



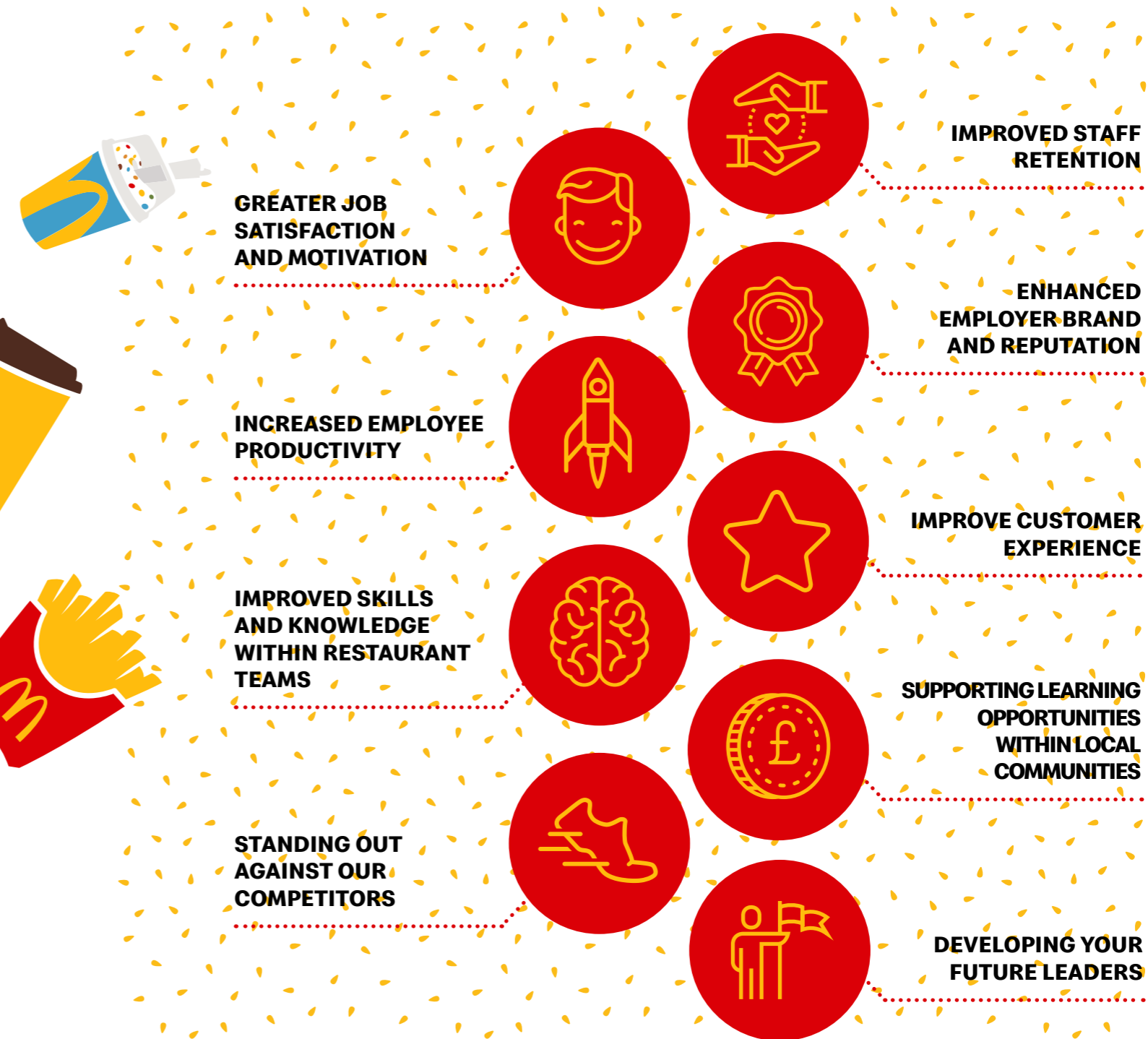
McDONALD'S APPRENTICESHIPS **MANAGER GUIDE**



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THE BUSINESS BENEFITS OF APPRENTICESHIPS TO MCDONALD'S AND FRANCHISEES



CREW MEMBER APPRENTICESHIP

HOSPITALITY TEAM MEMBER – LEVEL 2

Our Crew Member apprenticeship is for any Crew Member looking to expand on the skills we develop at McDonald's.

**MINIMUM
13 MONTHS**

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

To achieve the apprenticeship, Crew 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 Crew Development Programme. Examples include...

- Understand the meaning of hospitality
- Know how to exceed customer's expectations
- The importance of hospitality behaviours – like our Vital Ingredients

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

The End-point Assessment consists of:

- 90 minute **multiple-choice test**
- 2 hour **observation** of the Apprentice in the working environment
- Submission of a **business project** (800-1,200 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
- **Professional discussion** – a 40 minute structured meeting led by the independent End-point Assessor, involving the Apprentice and the mentor

An independent End-point Assessor will lead the process.

*Learners are assessed by their Coach throughout the programme in Scotland, Wales & Northern Ireland

CUSTOMER EXPERIENCE LEADER / CUSTOMER CARE APPRENTICESHIP

CUSTOMER SERVICE PRACTITIONER – LEVEL 2

**MINIMUM
13 MONTHS**

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

Our Customer Experience Leaders and Customer Care Assistants are hugely influential and have a crucial part to play in bringing our best-loved restaurant experience to life. This apprenticeship builds expert Customer Service skills and helps apprentices excel in creating feel good moments day in, day out.

To achieve the apprenticeship, CELs/CCAs 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 Customer Care Programme. Examples include...

- Understand your role and responsibility regarding your customers
- Develop your interpersonal communication and influencing skills
- Grow your ability to work as part of a team and respond positively to feedback

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

The End-point Assessment consists of:

- 30-45 minute **apprentice showcase** of work completed during apprenticeship
- Minimum 1 hour **observation** in the workplace
- Maximum 1 hour **professional discussion** with End-point Assessor

An independent End-point Assessor will lead the process.

*Learners are assessed by their Coach throughout the programme in Scotland and Wales

**Not available in Northern Ireland

SHIFT LEADER AND TRAINEE SHIFT LEADER APPRENTICESHIP

HOSPITALITY SUPERVISOR – LEVEL 3

Our Shift Leader apprenticeship is suitable for any Shift Leader or Trainee Shift Leader looking to undertake additional training while developing their skills and knowledge including...

- How to complete a SWOT analysis
- Understanding different customer profiles
- In depth understanding of leadership styles

To achieve the apprenticeship qualification, Shift Leaders will undertake additional activities to Learn, Share, Apply and Dig Deeper into the wider Hospitality sector, developing skills over and above our Leadership Transitions Course. This will include Digging Deeper into information about our Supply Chain and towards the end of the programme, some learners can choose to visit one of our RMHC Houses.

**MINIMUM
14 MONTHS**
EQUIVALENT TO 2
X A-LEVELS

EXPERIENCE SHIFT LEADERS & SALARIED MANAGERS

HOSPITALITY MANAGER – LEVEL 4

Suitable for Salaried Managers, experienced Shift Leaders and those who have previously completed Hospitality Supervisor Level 3. With pre-work to complete prior to starting the programme, apprentices will also learn about:

- Leadership diversity and inclusivity
- Business strategy, vision and financial management
- Change management.

To achieve the apprenticeship qualification, you will undertake additional activities to Learn, Share, Apply and Dig Deeper into the wider Hospitality sector, developing skills over and above our Developing the Leader in Me programme. This will include Digging Deeper into information about our Customer and Business strategy and operating procedures and towards the end of the programme, focus on Leadership and change management.

**MINIMUM
17 MONTHS**
Equivalent to
Foundation
Degree

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 Assessor 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 employer

An independent End-point Assessor will lead the process.

Your apprenticeship certificate is awarded on completion of the Leadership Transition course and an **End-Point Assessment (England only).**

The End Point Assessment consists of:

- 90 minute **multiple-choice test**
- 9,000-word **business project**. The project is designed to give you the opportunity to demonstrate your wider understanding of our business, identify and 'think through' possible improvements.
- 1.5-hour **professional discussion** with an Independent assessor.
- An independent **End-point Assessor** will lead the process



*Not available in Northern Ireland

*Learners are assessed by their Coach throughout the programme in Scotland, Wales & Northern Ireland

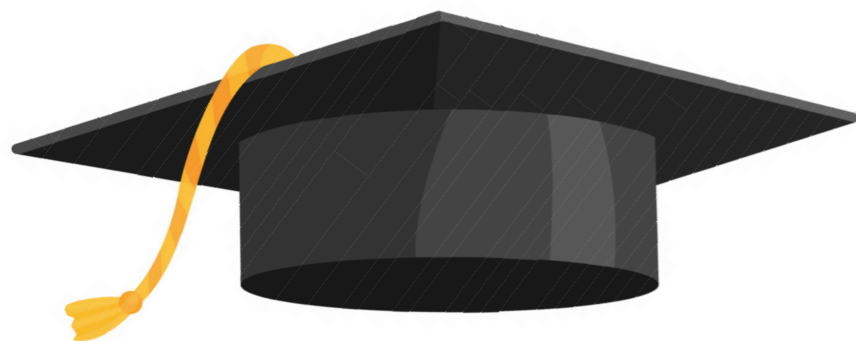
CHARTERED MANAGER DEGREE APPRENTICESHIP

LEVEL 6

Our Chartered Manager Degree apprenticeship is an honours degree programme with Manchester Metropolitan University (England) and Glasgow Caledonian University (Scotland). We have a four year programme for Assistant Managers and an option for Business Managers to join a fast-track programme that takes 2.5 years.

As well as our internal curriculum, there will be additional eLearning modules to complete, attendance at an induction with the university plus several annual block teaching sessions on university campus.

To find out more about our degree offering visit our Intranet page via **People > Apprenticeships > Degree Information**

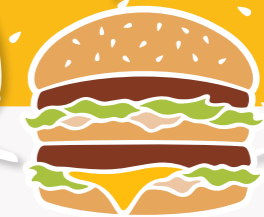


APPRENTICE RECRUITMENT SERVICE

Looking to recruit a young individual into your business as an apprentice?

Keen to increase your talent pipeline?

Able to put in the time and dedication needed to train a young apprentice?



Growing your team with an apprentice from the very start of their employment can take time but is equally rewarding to see them develop. Apprentices may need extra help and support to find their feet in the world of work. With the right guidance, they are a great way to increase your talent pipeline and reduce turnover - with 80% retention for recruited apprentices.

As they grow, their confidence increases and they become experts in their role, they are more likely to remain in the business and progress – who knows, maybe one day they will become a Business Manager themselves.

If you are interested in finding out more about the apprentice recruitment services that Lifetime offer and how it all works, visit **People > Apprenticeships > Apprentice Recruitment Services.**

Please note, it is important that you only list an apprentice vacancy with Lifetime, if you are specifically looking to recruit an Apprentice Crew Member, CCA/CEL or Shift Leader into your team.

FAQS

Who actually employs the apprentice?

You employ and pay your apprentice as you would any new employee, under our standard terms and conditions

How many hours should they work?

When hiring an apprentice through this service they should work at least **30 HOURS PER WEEK**

How will I know my new hire is eligible for an apprenticeship?

Lifetime complete all the eligibility checks before sending you shortlisted candidates

What happens when my apprentice starts?

Your new apprentice will follow the standard McDonald's induction process. Lifetime Training will be in touch with allocated Apprentice Mentor to book their initial Meet the Coach session

Where can I find more guidance on the recruitment process?

Guidance on our Apprentice recruitment process can be found on the Intranet – **People > Apprenticeships > Apprentice Recruitment Services.**

APPRENTICE MENTOR SECRET TO SUCCESS

APPRENTICE MENTORS WILL BE **A ROLE MODEL** AND INVOLVED IN THE PROGRAMME **FROM DAY ONE**

The value of mentoring in supporting a high quality apprenticeship programme is crucial. Apprentice mentoring includes **Managing, Supervising** and **Coaching**.

Apprentice Mentors take a lot of the burden off the Business Manager when it comes to the day-to-day handling of an apprenticeship. They will act as the first point of contact for the Apprentice, their restaurant and the training provider. Selecting the right mentor and empowering them with responsibility is key to success of the learner experience.

MENTORS WILL:

- 1** Attend the initial Meet the Coach session with their Apprentice and Learning Coach

- 2** Complete HIG chats with each Apprentice monthly. This will take 30-60 minutes. A formal record using the form provided must be kept

- 3** Attend regular sessions (every 6-8 weeks) with Learning Coach to understand how the Apprentice is progressing, and identify areas that may need additional support

- 4** Co-ordinate the End-point Assessment with Learning Coach & Apprentice (England only)

- 5** Ensure that any safeguarding concerns are recorded and reported (mentor training will be provided)

- 6** The role is ideal for a People Manager or a Salaried Manager – someone with the ability to influence and communicate effectively

- 7** For further details a Mentor Guide is available on the Intranet under **People > Apprenticeships > Mentor Materials**

WHAT SHOULD I BE DOING?



FRANCHISEE OR OPERATIONS CONSULTANT

- Authorise number and level of Apprentices to join the programme
- Register on the Apprenticeship Service
- Authorise payment of 5% contribution (non-levy paying Franchisee only)
- Report levy each month to HMRC on the Employer Payment Summary (EPS) within 14 days after the end of each tax month (levy paying Franchisee only)
- Ensure restaurants are supporting the Apprentice's learning i.e. 20% off job is allocated
- Sign Employer Agreement and Contract for Training and Services to access levy funds (Franchisee only)
- Check online levy account funds on a monthly basis



BUSINESS MANAGER

- Approve Apprentice applications in line with agreed numbers from reporting manager
- Ensure each Apprentice spends 20% of working hours on 'off-the-job' training
- Sign a Commitment Statement for each learner outlining training provided and support required from the manager
- Recruit apprentices via Lifetime free recruitment service
- Actively promote the apprenticeship programme to all team members



APPRENTICE MENTOR

- Monitor the progress of each Apprentice assigned
- Verify the Apprentice has completed work identified on their Individual Learning Plan (SOCs, eLearning, etc.)
- Advise the Apprenticeship Team immediately if an Apprentice leaves the business
- Act as the first point of contact for Lifetime Training
- Work with restaurants on Training Curriculum including 'off-the-job' requirements
- Ensure any Safeguarding concerns are logged and reported
- Work in collaboration with Lifetime Training to arrange End-point Assessment
- Actively promote the apprenticeship programme to all team members



APPRENTICE

- Be hard working, thorough, punctual and committed to your apprenticeship
- Complete work within agreed timescales and upload to Aptem
- Attend Learning Coach sessions and bring relevant records of work completed
- Give at least 48 hours' notice to postpone or cancel an appointment (must be approved by Mentor)
- Sign a Learner Agreement to outline commitment to the apprenticeship



TRAINING PROVIDER LEARNING COACH

- Hold regular teaching and learning sessions with Apprentice and Mentor
- Delivery and training required by the apprenticeship Standard
- Maintain regular contact with the Apprentice via online/phone calls each month
- Provide face-to-face and online teaching support for English and maths qualifications
- Provide training for Apprentice Mentors in coaching and supporting Apprentices
- Provide access and visibility to learner progress through Individual Learner Plan and reporting
- Support and guide the learner on completing off the job training



MCDONALD'S APPRENTICESHIP TEAM

- Work with the Franchisee to model levy payments and potential apprenticeship benefits
- Provide support in the management of the Apprenticeship Service account
- Secure and maintain Approved Training Provider status with the Skills Funding Agency
- Quality assure the performance of the apprenticeship programme
- Provide reporting and analysis to monitor the apprenticeship programme
- Undertake due diligence to select an approved training provider

OFF-THE-JOB TRAINING

All Apprentices must be allocated 20% 'Off the Job' training time as part of their paid employment. We expect this allocation of time to enable Apprentices to complete their programme during paid working hours. Please note, that any study Apprentices choose to undertake outside of paid working hours, cannot be counted as paid employment and does not contribute towards the 20% 'Off the Job' training requirement.



OFF-THE-JOB TRAINING INCLUDES:

- The teaching of theory (working through flyers, role playing, demonstration on a station or online learning)
- Practical training – shadowing, mentoring, supplier visits
- Learning support and time spent writing assessments/assignments

For Level 2, this includes:

- Initial or ongoing SOC's
- Completing eLearning modules
- Practical Training 'shoulder to shoulder' to learn new skills
- Independent Learning set by Learning Coach

For Level 3, this includes:

- Practical Training 'shoulder to shoulder' to learn new skills
- Time spent working through activities in FRED
- Completion of formal internal Learning & Development training courses
- Independent Learning set by Learning Coach

For Level 4, this includes:

- Blended learning underpinned by theoretical and practical experience
- Time spent working through activities in FRED
- Leadership courses held at regional offices
- Completion of Leadership and Customer reflective Journals
- Independent Learning set by Learning Coach

WHO CAN I NOMINATE

FOR THE APPRENTICESHIP PROGRAMME?



TO MAKE USE OF APPRENTICESHIP FUNDING YOU MUST BE ABLE TO:

- Provide evidence of the Apprentice's employment to Lifetime
- Confirm the Apprentice is committed to completing the programme and will be in the business for at least the minimum duration of the course
- Give the Apprentice 20% off-the-job training
- Provide an Apprentice Mentor for the employee for the duration of their programme

AN INDIVIDUAL IS ELIGIBLE FOR AN APPRENTICESHIP IF THEY:

- Aged 16 or over
- Are not in any other full-time education or training
- Full time employee (minimum 16 hours per week – but will take longer if not full time)
- Have been a UK resident for 3 years or more
- Do not have an equivalent qualification at the same level (or above)
- Satisfy English and maths criteria at an initial assessment
- Eligibility varies across nations, use the Suitability Tool to help determine if an employee is eligible. Find this on the Intranet under **People>Apprenticeships**



It does not include:

- Time spent on English and maths
- Practice assessment
- Training which takes place outside the Apprentice's normal working hours

APPRENTICESHIPS IN NORTHERN IRELAND

Each nation of the UK has slightly different rules and regulations for apprenticeships and as such our offerings differ slightly in each nation. In Northern Ireland we use a Training Provider called Babcock instead of Lifetime Training.

We still offer both a Level 2 and Level 3 Hospitality apprenticeship and the content is largely the same as it is in the rest of the UK.

The process for nominating is also similar and more information can be found on the Intranet under **People>Apprenticeships > Apprenticeships in Northern Ireland**.

HOW TO GET STARTED

NOMINATE

To nominate one of your employees for an apprenticeship, go to www.mcdapprenticeships.co.uk and submit an application.

For Northern Ireland, the nomination page can be found via the Intranet under **People>Apprenticeships > Apprenticeships in Northern Ireland**

APPRENTICESHIP AGREEMENT

If you don't have any Apprentices in your organisation already, the Franchisee will need to sign the Apprenticeship Agreement from our training provider. This enables the Levy funds to be used for the training provided.

COMMITMENT STATEMENT

The Mentor will need to sign a Commitment Statement for each Apprentice. This sets out the training the Apprentice will receive.

NEXT STEPS

Once a nomination is received, the Apprentice will receive a link to Aptem (eLearning platform) to complete initial suitability and eligibility checks.

A Meet the Coach session is then booked via the Apprentice Mentor to enrol the applicant onto their apprenticeship.

For any questions please email apprenticeships@uk.mcd.com



Scan me for a chance
to win a prize!

NOTES



☎ 0333 0143 669 – select option 3
✉ apprenticeships@uk.mcd.com
🌐 www.mcdapprenticeships.co.uk