

# apprenticeship FRAMEWORK

## Higher Apprenticeship in Automotive Management and Leadership - Level 5 (England)

### Latest framework version?

Please use this link to see if this is the latest issued version of this framework:

[afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR02750](http://afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR02750)

Issue date: 04 April 2014

Issued by  
Institute of the Motor Industry

apprenticeship  
FRAMEWORKS ONLINE  
[www.afo.sscalliance.org](http://www.afo.sscalliance.org)

Document status:  
**Issued**



# Higher Apprenticeship in Automotive Management and Leadership - Level 5 (England)

## Contents

Framework summary .....	3
Framework information .....	4
Contact information .....	5
Revising a framework .....	6
Purpose of the framework .....	7
Entry conditions .....	10
Level 5: Higher Apprenticeship in Automotive Management and Leadership .....	11
Pathway 1: Automotive Management and Leadership .....	12
Equality and diversity .....	19
On and off the job guided learning .....	21
Personal learning and thinking skills .....	22
Additional employer requirements .....	23

# Framework summary

## Higher Apprenticeship in Automotive Management and Leadership - Level 5

### Higher Apprenticeship in Automotive Management and Leadership

This framework includes information on Personal Learning and Thinking Skills

#### Pathways for this framework at level 5 include:

##### Pathway 1: Automotive Management and Leadership

###### Competence qualifications available to this pathway:

C1 - Level 5 Diploma in Automotive Management Competence for Middle Managers

###### Knowledge qualifications available to this pathway:

K1 - BTEC Level 5 Diploma in Automotive Management and Leadership

###### Combined qualifications available to this pathway:

B1 - N/A

###### This pathway also contains information on:

- Employee rights and responsibilities
- Functional skills

# Framework information

## Information on the Issuing Authority for this framework:

### Institute of the Motor Industry

The Apprenticeship sector for occupations in the automotive industry (also includes Vehicle Maintenance & Repair, Vehicle Sales, Vehicle Body & Paint, Vehicle Fitting and Vehicle Parts).

Issue number: 3	<b>This framework includes:</b>
Framework ID: FR02750	Level 5
Date this framework is to be reviewed by: 31/07/2015	This framework is for use in: <b>England</b>

## Short description

Reliable transport keeps people, goods, services and the economy running smoothly. The industry relies on a steady flow of new entrants and apprentices into the Automotive Retail Sector to help meet this need. Middle managers are needed across the Automotive Retail Sector in sales, after sales, vehicle parts, fleet control, vehicle body and repair workshops and vehicle maintenance and repair workshops. Their job is to recruit and retain skilled staff, increase customer loyalty and to help the business to remain competitive. This framework provides a career path for middle management at level 5.

# Contact information

## Proposer of this framework

The Institute of the Motor Industry (IMI)

### Developer of this framework

Name: Laura Beattie  
Organisation: The Institute of the Motor Industry (IMI)  
Organisation type: Sector Skills Council  
Job title: Frameworks & Qualifications Developer  
Phone: 01992 511521  
Email: [laurab@theimi.org.uk](mailto:laurab@theimi.org.uk)  
Postal address: The Institute of the Motor Industry, Fanshaws, Brickendon,  
Hertford, SG13 8PQ  
Website: [www.theimi.org.uk](http://www.theimi.org.uk)

### Issuing Authority's contact details

Issued by: Institute of the Motor Industry  
Issuer contact name: James Stockdale  
Issuer phone: 01992 511521  
Issuer email: [jamess@theimi.org.uk](mailto:jamess@theimi.org.uk)

# Revising a framework

## Contact details

Who is making this revision: Laura Beattie  
Your organisation: The Institute of the Motor Industry (IMI)  
Your email address: laurab@theimi.org.uk

## Why this framework is being revised

To update the framework to comply with the new SASE guidance dated 6th April 2013.

## Summary of changes made to this framework

Removal of the IMIAL Level 5 Diploma in Automotive Management (QCF) (600/0353/4) knowledge qualification from the framework so that compliance with the new SASE requirements on minimum credit values is adhered to. Removal of Functional Skills, Employee Rights and Responsibilities (ERR) and Personal Learning and Thinking Skills (PLTS) requirements from the framework in compliance with the new SASE guidance.

## Qualifications removed

- 600/0353/4 - IMIAL Level 5 Diploma in Automotive Management (QCF)

## Qualifications added

N/A

## Qualifications that have been extended

N/A

# Purpose of this framework

## Summary of the purpose of the framework

### Defining Apprenticeships

An Apprenticeship is a job with an accompanying skills development programme designed by employers in the sector. It allows the apprentice to gain technical knowledge and real practical experience, along with functional and personal skills, required for their immediate job and future career. These are acquired through a mix of learning in the workplace, formal off the job training and the opportunity to practice and embed new skills in a real work context. This broader mix differentiates the Apprenticeship experience from training delivered to meet narrowly focused job needs.

All apprentices commencing their Apprenticeship must have an Apprenticeship Agreement between the employer and the apprentice. This can be used to reinforce the understanding of the requirements of the Apprenticeship.

On completion of the Apprenticeship the apprentice must be able to undertake the full range of duties, in the range of circumstances appropriate to the job, confidently and competently to the standard set by the industry.

### Profile of the Automotive Retail Industry in England

- The Automotive Retail Industry provides employment for over half a million people in England and is a major contributor to the economy.
- Skilled trade occupations make up a significantly larger than average share of the workforce at 38%, compared with 10% of other industries in England.
- Managers and leaders form the second biggest occupational group of the workforce at 19%, however only 15% of managers and leaders in the Automotive Retail Sector are qualified at Level 4 or above, so this Higher Apprenticeship at Level 5 it will help to contribute towards meeting the higher level skills needs of the industry.
- Vehicle maintenance and repair businesses account for 55% of employment in the Automotive Retail Sector in England and 88% of those businesses are micro employers, employing less than 10 people.
- The majority of the workforce is aged between 25 and 44.
- The workforce is predominantly white male, with females employed largely in secretarial and administrative jobs.

The main challenges facing the Automotive Retail Industry relate to:

- Skilled trade occupations with Automotive emerging technologies; hybrid & electric

vehicles and Higher level technical skills with current vacancies running into the thousands and over one hundred thousand vacancies forecasted in the future.

- A current as well as future demand for managers and evidence of skills gaps.
- The aging population could limit the pool of young recruits which are needed to replace an aging workforce.
- Customer service skills are a key area and need continually updating and enhancing to exceed customer needs.

This Higher Apprenticeship in Automotive Management and Leadership will help to train and qualify more managers and leaders into the Automotive Retail Industry which will help to address one of the skills gaps and main challenges the Industry faces.

Traditionally, Apprenticeships in the Automotive Retail Industry have previously been at Level 2 and Level 3. With the introduction of this Higher Apprenticeship in Automotive Management and Leadership there is now a clear progression pathway for apprentices in the Automotive Retail Industry at Level 2, Level 3 and Level 4 who wish to progress and move into management.

Now that this Higher Apprenticeship in Automotive Management and Leadership is available it will help to attract, develop and retain skilled staff, tap into the talents of under-represented groups and contribute to the upskilling of the existing workforce at Level 5.

### **Employer support for this Apprenticeship**

The Higher Apprenticeship in Automotive Management and Leadership framework was developed with the assistance and support from a number of employers including Renault, Jaguar Land Rover, Mercedes Benz and Ford.

### **Specific Job Roles for apprentices**

Automotive Management and Leadership apprentices at Level 5 in roles such as Sales Manager, Parts Manager, Service Manager, Aftersales Manager, Body Shop Manager and Fleet Maintenance Manager will have a variety of responsibilities, for example responsibility for a department, recruitment, managing a team of people, ensuring targets are hit, budgets and maximising sales.

### **Claiming a Higher Apprenticeship Completion Certificate**

Apprentices, or training providers/employers acting on the apprentices behalf, can apply for an Apprenticeship completion certificate via the Apprenticeship Certificates England (ACE) online system. The ACE system can be access via: <http://acecerts.co.uk>.



#### Evidence Required:

- Copy of certificate of achievement of the Level 5 Knowledge qualification (VRQ)
- Copy of certificate of achievement of the Level 5 Competence qualification (VCQ)

### Aims and objectives of this framework (England)

The aim of this framework is to attract new people into the Automotive Retail Industry from a wide range of backgrounds to replace those who leave or retire and to upskill the existing workforce in England at Level 5.

Objectives of this framework are to:

1. contribute to increasing the number of existing staff qualified at Level 5
2. attract more applicants from women and other under-represented groups into middle management posts at Levels 5;
3. provide micro businesses, which account for around 85% of businesses in the Automotive Retail Sector, with access to a quality training programme to help their businesses grow;
4. provide opportunities for career progression within the Automotive Retail Industry;
5. provide a pathway to a degree.

# Entry conditions for this framework

There are no entry conditions for this Higher Apprenticeship framework; however employers are looking to attract applicants who have a keen interest in Management and Leadership in the Automotive Retail Industry, who have experience of working in a Level 4 first line management role and who have good literacy and numeracy skills, all of which this Higher Apprenticeship will build upon. Applicants will come from a range of routes which may include:

- prior work or work experience;
- a Higher Apprenticeship at Level 4;
- a range of standalone vocational qualifications e.g. Level 4 NVQ/VCQ or VRQ qualifications;
- a range of academic qualifications e.g. GCSE or A-Level qualifications.

This framework in Automotive Management and Leadership would suit someone who is interested in managing and motivating staff, who enjoys devising strategies, managing budgets as well as being responsible for a team of people.

## Initial Assessment

Training providers and employers will identify the apprentice's learning and support needs and reflect these in the individual learning plan, recognising prior qualifications and experience.

## Level 5

Title for this framework at level 5

# Higher Apprenticeship in Automotive Management and Leadership

### Pathways for this framework at level 5

Pathway 1: Automotive Management and Leadership

## Level 5, Pathway 1: Automotive Management and Leadership

### Description of this pathway

The Higher Apprenticeship in Automotive Management and Leadership (Automotive Management and Leadership) is a minimum of 123 credits in total.

### Entry requirements for this pathway in addition to the framework entry requirements

None in addition to the general entry conditions.

Job title(s)	Job role(s)
Fleet Maintenance Manager	Take responsibility for co-ordinating the maintenance and servicing of all fleet vehicles. Duties include developing a maintenance and servicing plan to ensure the safety and quality of all fleet vehicles, testing and inspecting vehicles to ensure they meet required standards and keeping records.
Sales Manager	Take responsibility for a team of sales people, set sales targets for the team, monitor and encourage the team to hit sales targets, devise strategies to maximise sales, set up incentive schemes to maximise sales, analyse sales figures and compile customer feedback for market research purposes.
Parts Manager	Take responsibility for running a parts department, manage a team of parts advisors, devise strategies to maximise sales, oversee annual budgets, analyse sales figures, costs and stock on a monthly basis to ensure budget benchmarks are met.
Service Manager	Take responsibility for the efficient running of a maintenance and repair workshop, manage a team, delegate workload, and maintain workshop productivity. Advise customers on technical problems, gain authorisation from customers to carry out additional work and deal with customer complaints.
Aftersales Manager	Take responsibility for an aftersales department ensuring that it delivers a high level of customer service, build strong customer relationships to ensure long term business, manage complaints, review monthly sales performance, plan marketing campaigns, support team members to achieve goals.
Body Shop Manager	Take responsibility for the efficient running of a body shop workshop, manage a team, delegate workload, and maintain workshop productivity. Advise customers on the extent of damage, gain authorisation from customers to carry out work and deal with customer complaints.

# Qualifications

## Competence qualifications available to this pathway

C1 - Level 5 Diploma in Automotive Management Competence for Middle Managers					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	600/2994/8	IMIAL	43	214	N/A
C1b	600/5604/6	Pearson Education	43	214	N/A

## Knowledge qualifications available to this pathway

K1 - BTEC Level 5 Diploma in Automotive Management and Leadership					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	600/5607/1	Pearson Education	80	360	N/A

## Combined qualifications available to this pathway

B1 - N/A					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	N/A	N/A	N/A	N/A	N/A

## Relationship between competence and knowledge qualifications

The Level 5 Diploma in Automotive Management Competence for Middle Managers (competence qualification) must be taken in conjunction with the BTEC Level 5 Diploma in Automotive Management and Leadership (knowledge qualification) in order for the apprentice to learn the skills needed and become occupationally competent.

Apprentices who have already achieved competence and/or knowledge qualifications before entry to the Apprenticeship must select options which will equip Apprentices with new skills and learning.

# Transferable skills (England)

## Functional Skills / GCSE (with enhanced functional content) and Key Skills (England)

Apprentices must complete or have completed one of the English transferable skills qualifications and one of the Mathematical transferable skills qualifications listed below in order to successfully complete their Apprenticeship and this will carry the QCF five credit values. If they do not have these qualifications as part of their evidence an Apprenticeship certificate cannot be awarded.

English	Minimum level or grade	Credit value
Functional Skills qualification in English	N/A	N/A
GCSE qualification in English (with enhanced functional content)	N/A	N/A

\* achieved before September 2012 and within the 5 years immediately prior to starting an Apprenticeship.

\*\* achieved before September 2012, otherwise at any time prior to starting the Apprenticeship.

Mathematics	Minimum level or grade	Credit value
Functional Skills qualification in Mathematics	N/A	N/A
GCSE qualification (with enhanced functional content) in Mathematics	N/A	N/A

\* achieved before September 2012 and within the 5 years immediately prior to starting an Apprenticeship.

\*\* achieved before September 2012, otherwise at any time prior to starting the Apprenticeship.

## Inclusion of Information and Communications Technology (ICT)

N/A

# Progression routes into and from this pathway



## **PROGRESSION INTO THIS HIGHER APPRENTICESHIP (LEVEL 5)**

- A Level 4 Higher Apprenticeship in Vehicle Maintenance and Repair.
- Relevant work experience in Vehicle Maintenance and Repair, Vehicle Body and Paint, Vehicle Sales or Vehicle Parts at Level 4.
- A range of Level 4 vocational or academic qualification(s).

Apprentices will undergo an initial assessment to identify prior learning and experience which may count towards the achievement of this Apprenticeship.

## **PROGRESSION FROM THIS APPRENTICESHIP (LEVEL 5)**

- A range of Management and other Professional Qualifications at level 6 and above.
- Higher education to undertake management, business or other qualifications, including Degrees or Masters in Management & Leadership, Business and Business Management.
- Further employment opportunities within their current job role/alternative job roles.
- Specialised qualifications providing additional technical knowledge.

For more careers information on the Automotive Retail Industry visit [www.autocity.org.uk](http://www.autocity.org.uk).

**UCAS points for this pathway: N/A**

# Employee rights and responsibilities

N/A

*The remaining sections apply to all levels and pathways within this framework.*

## How equality and diversity will be met

The Automotive Retail Industry in England is mainly white and male with the average age of the workforce is 40 years with 18% aged between 16 and 24 (in the UK).

A breakdown of data for Apprenticeship starts in the Automotive Retail Industry for 2010/11 showed the following :

- 2% female.
- 98% Male.
- 93% White British.
- 12% Learning Difficulty.
- 11% Learning Disability.
- 14% come from the least deprived areas in England, which leaves 86% of Apprenticeship starts from areas with an index of multiple deprivation of between 20% and 80%.

The Apprenticeship route has been popular in the Automotive Retail Industry, particularly on the technical side, for a number of years; however recruitment still causes difficulties. The difficulties appear to result from the industry's image problems together with pay conditions and career prospects. In order to counteract some of these issues, awareness of the Automotive Retail Industry as a profession is being raised through:

- Training programmes for 14-16 year olds in the Automotive Retail Industry, which has been raising awareness in schools.
- The family of Headlight products, which are free resources for teachers and students at Key Stage 3-4 centred around Business Studies, Mathematics and Literacy with the Automotive Industry as the exciting backdrop.
- Autocity - Careers website for the Automotive Industry, which includes non stereotypical images of jobs in the sector.
- HUBcap, the HUB for Careers and Academic Professionals to Provide a Well Rounded Solution to Motor Industry Careers Practitioners.
- 1st Gear, which is an online community designed to engage 13-16 year olds with the Automotive Retail Industry.

Apprenticeships are seen as a vital route to encourage and facilitate a greater diversity of individuals into the industry. Therefore entry conditions to this framework are extremely flexible and an average of two hours mentoring a week is included.

The IMI expects providers and employers to comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to and promotion within the sector using the 9 protected characteristics of:

1. Age
2. Disability
3. Gender
4. Gender reassignment
5. Marriage and civil partnerships
6. Pregnancy and maternity
7. Race
8. Religion and Belief
9. Sexual orientation

Download the guidance on the Equality Act here:

[www.equalityhumanrights.com/advice-and-guidance/new-equality-act-guidance/](http://www.equalityhumanrights.com/advice-and-guidance/new-equality-act-guidance/)

The IMI monitors take up and achievement of all Apprenticeships through a range of mechanisms such as employer focus groups, steering groups as and when necessary and research tools such as benchmarking reports. The IMI will take steps to address any barriers to take up and achievement as part of our Sector Qualifications Strategy.

# On and off the job guided learning (England)

## Total GLH for each pathway

GLH does not apply to Higher Apprenticeship frameworks.

## Minimum off-the-job guided learning hours

N/A

## How this requirement will be met

N/A

## Minimum on-the-job guided learning hours

N/A

## How this requirement will be met

N/A

# Personal learning and thinking skills assessment and recognition (England)

## Summary of Personal Learning and Thinking Skills

N/A

### Creative thinking

N/A

### Independent enquiry

N/A

### Reflective learning

N/A

### Team working

N/A

### Self management

N/A

### Effective participation

N/A

## Additional employer requirements

None.

---

apprenticeship  
**FRAMEWORKS** ONLINE

For more information visit  
[www.afo.sscalliance.org](http://www.afo.sscalliance.org)