

**COSTA**  
COFFEE  
*apprenticeships*

MANAGER'S  
**GUIDE TO  
APPRENTICESHIPS**  
*Pour your potential*







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# WELCOME

Welcome to Costa Coffee's apprenticeship programme. We believe in **supporting and developing** our people and our apprenticeships have been designed specifically our Baristas and Barista Maestros in mind, supporting your team with the **skills and knowledge** needed to develop as an individual whilst enabling them to perform at their very best.

Costa Coffee apprenticeships have been aligned to job roles with our award-winning training provider – Lifetime Training, meaning apprentices can put your new **knowledge, skills and behaviours into practise in our stores every day**. Apprenticeships are a fantastic way to train and develop your team, weather they're new to role or looking to progress to the next level.

# WHAT IS AN APPRENTICESHIP?

Apprenticeships are work-based training programmes that provide the skills needed to succeed in our business. They are relevant to specific roles and designed to meet our business needs. That means your team can put their skills into practise daily at work, while also gaining a nationally recognised apprenticeship.

In England, apprentices will work towards completing their End-point Assessment (EPA), undertaken at the end of the course by an independent End-point Assessor. In Wales and Scotland, assessments will be carried out throughout the duration of the programme.

- ✓ Training delivered in the workplace
- ✓ Takes a minimum of 14 months to complete
- ✓ Includes off-the-job training
- ✓ Functional Skills in maths and English
- ✓ End-point Assessment
- ✓ Opportunity to achieve a pass or distinction (England only)

This guide will provide you with all of the information you need to understand more about the programmes on offer, how they could benefit your team and the business and how to nominate your future talent.





# WHAT PROGRAMMES ARE ON OFFER?

Costa Coffee apprenticeships offer our people two apprenticeship programmes currently:

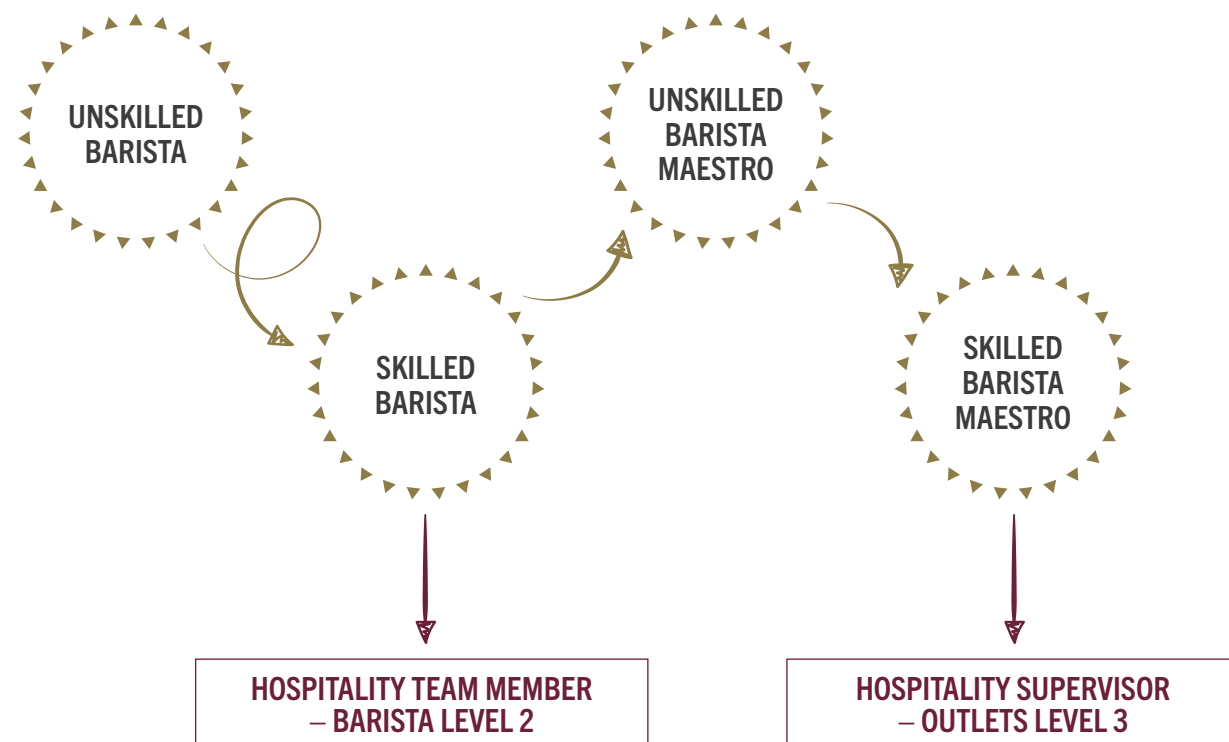
## HOSPITALITY TEAM MEMBER – BARISTA LEVEL 2

For Skilled Baristas who have completed their Barista Induction Programme and Barista Showcase.

## HOSPITALITY SUPERVISOR – OUTLETS LEVEL 3

For Skilled Barista Maestros who have completed their Team Training and Development Programme and Skilled Barista Maestro Showcase.

# CAREER PATHWAY



# WHAT ARE THE BUSINESS BENEFITS?



Grow your talent pool  
for the future



Improved  
retention



Develop your team's  
knowledge to  
become experts



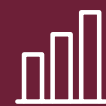
Enhanced employer  
brand and reputation



Enhance customer  
experience and  
satisfaction



Increased employee  
productivity



Increased  
profitability



Greater job satisfaction  
and motivation



Stand out against  
our competitors

LET'S EXPLORE THE PROGRAMMES FURTHER...

# APPRENTICESHIPS ON OFFER IN ENGLAND



## BARISTA APPRENTICESHIP



HOSPITALITY TEAM MEMBER  
BARISTA – LEVEL 2



MINIMUM 14 MONTHS



EQUIVALENT TO 5 X GCSEs A\*-C/9-4

Our Barista apprenticeship is for Skilled Baristas who have completed the Barista Induction Programme and have been with Costa for 3 months or more.

It is aimed at Skilled Baristas who have a real passion for coffee, tea and other beverages, who want to expand on the skills we teach at Costa Coffee.

To achieve the apprenticeship, your Baristas will undertake additional activities to Learn, Share, Apply and Dig Deeper into the wider Hospitality sector, developing and enhancing their skills over and above our Barista Induction Programme. Examples include:

- Understanding the variety and types of hot beverages available, their ingredients and preparation methods
- Learning about the origin of the coffee and tea that Costa offer to their customers, including their characteristics and blends, how to promote these to customers and be knowledgeable about their taste profile
- How to set up, calibrate, clean and close specialist hot drink beverage equipment

Apprentices will need to complete between 3-4 hours of independent study per week to complete this apprenticeship programme. If there is time available in the store during quiet periods, **it is recommended that apprentice complete some of their study in the workplace.**

The apprenticeship certificate is awarded on completion of End-point Assessment (England only)\*. Lifetime Training will support your apprentice throughout your programme with mock tests and plenty of preparation.

The End-point Assessment consists of:

- 90-minute **Multiple Choice Test**
- 2-hour **Observation** in the working environment
- Submission of a **Business Project** (800-1,200 words). The Business project is designed to give the opportunity to demonstrate a wider understanding of the business, identify and 'think through' possible improvements
- **Professional Discussion** – a 40-minute structured meeting led by the independent End-point Assessor, involving you and your apprentice

An independent End-point Assessor will lead this process.

## BARISTA MAESTRO APPRENTICESHIP



HOSPITALITY SUPERVISOR  
OUTLETS – LEVEL 3



MINIMUM 14 MONTHS



EQUIVALENT TO 2 X A-LEVELS

Our Barista Maestro apprenticeship is for skilled Barista Maestros who have completed our Team Training and Development Programme and are working towards their continuous development.

To achieve the apprenticeship, your team will undertake additional activities to Learn, Share, Apply and Dig Deeper into the wider Hospitality sector, developing skills over and above our Costa training. Examples include:

- Learn about the different theories, styles and leadership models available to get the best out of your team and understand how to select and successfully apply these to different people and situations
- Broaden their understanding of how these can affect the team, business and organisation
- Identify the importance of opening and closing procedures, identifying correct levels of stock and consumable items to ensure efficient running of the store

Apprentices will need to complete between 4-5 hours of independent study *per week* to complete this apprenticeship programme. If there is time available in the store during quiet periods, **it is recommended that apprentice complete some of their study in the workplace.**

The apprenticeship certificate is awarded on completion of End-point Assessment (England only\*).

The End-point Assessment consists of:

- 2-hour **Multiple Choice Test**
- 4-hour **Observation** of the apprentice in the working environment
- Submission of a **Business Project** (2,000-5,000 words). The Business Project is designed to give the apprentice the opportunity to demonstrate their wider understanding of the business they are working in, identify and 'think through' possible improvements
- Formal 30-minute presentation of the Business Project to the End-point Assessment and employer with a question and answer session
- **Professional Discussion** – a 1.5-hour structured meeting led by the independent End-point Assessor, involving the apprentice and manager

An independent End-point Assessor will lead the process.

\*For information on apprenticeships in Wales and Scotland, please turn to page 12

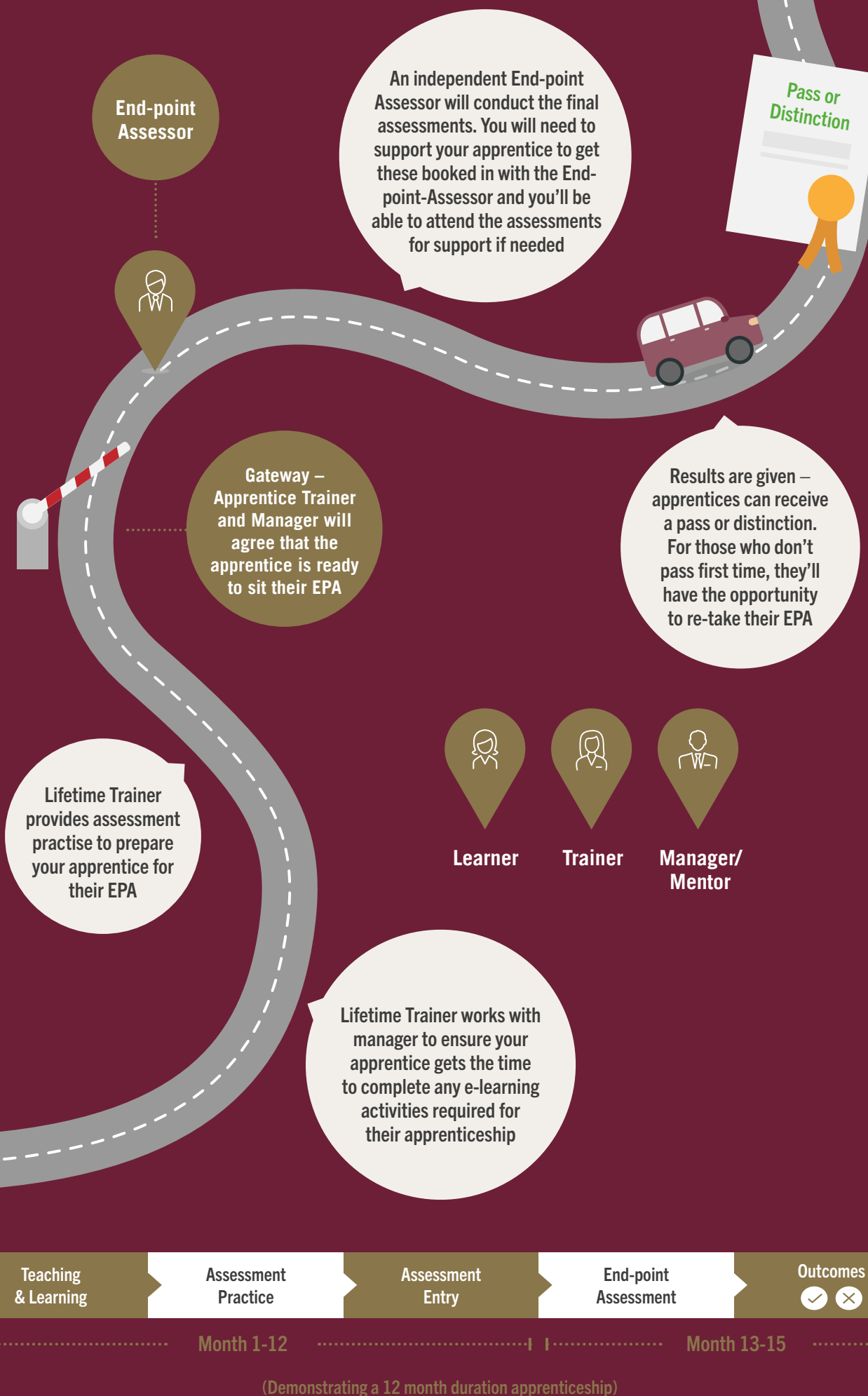
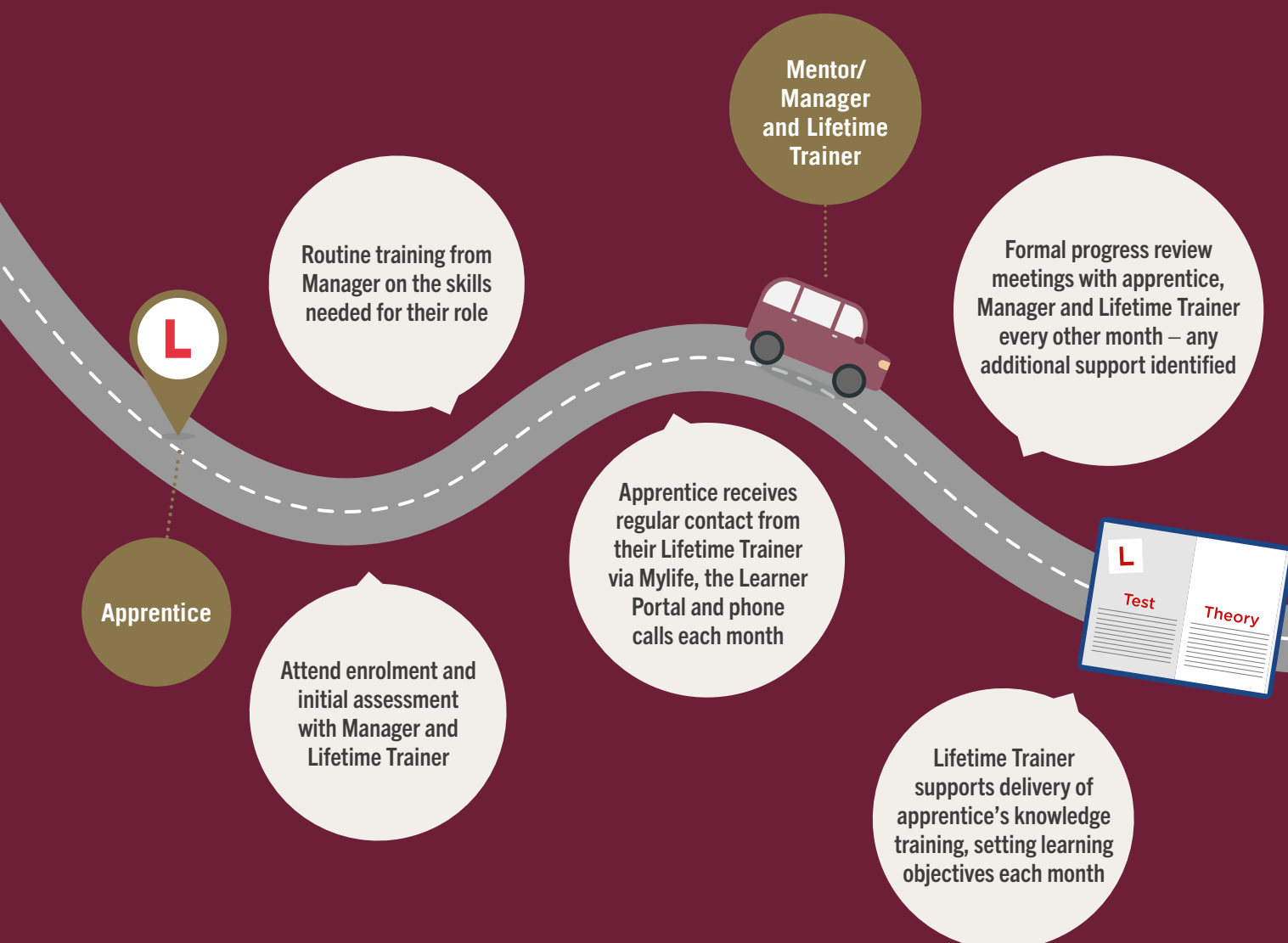
\*For information on apprenticeships in Wales and Scotland, please turn to page 13



# APPRENTICESHIP JOURNEY (ENGLAND ONLY)

Apprenticeships include a 12-month period of teaching and learning where your apprentice will focus on the knowledge, skills and behaviours required to achieve the programme. They will receive support from their dedicated Lifetime Trainer and Manager throughout and Lifetime will prepare you both for End-point Assessment.

Your apprentice will have a visit with their Lifetime Trainer once every 4-6 weeks after they have been enrolled onto the programme.







# WHAT DOES THE APPRENTICESHIP INVOLVE?



## FACE-TO-FACE VISITS

Where: Held in the workplace every 8 weeks

Who: Lifetime Trainer, apprentice and apprentice's manager (managers should attend for 20 mins at the start or end of the visit)

What: These visits usually last for 2 hours and will involve the following:

- Setting independent learning they'll need to complete either at work or in their own time
- Observations in the workplace
- Uploading evidence to the Learner Portal and adding journal entries
- Progression review and arranging any further support your apprentice requires
- Setting and completing mock assessment activities to prepare them for their End-point Assessment

After each visit, the Lifetime Trainer will book in the next visit with the manager and apprentice.



## DISTANCE SUPPORT SESSIONS

Where: Held every 8 weeks over the phone or via Skype

Who: Lifetime Trainer and apprentice

What: Remote support sessions may vary in duration depending on the support the apprentice requires but they usually last for 45 minutes and include the following:

- Ensuring they are on track with their independent learning
- Support them with anything they don't understand and answering any questions
- Setting further work to complete for the next visit

After each call, the Lifetime Trainer will book in the next visit with the apprentice.

- Uploading evidence to the Learner Portal and adding journal entries
- Progression review and arranging any further support your apprentice requires
- Setting and completing mock assessment activities to prepare them for their End-point Assessment

After each visit, the Lifetime Trainer will book in the next visit with the manager and apprentice.



## FUNCTIONAL SKILLS – ENGLAND ONLY

Every apprenticeship includes Functional Skills in maths and English. Apprentices will receive relevant support to prepare them to sit their exams and Lifetime will assess their current working level in these topics before they are enrolled. A tailored training plan will be put in place to help them to revise and prepare.

If your apprentice has recently sat GCSEs or A-Levels, they won't need to sit their Functional Skills again.



## END-POINT ASSESSMENT – ENGLAND ONLY

Once apprentices reach EPA, they'll need to showcase the knowledge, skills and behaviours they've developed to an independent assessor.

The assessor will deliver the final grade, which could be a pass or distinction!

Don't worry, if your apprentice doesn't pass first time – they'll receive further training and will have the opportunity to sit the assessment again.



## OFF-THE-JOB TRAINING

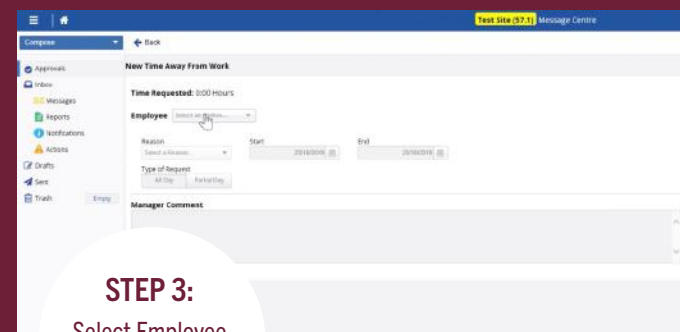
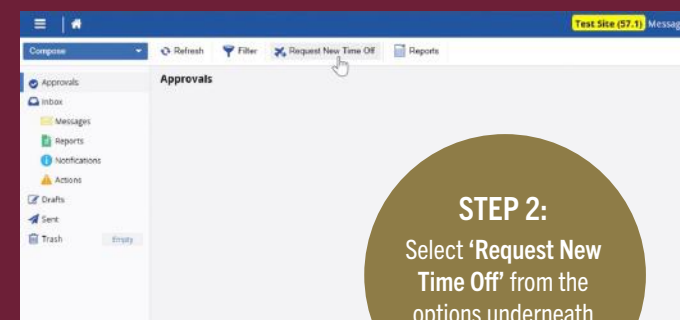
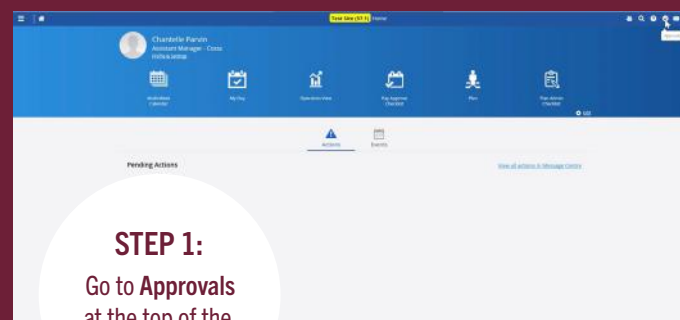
Off-the-job training is an important part of all apprenticeship programmes. It can take many forms, and this often takes place naturally in the workplace via the training that Costa deliver.

All apprentices are required to spend 20% of their time 'off-the-job' as part of their paid employment and, as a manager, you'll need to ensure they are being provided time whilst they are being paid on shift, at work to complete this.

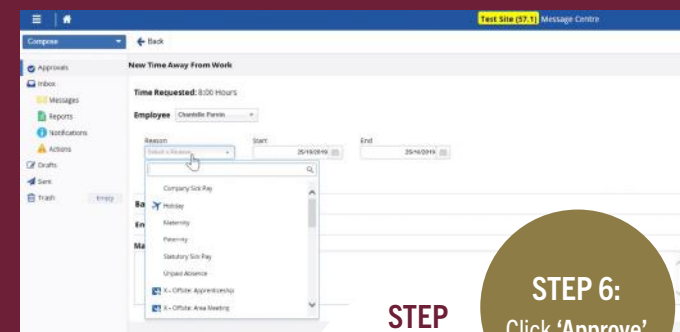
- ✓ Examples of off-the-job training include:
  - The teaching of theory (role playing, shadowing someone else, online learning)
  - Practical training (shadowing, mentoring, training others, visiting the Roastery, workshops and training days)
  - Visits with their Lifetime Trainer (where new learning is delivered)
- ✗ It does not include:
  - Time spent on English and maths Functional Skills
  - Mock, practise or End-point Assessments
  - Training which takes place outside of their normal working hours

# LABOUR BACKFILL

Costa Coffee will provide labour backfill to cover the face-to-face visits with Lifetime. To log this on Dayforce, please find guidance below.



**STEP 4:**  
Input start and end dates



**STEP 6:**  
Click 'Approve'



# APPRENTICESHIPS FOR SCOTLAND AND WALES

Wales and Scotland work slightly differently to England. The apprenticeships available involve continuous assessment throughout the programme by a Lifetime Trainer, rather than an End-point Assessment which takes place at the end of the programme in England.

In Wales, Lifetime Training will deliver the apprenticeship programmes.

In Scotland ITC Training Academy will deliver the apprenticeship programmes.





## BARISTA APPRENTICESHIP



**HOSPITALITY SERVICES**  
(LEVEL 2 – WALES/LEVEL 5 – SCOTLAND)



**MINIMUM 12 MONTHS**



**EQUIVALENT TO 5 X GCSE'S A\*-C**  
(WALES) AND STANDARD GRADE OR  
NATIONAL 4/5 (SCOTLAND)

Our Barista apprenticeship is for Skilled Baristas who have completed the Barista Induction Programme and have been with Costa for 3 months or more. It is aimed at Skilled Baristas who have a real passion for coffee, tea and other beverages, who want to expand on the skills we teach at Costa Coffee.

To achieve the apprenticeship, your Baristas will undertake additional activities to Learn, Share, Apply and Dig Deeper into the wider Hospitality sector, developing and enhancing their skills over and above our Barista Induction Programme.

They will meet regularly for face-to-face visits with their Lifetime or ITC Trainer every 4-6 weeks in the workplace. Learning will take place throughout the programme and will include eLearning modules, videos and interactive learning (Wales only). Assessment is gathered through observations, discussion, product evidence and witness testimonies.

Apprentices in Scotland will complete a Scottish Vocational Qualification (SVQ), which includes the following Core Skills and Enhancements.

Core Skills:

- Problem Solving Level 4
- Working with Others Level 4
- Communication Level 3
- Numeracy Level 3
- ICT Level 3

Enhancements:

- Health & Safety at Work Certificate

Apprentices in Wales will complete a National Vocational Qualification (NVQ), which includes a technical certificate (multiple choice tests) and the following essential skills.

Essential Skills:

- Application of Numbers Level 1
- Communication Level 1

## BARISTA MAESTRO APPRENTICESHIP



**HOSPITALITY SUPERVISION & LEADERSHIP**  
(LEVEL 3 – WALES/LEVEL 7 – SCOTLAND)



**MINIMUM 12 MONTHS**



**EQUIVALENT TO 2 X A-LEVELS (WALES)**  
**AND 2 X HIGHERS (SCOTLAND)**

Our Barista Maestro apprenticeship is for skilled Barista Maestros who have completed our Team Training and Development Programme and are working towards their continuous development.

To achieve the apprenticeship, your apprentice will undertake additional activities to Learn, Share, Apply and Dig Deeper into the wider Hospitality sector, developing skills over and above our Costa training.

They will meet regularly for face-to-face visits with their Lifetime or ITC Trainer every 4-6 weeks in the workplace. Learning will take place throughout the programme and will include eLearning modules, videos and interactive learning (Wales only). Assessment is gathered through observations, discussion, product evidence and witness testimonies.

Apprentices in Scotland will complete a Scottish Vocational Qualification (SVQ), which includes the following Core Skills and Enhancements:

Core Skills

- Problem Solving Level 5
- Working with Others Level 5
- Communication Level 5
- Numeracy Level 5
- ICT Level 4

Enhancements:

- Health & Safety at Work Certificate

Apprentices in Wales will complete a National Vocational Qualification (NVQ), which includes a technical certificate (multiple choice tests) and the following essential skills:

Essential Skills:

- Application of Numbers Level 2
- Communication Level 2



# MANAGER SUPPORT FOR APPRENTICES, PORTAL AND ELIGIBILITY





## MANAGER SUPPORT FOR APPRENTICES

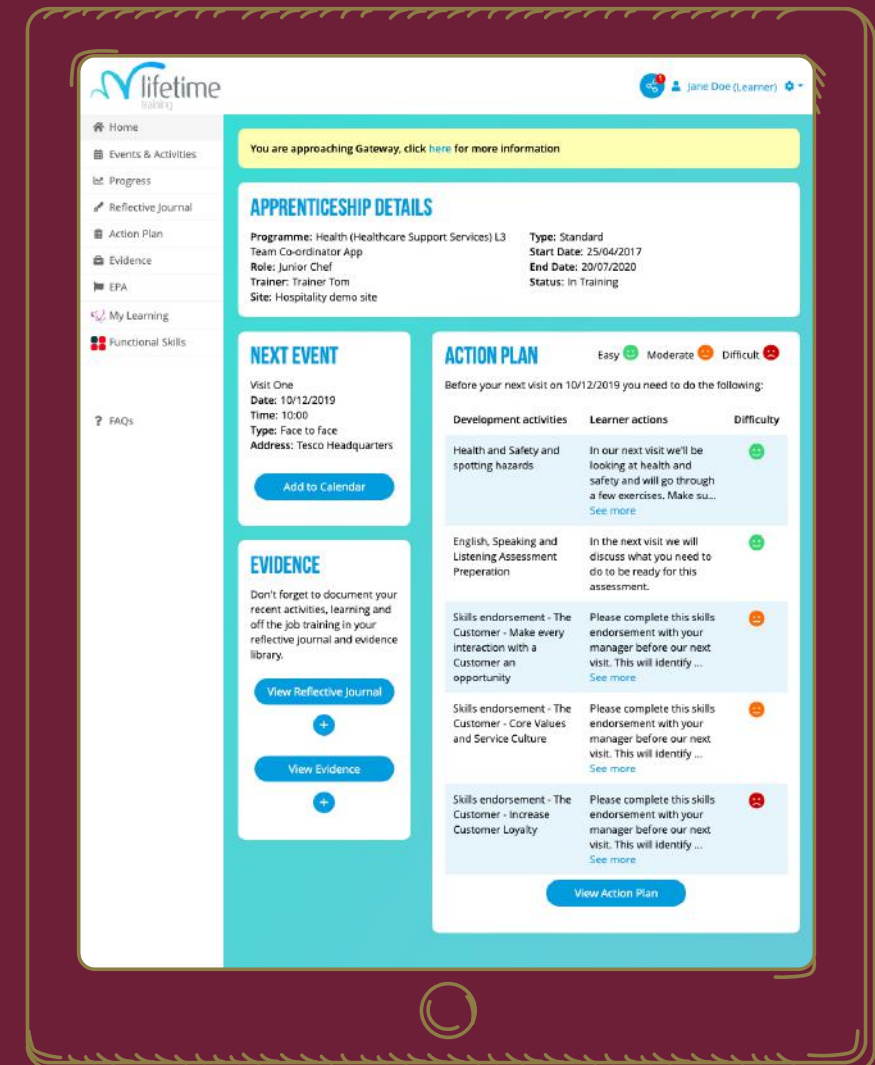
Completing an apprenticeship is a commitment and apprentices will require support from their manager as well as Lifetime. We have outlined the expectations of a manager as part of an apprenticeship and it is important to be able to commit to the below to support your team to be successful in their development.



## MANAGER PORTAL

As the manager of an apprentice, you will be provided with access to Lifetime's Portal. Here you will be able to access your apprentice's progress, ensure they are completing work. You'll also be required to complete Employer Skills Endorsements which are quick tick boxes where you'll assess whether an apprentice is competent, requires more practise or hasn't received any training yet for a variety of different skills required for the apprenticeship.

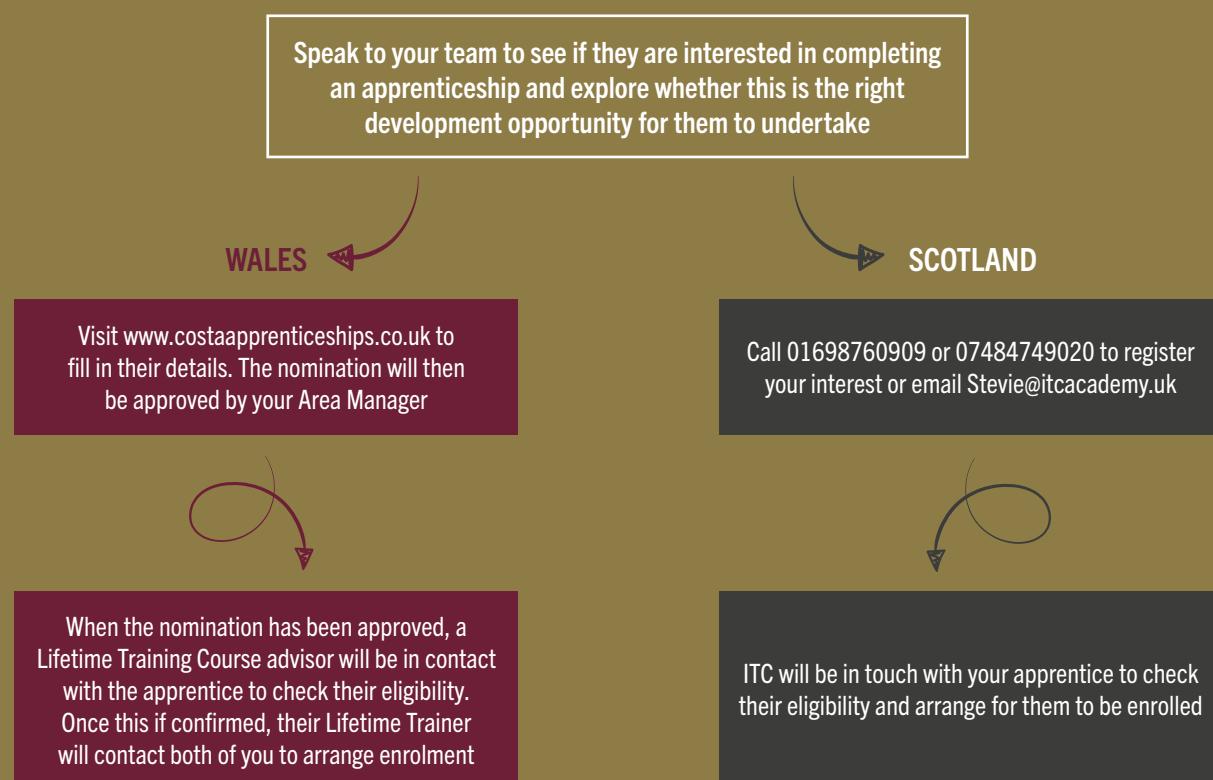
At each face-to-face visit with your Lifetime Trainer, they will discuss the endorsements that have been completed, review any associated evidence and advise you and your apprentice on what they need to complete to be 'good to go' in all of the skills listed.



# SCOTTISH & WELSH ELIGIBILITY

- Aged 16-24 (Scotland)
- Aged 25 - 29 and can meet Enhanced Funding criteria (Scotland)
- Aged 16+ (Wales)
- Not in any other form of education or training
- Work a minimum of 16 hours per week
- Have been a UK/EU resident for 3 years or more
- Does not have a qualification at the same level or above

## HOW TO GET STARTED IN SCOTLAND & WALES



# ENGLISH ELIGIBILITY

- Aged 16+
- UK/EU resident for 3+ years
- Not in any other form of education or training
- No existing qualification in a similar subject and level
- Work more than 30 hours per week (minimum of 16 hours per week but duration of apprenticeship will increase)
- Meet Functional Skills criteria at initial assessment

## HOW TO GET STARTED IN ENGLAND





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