



Scottish Vocational Qualifications 2011
Internal Assessment Report
Retailing

The purpose of this report is to provide feedback to centres on verification in Scottish Vocational Qualifications in this subject.

SVQ awards

Titles/levels of SVQ awards verified

Retail Skills Level 1

Retail Skills Level 2

Retail Skills (Sales Professional) Level 3

Retail Skills (Management) Level 3

General comments

Eighteen external verification visits were undertaken. The visits were all successful with no Holds placed.

The SVQs in Retail are well established. Most centres produce well organised portfolios which are of a good standard and are easy to match against the standards.

The verification visit reports show that assessors are very familiar with the awards and confident in using the specifications to assess candidates. The methods of assessments are robust and fit for purpose. The judgement of the assessors is consistent and the candidate performance demonstrates sound knowledge of the requirements of the SVQ.

The portfolios were well presented with good evidence used holistically and referenced to the standards. Observation is a very important method for retail and the observation reports were good containing detailed and relevant content, referenced in the appropriate place.

Many centres now use electronic systems with e-portfolios becoming much more common. They help to record and keep track of candidate progress, as well as providing a portfolio structure. Digital voice recording is being used but video recording is less desirable in a retail context.

Unit specifications, instruments of assessment and exemplification materials

The EV visit reports suggest that assessors are very familiar with the award and confident in using it to assess candidates. The assessments methods are varied and fit for purpose. The assessors' consistent judgements of candidate performance also demonstrate sound knowledge of the requirements of the awards.

All assessors and Internal Verifiers are subject specialists and occupationally competent, as specified in the assessment strategy.

Evidence Requirements

The Evidence Requirements are clear to assessors and are being met by the centres.

All centres are complying with the assessment strategy.

Administration of assessments

All assessors and Internal Verifiers have worked in retail or are workplace assessors, still working in the retail sector.

The quality of candidate portfolios and the quality of evidence meets the expected standards. A range of assessment methods are used with observation being the most

important method at Level 2. Assessment of Level 3 qualifications is appropriate with a range of assessment methods being used, including some observation.

Standardisation and internal verification is working well in the centres. Most centres record standardisation properly with clear minutes and these formal meetings are often supplemented by ongoing discussions between assessors and between assessors and Internal Verifiers. This helps to address any inconsistency between assessors which may arise.

Internal verification is planned with feedback from IVs being recorded and any actions or recommendations acted on, with the actions being agreed and recorded.

Further general feedback

Feedback from candidates to the EVs is very positive regarding the opportunity to obtain a qualification, the support from assessors, and the support from the employers. The feedback from assessors to candidates is also positive and can be seen in the portfolios.

The EV reports show evidence of fair access to assessment. This was achieved through assessment being planned with the assessor, the candidate and the employer. Where necessary, assessors are willing to work outside normal hours to meet the needs of the candidates.

While continuing professional development (CPD) activities carried out by assessors and IVs are adequate, it is important that the nature and record of the CPD activities should be accurate and up to date. Also, where appropriate, the CPD activities should be varied and extended to reflect the learning and development needs of the assessors and IVs.

Areas of good practice

This session most of the EV reports gave examples of good practice. This good practice did not vary from the good practice reported last year.

The following points are, however, worth mentioning again:

- ◆ Well-documented staff details and CPD records were available on visits.
- ◆ There is continued use of e-portfolios to record assessment.
- ◆ The improvement in the use of voice recording to record observations, discussion and in some cases, witness testimony.
- ◆ Centres continue to act on development points made by IVs.
- ◆ The use of e-mail to aid communication between the assessors and candidates.
- ◆ All centres give their candidates an induction, with some centres doing this very well.

Again only one centre has had candidates at Level 1. This centre continues to give very good support to its candidates.

Specific areas for improvement

Areas for improvement can be identified from development points highlighted in EV reports. Development points should be seen as positive and as a tool to improve the practices of the centre.

The following points summarise the development points given:

- ◆ The inclusion of company policies — these are not produced by the candidate and do not normally demonstrate the competence of the candidate.

- ◆ Where performance evidence is not included in the portfolio, it should be clearly signposted.
- ◆ Professional discussion should be planned and fully recorded, digital voice recording is a useful tool.
- ◆ Blank documents do not usually prove competence; documents should be completed and annotated.
- ◆ Documents with customer details should be made anonymous.