bring together different groups of people, which can include employees attending a sales conference; to customers or suppliers attending the launch of a new product; to shareholders gathering at a conference designed to attract new investors.

End Point Assessment

It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass, merit or distinction.



FACILITIES MANAGEMENT SUPERVISOR

LEVEL 3



Overview

This apprenticeship standard is designed for individuals who are responsible for managing the working environment for an organisation's employees and services within industrial and commercial buildings.

Role profile

The apprenticeship prepares an individual for managing a facilities management service, or a group of services, focusing on both hard and soft management. All apprentices will be required to supervise others; to understand the contractual requirements and service delivery targets between their employing organisation and the client/customer in order to achieve service targets. The apprentice will have to provide customer service skills and be proactive in finding solutions to problems.

End Point Assessment

The result from each assessment method is combined to decide the overall apprenticeship grade.

Successful apprentices will gain a pass or distinction.

PROJECT REPORT

presentation with
questions and
answers
45 minutes.

PROFESSIONAL DISCUSSION

Underpinned by a
portfolio of
evidence.

HOSPITALITY SUPERVISOR

LEVEL 3



Overview

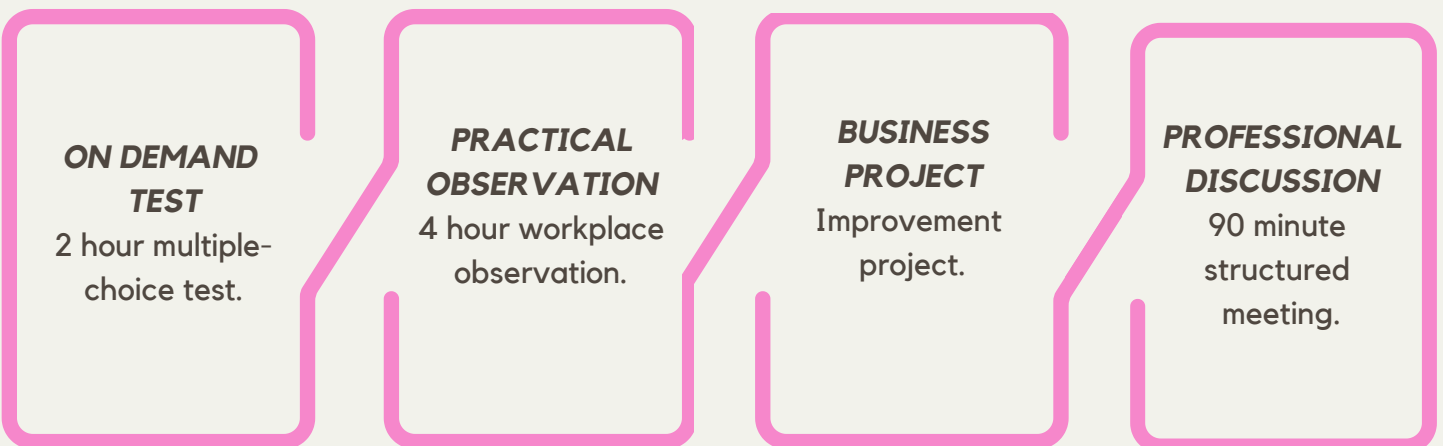
This apprenticeship programme has been designed for individuals who are responsible for supervising staff and activities within hospitality businesses including bars, cafes, conference centres, restaurants, and hotels. Apprentices cover the core set of supervisor skills and knowledge that are the same regardless of the setting.

Role profile

Hospitality supervisors provide vital support to management teams and are capable of independently supervising hospitality services and running shifts. They typically work under pressure, delivering fantastic customer service, and motivating a team is essential to their role. The majority of supervisors' skills and knowledge are the same, but supervisors may specialise in specific functions or work across a variety of functions, which reflects the multi-functional nature of the industry.

End Point Assessment

It is essential to gain the minimum marks in all four assessment methods. Successful apprentices will gain a pass or distinction.



HR SUPPORT

LEVEL 3



Overview

This apprenticeship programme has been designed for individuals typically either working in a medium to large organisation as part of the HR function delivering front line support to managers and employees, or are a HR Manager in a small organisation.

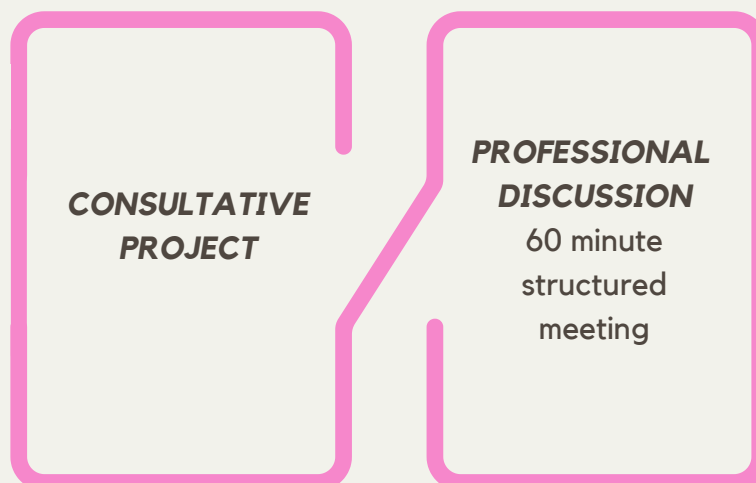
Role profile

The job role is likely to include handling day to day queries and providing HR advice; working on a range of HR processes, ranging from transactional to relatively complex, from recruitment through to retirement; using HR systems to keep records; providing relevant HR information to the business; working with the business on HR changes. HR support typically takes ownership for providing advice to managers on a wide range of HR issues using company policy and current law, giving guidance that is compliant and where errors could expose the organisation to employment tribunals or legal risk. In a larger organisation they may also have responsibility for managing a small team – this aspect is outside the scope of this apprenticeship and will need to be covered separately by the employer.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods.

Successful apprentices will gain a pass or a distinction.



18 month practical learning period
£4.5k government capping band

LEARNING AND DEVELOPMENT PRACTITIONER



LEVEL 3

Overview

This apprenticeship programme has been designed for individuals who are typically involved with identifying learning/training needs, designing/sourcing training and learning solutions, delivering and evaluating training, and working with stakeholder/business area managers.

Role profile

The role focus is often on the practical delivery of training. A learning and development practitioner will typically have expertise and competence in their specific field whether it be technical, vocational, or behavioural (e.g. use of software, food preparation, working in teams). They link the learning within their area of responsibility to business objectives and performance, understanding the learning cycle and working by it.

End Point Assessment

It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass, merit or distinction.

PRESENTATION

45 minute learning journal focused presentation followed by questions.

WORK BASED PROJECT WITH PROFESSIONAL DISCUSSION

60 minute professional discussion.

12 month practical learning period
£6k government capping band

MULTI-CHANNEL MARKETER



LEVEL 3

Overview

The broad purpose of the occupation is to support customer-focused marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results for the bottom line. As part of the marketing team, multi-channel marketers will contribute to the implementation of the marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels, and systems that are essential to the marketing function and activities of the company.

Role profile

In their daily work, multi-channel marketers will interact with a wide range of internal stakeholders and also external stakeholders such as clients/customers and suppliers. Multi-channel marketers will define, design, build, and implement campaigns across a variety of platforms to drive customer engagement and retention.

An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market, and customer research, monitoring campaign analytics and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods.

Successful apprentices will gain a pass, merit or distinction.

WRITTEN PROJECT REPORT

with presentation
and questioning.

INTERVIEW

underpinned by a
portfolio of
evidence.

RECRUITER

LEVEL 3

Overview

This occupation is found in organisations that come from the public, private and third sectors. Typically, a recruiter works in consultancies, agencies, in-house for employers, embedded recruiters, or as an outsourced provider.

Role profile

The broad purpose of the occupation is to manage resourcing activities that drive the recruitment of candidates and matching them to temporary, fixed term, or permanent job positions within an organisation. Their role is to manage the end-to-end recruitment process which typically involves planning, identifying, attracting, assessing, shortlisting, and onboarding candidates to fulfil the current and future requirements of the business brief. They may also be required to manage the aftercare such as onboarding and timesheets of candidates and to identify new business opportunities. In their daily work, an employee in this occupation interacts with and builds relationships with key stakeholders such as advertising media, candidates and clients, internal colleagues, and various audiences to achieve successful recruitment outcomes.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods. Successful apprentices will gain a pass or distinction.

**PRESENTATION
WITH QUESTIONS**

**PROFESSIONAL
DISCUSSION**
underpinned by a
portfolio of
evidence



SAFEGUARDING SUPPORT OFFICER

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals working across the public, private, and voluntary sector to support statutory safeguarding responsibilities and demonstrate how organisations work to protect an individual's health, wellbeing and human rights.

Role profile

Safeguarding support officers will be skilled in recognising and responding to emerging safeguarding needs, initiating and advocating early intervention when a problem first arises. A safeguarding support officer will be the first point of contact when there is a safeguarding concern, conducting initial risk assessments, triaging, and signposting to the most appropriate person within their organisation or external agency if appropriate. The safeguarding support officer will maintain accurate and up to date documentation of any decisions and advice given, ensuring information is accurately recorded and that documentation is safely stored and shared appropriately, proportionately and securely according to national and organisational policy. Safeguarding support officers will also interact externally with investigative statutory agencies. A safeguarding support officer will report into the designated lead for safeguarding within their organisation.

A satisfactory enhanced DBS check will be an entry requirement for the programme.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods.

Successful apprentices will gain a pass, merit or distinction.

PRESENTATION WITH QUESTIONS

45 minute
presentation and
questioning.

PROFESSIONAL DISCUSSION

60 minute
structured
meeting
supported by a
portfolio of
evidence.

12 month practical learning period
£7k government capping band



TEAM LEADER

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals in a first-line management role. Closing the skills gap of this vital management tier is the key to building a high-performance organisation, and represents an important investment in developing tomorrow's senior leaders.

Role profile

A team leader/supervisor is a first-line management role with operational/project responsibilities or responsibility for managing a team to deliver clearly defined outcomes. Providing direction, instruction, and guidance to ensure the achievement of set goals, specific responsibilities may vary, but the knowledge, skills, and behaviours required to undertake this role are universal, regardless of the size of the organisation team leaders operate within, or whether they work in the private or public sector.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass or distinction.



PRESENTATION WITH QUESTIONS

50 minute
presentation of 20
minutes, questioning
30 minutes

PROFESSIONAL DISCUSSION

Underpinned by
a portfolio of
evidence.

ASSOCIATE PROJECT MANAGER

LEVEL 4

Overview

This occupation is found in small, medium, and large organisations within the public, private and third sectors. Associate project managers work in all sectors such as government, retail, food and drink, infrastructure, education, charities, research, and banking. The working environment can vary from being in an office, on site, at client, and contractor's locations and working remotely.

Role profile

The broad purpose of the occupation is to contribute to the successful delivery of a project, ensuring its scope and benefits are achieved as planned. They do this primarily by identifying, resourcing, scheduling, and monitoring the activities that need to happen in a certain sequence and timescale. Associate project managers are key to enabling organisations meet their business goals by successful project delivery. Projects can be large or small and deliver a required product that either creates something new or improves efficiency and effectiveness. Projects are diverse in nature and could involve anything from banking through to construction. Many organisations deliver their own projects, using in-house associate project managers to work on scope they might be already familiar with. Some associate project manager's work on a contract basis or for specialist organisations that deliver outsourced project work on behalf of clients.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods.

Successful apprentices will gain a pass or distinction.

**WRITTEN PROJECT
REPORT**
*with presentation
and questions.*

**PROFESSIONAL
DISCUSSION**
underpinned by a
portfolio of
evidence.



FACILITIES MANAGER

LEVEL 4



Overview

This apprenticeship standard has been designed for Facilities Managers who work in the private, public, or third sector and all sizes of organisation. Specific job roles at this level may include Facilities Manager, Facilities Management (FM), Operations Manager, Estates Manager, FM Contract Manager.

Role profile

A Facilities Manager is responsible for the safe, secure, and comfortable day-to-day working environment for properties, assets (e.g. equipment), and services that must be fully compliant with health and safety and other legislation. They are accountable for the management of the delivery of all FM services within their local area of responsibility.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods. Successful apprentices will gain a pass or distinction.

**BUSINESS CASE
AND QUESTION
AND ANSWER
SESSION**

**PROFESSIONAL
DISCUSSION**
Underpinned by
a portfolio of
evidence.

18 month practical learning period
£7k government capping band

HOSPITALITY MANAGER

LEVEL 4



Overview

This apprenticeship programme has been designed for individuals working across organisations that focus on ensuring excellent customer experience. Hospitality managers work across a huge variety of organisations including bars, restaurants, cafés, conference centres, banqueting venues, hotels, and contract caterers.

Role profile

Hospitality managers generally specialise in a particular area, however, their core knowledge, skills, and behaviours are aligned. Hospitality managers have a high level of responsibility and are accountable for fulfilling the business vision and objectives which requires excellent business, people, and customer relation skills. Individuals in this role are highly motivated team leaders that combine a talent for management and specific industry skills and thrive on the customer-facing nature of the role.

End Point Assessment

It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or distinction.



LEARNING & SKILLS MENTOR

LEVEL 4



Overview

This occupation is found in the public, private and voluntary sectors in national and multinational organisations. The role of the learning and skills mentor can be found in all sectors where training and development is required. For example, but not limited to, healthcare, military, manufacturing, production, business and professional, education, leisure, construction, creative, technology.

Role profile

The purpose of the learning and skills mentor occupation is to support individuals and groups with their learning and development towards agreed goals. They will do this by working within ethical and legal frameworks to ensure a high standard of mentoring practice. They will work collaboratively with stakeholders to inclusively meet the individual needs of the mentee. They will be committed to their own professional development and reflective practice as a mentor and within their sector. They may work with a wide range of stakeholders to support the progression of the mentee and ensure best practice is developed and maintained.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods. Successful apprentices will gain a pass, merit or distinction.

OBSERVATION
with questioning

**PROFESSIONAL
DISCUSSION**
underpinned by a
portfolio of
evidence

MARKETING EXECUTIVE

LEVEL 4

Overview

This apprenticeship programme has been designed for individuals working across businesses providing the insight to develop and deliver new products and services to meet ever-changing customer needs. It is the process of researching, developing, promoting and distributing, products or services through effective channels to engage with a range of target audiences. Occupations in marketing span most industries and sectors and the roles can sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business.



Role profile

A Marketing Executive will help shape, support and deliver marketing plans, working in conjunction with the Marketing Manager who will define the overall marketing strategy. A highly audience focused role which requires creativity, communication and project management skills - these individuals are responsible for planning, executing and analysing tactical and targeted marketing activity. Prior experience in a marketing role is required as this is a strategic role, involving independent work and decision making.

End Point Assessment

It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass, merit or distinction.

ON DEMAND TEST

90 minute multiple-choice test.

PROJECT SHOWCASE

Project Report, Presentation and Q&A.

PROFESSIONAL DISCUSSION

50 minute structured meeting.

LEARNING AND DEVELOPMENT CONSULTANT BUSINESS PARTNER

LEVEL 5

Overview

This apprenticeship programme has been designed for individuals who will be accountable for ensuring learning and development contribute to, and influence, improved performance in the workplace at an individual, team and organisation level.

Role profile

The role can be a generalist learning and development or more specialist, where the focus and in-depth expertise is in a specific area such as organisation development, digital and blended learning, resourcing, or talent management. Whichever the area of focus, the role requires a good grounding across all areas of learning and development and is business and future-focused. L&D consultant business partners are agents for change, influencing key stakeholders, and making decisions and recommendations on what the business can or should do in a learning and development context.

End Point Assessment

It is essential to gain the minimum marks in both assessment modes. Successful apprentices will gain a pass, merit or distinction.

**WORK BASED
PROJECT WITH
PROFESSIONAL
DISCUSSION**

**PRESENTATION
AND Q&A**
60 minute
structured
meeting.



OPERATIONS MANAGER



LEVEL 5

Overview

This apprenticeship has been designed for individuals who are responsible for managing teams and projects in line with a private, public, or voluntary organisation's operational or departmental strategy. Roles may include Operations Manager, Regional Manager, Divisional Manager, Department Manager, and Specialist Manager.

Role profile

An operations/departmental manager is someone who manages teams and/or projects, and achieves operational or departmental goals and objectives, as part of the delivery of the organisation's strategy. Key responsibilities may include creating and delivering operational plans, managing projects, leading and managing teams, managing change, financial and resource management, talent management, coaching and mentoring.

End Point Assessment

It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass or distinction.

WRITTEN PROJECT WITH REPORT

presentation with
questions and
answers

PROFESSIONAL DISCUSSION

60 minute
discussion
underpinned by a
portfolio of
evidence.

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