

AUDIT-READY EVIDENCE PACK

Amara Boateng

Northgate Garden Centre · Content Creator L3 — September 2026

PROGRAMME START

28 Sept 2026

EXPECTED COMPLETION

28 Dec 2027

PROGRAMME WEEK

37 of 65

GATEWAY STATUS

Not yet ready for gateway

Assessed against the gateway rule: all 57 KSBs verified, off-the-job hours at the learner's full planned total (348 hours less any prior learning, never below 187), three signed tripartite reviews, no unresolved safeguarding concerns, an active apprenticeship within two months of the end of its practical period, and every required compliance document on file (Section 13).

- ⊖ All 57 KSBs evidenced and verified — 44 of 57 ticked.
- ⊖ Off-the-job hours at the planned total (348 h) — 222.6 of 348 hours; 284.9 expected by week 37 (78%).
- At least three progress reviews completed and signed — 3 complete of 4 scheduled.
- No unresolved safeguarding concerns — None open.

CONTENTS

What is in this pack

Thirteen sections, in the order an auditor, moderator or inspector normally works through them. Every figure in this document is computed from the platform record at the moment of generation — nothing is typed in by hand.

1	Learner profile Contact, employer, tutor, programme duration and off-the-job position.	
2	KSB coverage matrix All 57 KSBs by type and assessment outcome, with tick status and evidence counts.	
3	Evidence chain per KSB Every item supporting every KSB, with source, date and tutor verification.	
4	Learning journey timeline Chronological record of the apprentice's progression.	
5	Assessment decisions Formal tutor decisions with rationale and the learner's own reflection.	
6	Progress reviews Tripartite reviews, three-way notes, signature timestamps and follow-through.	
7	Off-the-job hours audit Weekly breakdown, source of every entry and verification status.	
8	Employer engagement Employer feedback, observations, sign-off history and business context.	
9	AI-assisted evidence Transparency on AI-suggested tags, conversation themes and AI-graded work.	
10	Safeguarding Included only on explicit request by an authorised user.	Omitted
11	Campaigns Client work brief to evaluation, tutor sign-offs, and the KSBs it demonstrates.	
12	Data integrity attestation Immutability statement, content hash and platform version.	
13	Funding compliance file Every in-scope form from the 2026–27 compliance pack: required, on file or missing.	

HOW TO READ THIS DOCUMENT

Sections are bookmarked in the PDF outline for navigation. Uploaded artefacts are linked rather than embedded, so the pack stays small enough to email; the links resolve to a secure, time-limited viewer and expire seven days after generation. Every timestamp is the server time recorded when the event happened and cannot be back-dated by any user role. Section 12 carries the cryptographic hash of the data behind this report, including Section 13.

SECTION 1

Learner profile

Who is on programme, who is responsible for them, and the contracted shape of their apprenticeship.

APPRENTICE		RESPONSIBLE PARTIES	
Full name	Amara Boateng	Employer	Northgate Garden Centre
Email	a.boateng@example.com	Employer contact	Daniel Okonkwo
Cohort	Content Creator L3 — September 2026	Contact email	daniel@example.com
Learner reference	sample-learner-0001	Assigned tutor	Priya Shah

Employer sign-off status: Linked — 3 review sign-offs on record.

Apprenticeship record

Apprenticeship ID	sample-apprenticeship-0001	Employer organisation	Northgate Garden Centre
Standard	Skills England ST0105 v2.0	Job title	Marketing and Content Apprentice
Status	active	Planned off-the-job hours	348 hours
Start date	28 Sept 2026	Prior learning (RPL)	None deducted
Practical period ends	28 Oct 2027		
Planned end date	28 Dec 2027		

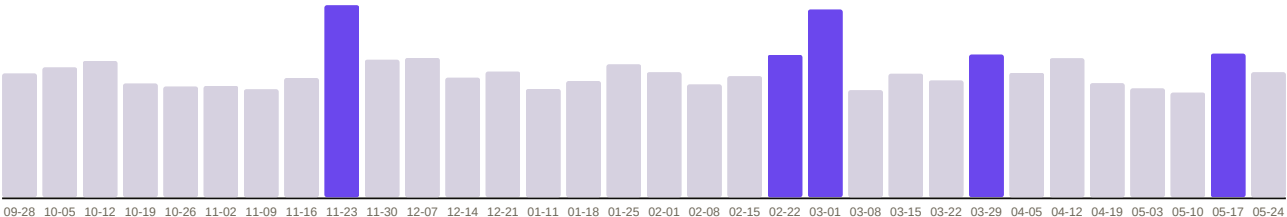
Programme duration and contracted hours

Start date	28 Sept 2026	Current week	37
Expected completion	28 Dec 2027	Weekly off-the-job target	7.7 hours
Planned duration	65 weeks	Review cadence	Every 12 weeks

Off-the-job hours: target versus actual

HOURS LOGGED 222.6 across all sources	TARGET TO DATE 284.9 7.7 h per week	% OF TARGET 78% behind pace	TUTOR-VERIFIED 222.6 of 222.6 h
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WEEKLY BREAKDOWN



Bars in the accent colour met or beat the 7.7-hour weekly target.

Week labels are month-day of the Monday starting each week in which hours were logged. Section 7 carries the full audited entry list with source and verification for every line.

SIGNED DOCUMENTS (DOCUSIGN)

Apprenticeship Agreement

SIGNED BY EVERYONE

Sent 25 Sept 2026 · completed 27 Sept 2026 · envelope 3f7c2a91-5b0e-4d8a-9c61-0e2b7d4a8f15

- Amara Boateng (Apprentice) — signed 26 Sept 2026
- Daniel Okonkwo (Employer) — signed 27 Sept 2026
- Helen Ward (Provider) — signed 26 Sept 2026

The signed PDF is held by the platform and available from the apprentice's record.

Commitment Statement

SIGNED BY EVERYONE

Sent 28 Sept 2026 · completed 30 Sept 2026 · envelope 8a1d4e02-7c93-4b5f-a2e6-41f9c0d3b7a8

- Amara Boateng (Apprentice) — signed 29 Sept 2026
- Priya Shah (Tutor) — signed 28 Sept 2026
- Daniel Okonkwo (Employer) — signed 30 Sept 2026

The signed PDF is held by the platform and available from the apprentice's record.

SECTION 2

KSB coverage matrix

Every Knowledge, Skill and Behaviour in the standard, with its tick status, the volume of evidence behind it, and — where a KSB is not yet ticked — what has to happen next.

KSBS TICKED

44/57

tutor-verified evidence

KNOWLEDGE

23/30

42 items

SKILLS

16/20

27 items

BEHAVIOURS

5/7

10 items

Knowledge (23 of 30 ticked)

KSB	DESCRIPTOR	AO	ITEMS	VERIF.	STATUS
K1	Setting a content budget No evidence recorded against this KSB yet.	AO1	0	0	OPEN
K2	Audience segmentation 2 items (lesson completion); 2 tutor-verified.	AO1	2	2	TICKED
K3	Data-informed decisions 1 item (upload); 1 tutor-verified.	AO5	1	1	TICKED
K4	End-to-end production workflow No evidence recorded against this KSB yet.	AO1	0	0	OPEN
K5	Regulatory and legal requirements 3 items (lesson completion, upload); 3 tutor-verified.	AO4	3	3	TICKED
K6	Data protection responsibilities 2 items (lesson completion, upload); 2 tutor-verified.	AO4	2	2	TICKED
K7	Commercial drivers 1 item (lesson completion); 1 tutor-verified.	AO1	1	1	TICKED
K8	Brand and brand awareness 2 items (upload, activity); 2 tutor-verified.	AO1	2	2	TICKED
K9	Content in marketing strategy 1 item (lesson completion); 1 tutor-verified.	AO1	1	1	TICKED
K10	Tone of voice 2 items (activity); 2 tutor-verified.	AO2	2	2	TICKED
K11	Audience behaviour by platform 1 item (lesson completion); 1 tutor-verified.	AO2	1	1	TICKED
K12	Multi-channel content 2 items (lesson completion, business task); 1 tutor-verified.	AO2	2	1	TICKED
K13	Writing styles 1 item (lesson completion); 1 tutor-verified.	AO2	1	1	TICKED
K14	Grammar, punctuation, inclusive language 1 item (upload); 1 tutor-verified.	AO2	1	1	TICKED
K15	Persuasive copy 3 items (activity, dispute); 2 tutor-verified.	AO2	3	2	TICKED
K16	Visuals and audio principles 4 items (lesson completion, upload); 4 tutor-verified.	AO2	4	4	TICKED
K17	Sourcing and editing content 2 items (lesson completion, upload); 2 tutor-verified.	AO2	2	2	TICKED

K18	Organising and labelling content No evidence recorded against this KSB yet.	AO2	0	0	OPEN
K19	Web publishing and SEO 1 item (business task); 0 tutor-verified.	AO2	1	0	OPEN
K20	Articulating requirements 1 item (upload); 1 tutor-verified.	AO1	1	1	TICKED
K21	Adapting communication styles 1 item (lesson completion); 1 tutor-verified.	AO1	1	1	TICKED
K22	Planning content delivery 1 item (upload); 1 tutor-verified.	AO1	1	1	TICKED
K23	Effective campaigns 2 items (lesson completion, upload); 2 tutor-verified.	AO1	2	2	TICKED
K24	Mapping user journeys No evidence recorded against this KSB yet.	AO1	0	0	OPEN
K25	Audience engagement & escalation 2 items (lesson completion, observation); 2 tutor-verified.	AO3	2	2	TICKED
K26	Evaluating campaign success 1 item (upload); 1 tutor-verified.	AO5	1	1	TICKED
K27	Keeping up to date 1 item (upload); 0 tutor-verified.	AO5	1	0	OPEN
K28	Managing own skills 3 items (lesson completion, upload); 2 tutor-verified.	AO5	3	2	TICKED
K29	Organisational culture 1 item (employer feedback); 1 tutor-verified.	AO4	1	1	TICKED
K30	Structure of creative organisations No evidence recorded against this KSB yet.	AO4	0	0	OPEN

Skills (16 of 20 ticked)

KSB	DESCRIPTOR	AO	ITEMS	VERIF.	STATUS
S1	Interpret the brief 1 item (upload); 1 tutor-verified.	AO1	1	1	TICKED
S2	Research ideas 1 item (upload); 1 tutor-verified.	AO1	1	1	TICKED
S3	Evaluate brand requirements 2 items (lesson completion, activity); 2 tutor-verified.	AO1	2	2	TICKED
S4	Prepare mood board 2 items (lesson completion, upload); 2 tutor-verified.	AO2	2	2	TICKED
S5	Present ideas and proposals No evidence recorded against this KSB yet.	AO2	0	0	OPEN
S6	Storyboard and script 1 item (upload); 1 tutor-verified.	AO2	1	1	TICKED
S7	Interpret data 2 items (lesson completion, upload); 2 tutor-verified.	AO4	2	2	TICKED
S8	Accessible written content 1 item (upload); 1 tutor-verified.	AO2	1	1	TICKED
S9	Best practice & inclusive language 2 items (lesson completion, upload); 2 tutor-verified.	AO2	2	2	TICKED
S10	Write and edit copy 4 items (lesson completion, activity, dispute); 3 tutor-verified.	AO2	4	3	TICKED

S11	Create visuals and audio 2 items (upload, observation); 2 tutor-verified.	AO2	2	2	TICKED
S12	Source and adapt assets 1 item (upload); 1 tutor-verified.	AO2	1	1	TICKED
S13	Content management No evidence recorded against this KSB yet.	AO2	0	0	OPEN
S14	Recommend platform/channel 2 items (upload, business task); 1 tutor-verified.	AO1	2	1	TICKED
S15	Working relationships 2 items (lesson completion, observation); 2 tutor-verified.	AO3	2	2	TICKED
S16	Engage through social media 1 item (observation); 1 tutor-verified.	AO3	1	1	TICKED
S17	Monitor user experience No evidence recorded against this KSB yet.	AO3	0	0	OPEN
S18	Analyse audience segmentation No evidence recorded against this KSB yet.	AO1	0	0	OPEN
S19	Evaluate content success 1 item (upload); 1 tutor-verified.	AO5	1	1	TICKED
S20	CPD planning 2 items (lesson completion, upload); 1 tutor-verified.	AO5	2	1	TICKED

Behaviours (5 of 7 ticked)

KSB	DESCRIPTOR	AO	ITEMS	VERIF.	STATUS
B1	Committed to quality 2 items (lesson completion, employer feedback); 2 tutor-verified.	—	2	2	TICKED
B2	Team-focussed 1 item (employer feedback); 1 tutor-verified.	—	1	1	TICKED
B3	Positive customer relationships 1 item (observation); 1 tutor-verified.	—	1	1	OPEN
B4	Takes ownership 2 items (lesson completion, employer feedback); 2 tutor-verified.	—	2	2	TICKED
B5	Professional and ethical 1 item (observation); 1 tutor-verified.	—	1	1	TICKED
B6	Committed to development 1 item (upload); 0 tutor-verified.	—	1	0	OPEN
B7	Reflects and improves 2 items (lesson completion, upload); 2 tutor-verified.	—	2	2	TICKED

Coverage by assessment outcome

ST0105 v2.0 is assessed against five outcomes. Each KSB maps to one or more of them; a low figure here points at a delivery gap rather than a single missing artefact.

AO1 · Content Planning and Strategy

12/16 (75%)



K1 · K2 · K4 · K7 · K8 · K9 · K20 · K21 · K22 · K23 · K24 · S1 · S2 · S3 · S14 · S18

AO2 · Content Creation and Production

15/19 (79%)



K10 · K11 · K12 · K13 · K14 · K15 · K16 · K17 · K18 · K19 · S4 · S5 · S6 · S8 · S9 · S10 · S11 · S12 · S13

AO3 · Audience Engagement and Project Delivery

3/4 (75%)



K25 · S15 · S16 · S17

AO4 · Compliance, Data, and Quality Standards

4/5 (80%)



K5 · K6 · K29 · K30 · S7

AO5 · Evaluation and Continuous Improvement

5/6 (83%)



K3 · K26 · K27 · K28 · S19 · S20

Outstanding KSBs and path to completion

K1 — Setting a content budget

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

K4 — End-to-end production workflow

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

K18 — Organising and labelling content

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

K19 — Web publishing and SEO

1 item logged but none tutor-verified. Awaiting assessor review in the evidence queue.

K24 — Mapping user journeys

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

K27 — Keeping up to date

1 item logged but none tutor-verified. Awaiting assessor review in the evidence queue.

K30 — Structure of creative organisations

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

S5 — Present ideas and proposals

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

S13 — Content management

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

S17 — Monitor user experience

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

S18 — Analyse audience segmentation

Needs at least one piece of evidence — a lesson activity, workplace observation, employer feedback or learner upload tagged to this KSB.

B3 — Positive customer relationships

1 item logged but none tutor-verified. Awaiting assessor review in the evidence queue.

B6 — Committed to development

1 item logged but none tutor-verified. Awaiting assessor review in the evidence queue.

SECTION 3

Evidence chain per KSB

Every item of evidence supporting every KSB, in the order it was collected, with who logged it, who verified it and when. Where the platform's AI suggested the KSB tags, both the suggestion and the confirmed tags are shown.

K2 · Audience segmentation

TICKED

Lesson completed: Reading a brief like a strategist

VERIFIED

Collected 05 Oct 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K2, K5

Verified by Priya Shah on 07 Oct 2026, 10:00 GMT

No attachment

Lesson completed: Captions, alt text and inclusive language

VERIFIED

Collected 26 Feb 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: B1, K2

Verified by Priya Shah on 28 Feb 2027, 09:00 GMT

No attachment

K3 · Data-informed decisions

TICKED

Analytics review — First Frost campaign results

VERIFIED

Collected 27 Mar 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S7, S19, K26, K3, B7 · AI suggested: S7, S19, K26, K3, K9 (edited before confirmation)

The reels got 41,000 views against a 15,000 target, but bulb-pack sales only moved 22 units against the 40 target. I dug into it rather than reporting the vanity number: the reels were being watched by an audience 200 miles away because one got picked up outside our region. The lesson I took is that reach without geographic relevance is not a result. Next campaign I am adding a location-targeted boost and reporting reach-within-catchment as the headline...

Verified by Priya Shah on 31 Mar 2027, 10:00 GMT — "Accepted. Refusing to report the vanity metric is the single best thing in this portfolio."

No attachment

Employer comment (Daniel Okonkwo, 02 Apr 2027): Amara brought this to our Monday meeting and changed how we report on social. Genuinely useful to the business.

K5 · Regulatory and legal requirements

TICKED

Lesson completed: Reading a brief like a strategist

VERIFIED

Collected 05 Oct 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K2, K5

Verified by Priya Shah on 07 Oct 2026, 10:00 GMT

No attachment

Asset licence audit — stock imagery used Q4

VERIFIED

Collected 08 Jan 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: K5, S12, K17 · AI suggested: K5, S12, K9 (edited before confirmation)

I audited every image on our last quarter of posts against its licence. Two Unsplash images were fine, one image a previous colleague had pulled from Pinterest had no traceable licence at all, so I removed the post and replaced it with our own photography. I wrote up a one-page sourcing rule for the team: own photography first, licensed stock second, nothing without a written licence ever.

Verified by Priya Shah on 12 Jan 2027, 09:00 GMT — "Accepted. This is the kind of housekeeping that saves an employer a legal problem. Note it also evidences B5."

No attachment

GDPR review of the competition entry form

VERIFIED

Collected 03 Feb 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: K6, K5 · AI suggested: K6, K5 (accepted unchanged)

Our Christmas wreath competition collects names and email addresses. I checked the entry form against our privacy notice and found we were not telling entrants how long we keep their data or that we add them to the newsletter. I drafted the corrected wording, Daniel approved it, and I have set a calendar reminder to delete the entry list 90 days after the draw.

Verified by Priya Shah on 07 Feb 2027, 09:00 GMT — "Accepted against K6 and K5. Good instinct to check retention as well as consent."

No attachment

K6 · Data protection responsibilities

TICKED

GDPR review of the competition entry form

VERIFIED

Collected 03 Feb 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: K6, K5 · AI suggested: K6, K5 (accepted unchanged)

Our Christmas wreath competition collects names and email addresses. I checked the entry form against our privacy notice and found we were not telling entrants how long we keep their data or that we add them to the newsletter. I drafted the corrected wording, Daniel approved it, and I have set a calendar reminder to delete the entry list 90 days after the draw.

Verified by Priya Shah on 07 Feb 2027, 09:00 GMT — "Accepted against K6 and K5. Good instinct to check retention as well as consent."

No attachment

Lesson completed: Responding to comments when it gets difficult

VERIFIED

Collected 30 Mar 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K6, K25

Verified by Priya Shah on 01 Apr 2027, 10:00 GMT

No attachment

K7 · Commercial drivers

TICKED

Lesson completed: Audience segmentation in practice

VERIFIED

Collected 21 Oct 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K7, K16

Verified by Priya Shah on 23 Oct 2026, 10:00 GMT

No attachment

K8 · Brand and brand awareness

TICKED

Autumn bulb campaign — creative brief response

VERIFIED

Collected 22 Oct 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S1, S2, K8, K20 · AI suggested: S1, S2, K8, K9 (edited before confirmation)

Daniel gave me a one-line brief — "Shift the daffodil bulbs before the frost". I turned that into a proper brief: objective, audience, channels, three content pillars and a measurable target of 40 bulb-pack sales attributable to social. I researched what our competitors ran last October and deliberately avoided the same "autumn planting guide" angle because our audience over-indexes on first-time gardeners rather than allotment regulars. The part I got...

Verified by Priya Shah on 26 Oct 2026, 09:00 GMT — "Strong. The reflection does the work the artefact cannot — you have explained the decision, not just shown the output. Accepted against all four KSBs."

No attachment

Employer comment (Daniel Okonkwo, 28 Oct 2026): This is the first time anyone here has written us a proper brief. We have started using her template for the print advertising too.

Branding builder: Northgate autumn campaign

VERIFIED

Collected 19 Nov 2026 Kind: Interactive activity Source: Amara Boateng (Learner)

KSBs confirmed: K8, S3

AI-generated grade 78/100 — The palette and type pairing sit comfortably inside the brand guidelines and your rationale explains why the amber reads as seasonal rather than generic. The logo lockup is the weak point — it competes with the headline rather than...

Verified by Priya Shah on 22 Nov 2026, 09:00 GMT

No attachment

K9 · Content in marketing strategy

TICKED

Lesson completed: Colour, contrast and accessible design

VERIFIED

Collected 24 Dec 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K28, K9

Verified by Priya Shah on 26 Dec 2026, 09:00 GMT

No attachment

K10 · Tone of voice

TICKED

Script rewrite: the over-hyped caption

VERIFIED

Collected 04 Jan 2027 Kind: Interactive activity Source: Amara Boateng (Learner)

KSBs confirmed: K15, S10, K10

AI-generated grade 64/100 — The rewrite is shorter and clearer, but you have kept two superlatives ("unbeatable", "the best") that the brand guidelines specifically rule out, and there is no disclosure on what is a paid partnership.

Verified by Priya Shah on 07 Jan 2027, 09:00 GMT — "Grade noted but I asked for a second attempt — see the resubmission."

No attachment

Script rewrite: the over-hyped caption

VERIFIED

Collected 12 Jan 2027 Kind: Interactive activity Source: Amara Boateng (Learner)

KSBs confirmed: K15, S10, K10

AI-generated grade 81/100 — Much stronger. Superlatives gone, disclosure added up front rather than buried, and the call to action is specific. The opening line still assumes the reader knows what a bulb lasagne is.

Verified by Priya Shah on 15 Jan 2027, 09:00 GMT

No attachment

K11 · Audience behaviour by platform

TICKED

Lesson completed: Building a content calendar that survives contact with a business

VERIFIED

Collected 15 Apr 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K11, S7

Verified by Priya Shah on 17 Apr 2027, 10:00 GMT

No attachment

K12 · Multi-channel content

TICKED

Lesson completed: Brand guidelines: what they really constrain

VERIFIED

Collected 06 Nov 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K12, K28

Verified by Priya Shah on 08 Nov 2026, 09:00 GMT

No attachment

Business task: publish a Google Business Profile post series

RETURNED

Collected 26 Apr 2027 Kind: Business-integration task Source: Amara Boateng (Learner)

KSBs confirmed: K12, S14, K19 · AI suggested: K12, S14, K19, S13 (edited before confirmation)

Published six posts to the Google Business Profile over three weeks to test whether local search drives footfall.

Returned by tutor on 30 Apr 2027, 10:00 GMT — "Returned — the posts went live but there is no evidence of how you chose the channel, which is what S14 actually asks for. Add the reasoning and resubmit."

[Open link](#)**K13 · Writing styles**

TICKED

Lesson completed: Reading platform analytics without fooling yourself

VERIFIED

Collected 14 Mar 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: B7, K13

Verified by Priya Shah on 16 Mar 2027, 09:00 GMT

No attachment

K14 · Grammar, punctuation, inclusive language

TICKED

Reel set — planting a bulb lasagne (3 videos, captioned)

VERIFIED

Collected 13 Dec 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S11, S8, S9, K14, K16 · AI suggested: S11, S8, S9, K14, K16 (accepted unchanged)

Shot on an iPhone 15 with a clip-on mic and a £20 tripod. I burned in captions and also uploaded an SRT so the platform-native captions are accurate for screen readers — the auto-captions consistently mangled "lasagne" and "bulb fibre". I checked colour contrast on the text overlays and had to darken the amber before it passed. Inclusive language check: I removed "even your gran can do this" from the script after rereading K14 and S9.

Verified by Priya Shah on 17 Dec 2026, 09:00 GMT — "Accepted. The accessibility work here is genuinely above level — the SRT upload and the contrast check are exactly what S8 and S9 are asking for."

No attachment

K15 · Persuasive copy

TICKED

Script rewrite: the over-hyped caption

VERIFIED

Collected 04 Jan 2027 Kind: Interactive activity Source: Amara Boateng (Learner)

KSBs confirmed: K15, S10, K10

AI-generated grade 64/100 — The rewrite is shorter and clearer, but you have kept two superlatives ("unbeatable", "the best") that the brand guidelines specifically rule out, and there is no disclosure on what is a paid partnership.

Verified by Priya Shah on 07 Jan 2027, 09:00 GMT — "Grade noted but I asked for a second attempt — see the resubmission."

No attachment

Script rewrite: the over-hyped caption

AWAITING REVIEW

Collected 05 Jan 2027 Kind: Disputed AI grade Source: Amara Boateng (Learner)

KSBs confirmed: K15, S10

No assessor signature yet

No attachment

Script rewrite: the over-hyped caption

VERIFIED

Collected 12 Jan 2027 Kind: Interactive activity Source: Amara Boateng (Learner)

KSBs confirmed: K15, S10, K10

AI-generated grade 81/100 — Much stronger. Superlatives gone, disclosure added up front rather than buried, and the call to action is specific. The opening line still assumes the reader knows what a bulb lasagne is.

Verified by Priya Shah on 15 Jan 2027, 09:00 GMT

No attachment

K16 · Visuals and audio principles

TICKED

Lesson completed: Audience segmentation in practice

VERIFIED

Collected 21 Oct 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K7, K16

Verified by Priya Shah on 23 Oct 2026, 10:00 GMT

No attachment

Mood board and storyboard — "First Frost" reel series

VERIFIED

Collected 17 Nov 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S4, S6, K16 · AI suggested: S4, S6, K16 (accepted unchanged)

Built the mood board in Canva around the warm-amber palette from our brand guidelines, then storyboarded three 20-second reels. Storyboarding forced me to plan the audio bed before the shoot rather than after, which is a mistake I made on the summer series. I presented both to Daniel and the shop-floor team and changed the second reel after the team pointed out we do not actually stock the variety I had featured.

Verified by Priya Shah on 21 Nov 2026, 09:00 GMT — "Accepted. I have added S6 because the storyboard evidences it clearly even though you did not claim it."

No attachment

Reel set — planting a bulb lasagne (3 videos, captioned)

VERIFIED

Collected 13 Dec 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S11, S8, S9, K14, K16 · AI suggested: S11, S8, S9, K14, K16 (accepted unchanged)

Shot on an iPhone 15 with a clip-on mic and a £20 tripod. I burned in captions and also uploaded an SRT so the platform-native captions are accurate for screen readers — the auto-captions consistently mangled "lasagne" and "bulb fibre". I checked colour contrast on the text overlays and had to darken the amber before it passed. Inclusive language check: I removed "even your gran can do this" from the script after rereading K14 and S9.

Verified by Priya Shah on 17 Dec 2026, 09:00 GMT — "Accepted. The accessibility work here is genuinely above level — the SRT upload and the contrast check are exactly what S8 and S9 are asking for."

No attachment

Lesson completed: Post-campaign review: what the numbers did and did not say

VERIFIED

Collected 01 May 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K16, S20

Verified by Priya Shah on 03 May 2027, 10:00 GMT

No attachment

K17 · Sourcing and editing content

TICKED

Lesson completed: Writing for the scroll

VERIFIED

Collected 22 Nov 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K17, S10

Verified by Priya Shah on 24 Nov 2026, 09:00 GMT

No attachment

Asset licence audit — stock imagery used Q4

VERIFIED

Collected 08 Jan 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: K5, S12, K17 · AI suggested: K5, S12, K9 (edited before confirmation)

I audited every image on our last quarter of posts against its licence. Two Unsplash images were fine, one image a previous colleague had pulled from Pinterest had no traceable licence at all, so I removed the post and replaced it with our own photography. I wrote up a one-page sourcing rule for the team: own photography first, licensed stock second, nothing without a written licence ever.

Verified by Priya Shah on 12 Jan 2027, 09:00 GMT — “Accepted. This is the kind of housekeeping that saves an employer a legal problem. Note it also evidences B5.”

No attachment

K19 · Web publishing and SEO

NOT YET TICKED

Business task: publish a Google Business Profile post series

RETURNED

Collected 26 Apr 2027 Kind: Business-integration task Source: Amara Boateng (Learner)

KSBs confirmed: K12, S14, K19 · AI suggested: K12, S14, K19, S13 (edited before confirmation)

Published six posts to the Google Business Profile over three weeks to test whether local search drives footfall.

Returned by tutor on 30 Apr 2027, 10:00 GMT — “Returned — the posts went live but there is no evidence of how you chose the channel, which is what S14 actually asks for. Add the reasoning and resubmit.”

[Open link](#)**K20 · Articulating requirements**

TICKED

Autumn bulb campaign — creative brief response

VERIFIED

Collected 22 Oct 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S1, S2, K8, K20 · AI suggested: S1, S2, K8, K9 (edited before confirmation)

Daniel gave me a one-line brief — “Shift the daffodil bulbs before the frost”. I turned that into a proper brief: objective, audience, channels, three content pillars and a measurable target of 40 bulb-pack sales attributable to social. I researched what our competitors ran last October and deliberately avoided the same “autumn planting guide” angle because our audience over-indexes on first-time gardeners rather than allotment regulars. The part I got...

Verified by Priya Shah on 26 Oct 2026, 09:00 GMT — “Strong. The reflection does the work the artefact cannot — you have explained the decision, not just shown the output. Accepted against all four KSBs.”

No attachment

Employer comment (Daniel Okonkwo, 28 Oct 2026): This is the first time anyone here has written us a proper brief. We have started using her template for the print advertising too.

K21 · Adapting communication styles

TICKED

Lesson completed: Copyright, licensing and the assets you can actually use

VERIFIED

Collected 09 Jan 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: S4, K21

Verified by Priya Shah on 11 Jan 2027, 09:00 GMT

No attachment

K22 · Planning content delivery

TICKED

Content calendar — November to January

VERIFIED

Collected 01 Mar 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: K22, K23, S14 · AI suggested: K22, K23, S14 (accepted unchanged)

Twelve weeks planned out across Instagram, Facebook and the website blog. I mapped each post to one of the three campaign objectives and left deliberate gaps for reactive content — last year everything was planned so tightly that when we had a genuinely good snow day we had nothing scheduled to move out of the way.

Verified by Priya Shah on 05 Mar 2027, 09:00 GMT — “Accepted. Deliberately leaving room for reactive content shows planning maturity.”

No attachment

K23 · Effective campaigns

TICKED

Lesson completed: Shooting usable video on a phone

VERIFIED

Collected 08 Dec 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K23, B4

Verified by Priya Shah on 10 Dec 2026, 09:00 GMT

No attachment

Content calendar — November to January

VERIFIED

Collected 01 Mar 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: K22, K23, S14 · AI suggested: K22, K23, S14 (accepted unchanged)

Twelve weeks planned out across Instagram, Facebook and the website blog. I mapped each post to one of the three campaign objectives and left deliberate gaps for reactive content — last year everything was planned so tightly that when we had a genuinely good snow day we had nothing scheduled to move out of the way.

Verified by Priya Shah on 05 Mar 2027, 09:00 GMT — “Accepted. Deliberately leaving room for reactive content shows planning maturity.”

No attachment

K25 · Audience engagement & escalation

TICKED

Lesson completed: Responding to comments when it gets difficult

VERIFIED

Collected 30 Mar 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K6, K25

Verified by Priya Shah on 01 Apr 2027, 10:00 GMT

No attachment

Workplace observation — comment moderation

VERIFIED

Collected 08 Apr 2027 Kind: Workplace observation Source: Priya Shah (Tutor)

KSBs confirmed: K25, S16, B3

Sat in while Amara handled a negative comment thread about a delayed delivery. She responded within the hour, did not get defensive, moved the specific complaint to DM and left a public reply that other customers could read. She escalated one comment to Daniel because it named a member of staff. Textbook K25 and S16.

Verified by Priya Shah on 08 Apr 2027, 10:00 GMT — “Logged and verified at the point of observation.”

No attachment

K26 · Evaluating campaign success

TICKED

Analytics review — First Frost campaign results

VERIFIED

Collected 27 Mar 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S7, S19, K26, K3, B7 · AI suggested: S7, S19, K26, K3, K9 (edited before confirmation)

The reels got 41,000 views against a 15,000 target, but bulb-pack sales only moved 22 units against the 40 target. I dug into it rather than reporting the vanity number: the reels were being watched by an audience 200 miles away because one got picked up outside our region. The lesson I took is that reach without geographic relevance is not a result. Next campaign I am adding a location-targeted boost and reporting reach-within-catchment as the headline...

Verified by Priya Shah on 31 Mar 2027, 10:00 GMT — “Accepted. Refusing to report the vanity metric is the single best thing in this portfolio.”

No attachment

Employer comment (Daniel Okonkwo, 02 Apr 2027): Amara brought this to our Monday meeting and changed how we report on social. Genuinely useful to the business.

K27 · Keeping up to date

NOT YET TICKED

CPD plan and skills audit

AWAITING REVIEW

Collected 22 Apr 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S20, K27, K28, B6 · AI suggested: S20, K27, K28, B6 (accepted unchanged)

I scored myself against the standard and found my weakest areas are paid media and web publishing. I have signed up to a Meta Blueprint course on campaign structure and asked Priya to set me a stretch task on the website CMS. I am also following three industry newsletters weekly and logging anything I actually apply rather than just read.

No assessor signature yet

No attachment

K28 · Managing own skills

TICKED

Lesson completed: Brand guidelines: what they really constrain

VERIFIED

Collected 06 Nov 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K12, K28

Verified by Priya Shah on 08 Nov 2026, 09:00 GMT

No attachment

Lesson completed: Colour, contrast and accessible design

VERIFIED

Collected 24 Dec 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K28, K9

Verified by Priya Shah on 26 Dec 2026, 09:00 GMT

No attachment

CPD plan and skills audit

AWAITING REVIEW

Collected 22 Apr 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S20, K27, K28, B6 · AI suggested: S20, K27, K28, B6 (accepted unchanged)

I scored myself against the standard and found my weakest areas are paid media and web publishing. I have signed up to a Meta Blueprint course on campaign structure and asked Priya to set me a stretch task on the website CMS. I am also following three industry newsletters weekly and logging anything I actually apply rather than just read.

No assessor signature yet

No attachment

K29 · Organisational culture

TICKED

Six-month employer statement

VERIFIED

Collected 29 Mar 2027 Kind: Employer feedback Source: Daniel Okonkwo (Employer)

KSBs confirmed: B1, B2, B4, K29

Amara has gone from posting what we told her to post to telling us what we should be posting, and being right about it. She runs the content calendar herself now. She is careful about consent and licensing in a way nobody here was before she started, which has quietly removed a risk we did not know we had. The one thing we are still working on is confidence with customers face to face — she is much stronger behind the camera than in front of a counter.

Verified by Priya Shah on 01 Apr 2027, 10:00 GMT — "Accepted as behavioural evidence — corroborates my own observations."

No attachment

S1 · Interpret the brief

TICKED

Autumn bulb campaign — creative brief response

VERIFIED

Collected 22 Oct 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S1, S2, K8, K20 · AI suggested: S1, S2, K8, K9 (edited before confirmation)

Daniel gave me a one-line brief — "shift the daffodil bulbs before the frost". I turned that into a proper brief: objective, audience, channels, three content pillars and a measurable target of 40 bulb-pack sales attributable to social. I researched what our competitors ran last October and deliberately avoided the same "autumn planting guide" angle because our audience over-indexes on first-time gardeners rather than allotment regulars. The part I got...

Verified by Priya Shah on 26 Oct 2026, 09:00 GMT — "Strong. The reflection does the work the artefact cannot — you have explained the decision, not just shown the output. Accepted against all four KSBs."

No attachment

Employer comment (Daniel Okonkwo, 28 Oct 2026): This is the first time anyone here has written us a proper brief. We have started using her template for the print advertising too.

S2 · Research ideas

TICKED

Autumn bulb campaign — creative brief response

VERIFIED

Collected 22 Oct 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S1, S2, K8, K20 · AI suggested: S1, S2, K8, K9 (edited before confirmation)

Daniel gave me a one-line brief — "shift the daffodil bulbs before the frost". I turned that into a proper brief: objective, audience, channels, three content pillars and a measurable target of 40 bulb-pack sales attributable to social. I researched what our competitors ran last October and deliberately avoided the same "autumn planting guide" angle because our audience over-indexes on first-time gardeners rather than allotment regulars. The part I got...

Verified by Priya Shah on 26 Oct 2026, 09:00 GMT — "Strong. The reflection does the work the artefact cannot — you have explained the decision, not just shown the output. Accepted against all four KSBs."

No attachment

Employer comment (Daniel Okonkwo, 28 Oct 2026): This is the first time anyone here has written us a proper brief. We have started using her template for the print advertising too.

S3 · Evaluate brand requirements

TICKED

Branding builder: Northgate autumn campaign

VERIFIED

Collected 19 Nov 2026 Kind: Interactive activity Source: Amara Boateng (Learner)

KSBs confirmed: K8, S3

AI-generated grade 78/100 — The palette and type pairing sit comfortably inside the brand guidelines and your rationale explains why the amber reads as seasonal rather than generic. The logo lockup is the weak point — it competes with the headline rather than...

Verified by Priya Shah on 22 Nov 2026, 09:00 GMT

No attachment

Lesson completed: GDPR for content creators

VERIFIED

Collected 25 Jan 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: S9, S3

Verified by Priya Shah on 27 Jan 2027, 09:00 GMT

No attachment

S4 · Prepare mood board

TICKED

Mood board and storyboard — "First Frost" reel series

VERIFIED

Collected 17 Nov 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S4, S6, K16 · AI suggested: S4, S6, K16 (accepted unchanged)

Built the mood board in Canva around the warm-amber palette from our brand guidelines, then storyboarded three 20-second reels. Storyboarding forced me to plan the audio bed before the shoot rather than after, which is a mistake I made on the summer series. I presented both to Daniel and the shop-floor team and changed the second reel after the team pointed out we do not actually stock the variety I had featured.

Verified by Priya Shah on 21 Nov 2026, 09:00 GMT — "Accepted. I have added S6 because the storyboard evidences it clearly even though you did not claim it."

No attachment

Lesson completed: Copyright, licensing and the assets you can actually use

VERIFIED

Collected 09 Jan 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: S4, K21

Verified by Priya Shah on 11 Jan 2027, 09:00 GMT

No attachment

S6 · Storyboard and script

TICKED

Mood board and storyboard — "First Frost" reel series

VERIFIED

Collected 17 Nov 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S4, S6, K16 · AI suggested: S4, S6, K16 (accepted unchanged)

Built the mood board in Canva around the warm-amber palette from our brand guidelines, then storyboarded three 20-second reels. Storyboarding forced me to plan the audio bed before the shoot rather than after, which is a mistake I made on the summer series. I presented both to Daniel and the shop-floor team and changed the second reel after the team pointed out we do not actually stock the variety I had featured.

Verified by Priya Shah on 21 Nov 2026, 09:00 GMT — "Accepted. I have added S6 because the storyboard evidences it clearly even though you did not claim it."

No attachment

S7 · Interpret data

TICKED

Analytics review — First Frost campaign results

VERIFIED

Collected 27 Mar 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S7, S19, K26, K3, B7 · AI suggested: S7, S19, K26, K3, K9 (edited before confirmation)

The reels got 41,000 views against a 15,000 target, but bulb-pack sales only moved 22 units against the 40 target. I dug into it rather than reporting the vanity number: the reels were being watched by an audience 200 miles away because one got picked up outside our region. The lesson I took is that reach without geographic relevance is not a result. Next campaign I am adding a location-targeted boost and reporting reach-within-catchment as the headline...

Verified by Priya Shah on 31 Mar 2027, 10:00 GMT — "Accepted. Refusing to report the vanity metric is the single best thing in this portfolio."

No attachment

Employer comment (Daniel Okonkwo, 02 Apr 2027): Amara brought this to our Monday meeting and changed how we report on social. Genuinely useful to the business.

Lesson completed: Building a content calendar that survives contact with a business

VERIFIED

Collected 15 Apr 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K11, S7

Verified by Priya Shah on 17 Apr 2027, 10:00 GMT

No attachment

S8 · Accessible written content

TICKED

Reel set — planting a bulb lasagne (3 videos, captioned)

VERIFIED

Collected 13 Dec 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S11, S8, S9, K14, K16 · AI suggested: S11, S8, S9, K14, K16 (accepted unchanged)

Shot on an iPhone 15 with a clip-on mic and a £20 tripod. I burned in captions and also uploaded an SRT so the platform-native captions are accurate for screen readers — the auto-captions consistently mangled "lasagne" and "bulb fibre". I checked colour contrast on the text overlays and had to darken the amber before it passed. Inclusive language check: I removed "even your gran can do this" from the script after rereading K14 and S9.

Verified by Priya Shah on 17 Dec 2026, 09:00 GMT — "Accepted. The accessibility work here is genuinely above level — the SRT upload and the contrast check are exactly what S8 and S9 are asking for."

No attachment

S9 · Best practice & inclusive language

TICKED

Reel set — planting a bulb lasagne (3 videos, captioned)

VERIFIED

Collected 13 Dec 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S11, S8, S9, K14, K16 · AI suggested: S11, S8, S9, K14, K16 (accepted unchanged)

Shot on an iPhone 15 with a clip-on mic and a £20 tripod. I burned in captions and also uploaded an SRT so the platform-native captions are accurate for screen readers — the auto-captions consistently mangled "lasagne" and "bulb fibre". I checked colour contrast on the text overlays and had to darken the amber before it passed. Inclusive language check: I removed "even your gran can do this" from the script after rereading K14 and S9.

Verified by Priya Shah on 17 Dec 2026, 09:00 GMT — "Accepted. The accessibility work here is genuinely above level — the SRT upload and the contrast check are exactly what S8 and S9 are asking for."

No attachment

Lesson completed: GDPR for content creators

VERIFIED

Collected 25 Jan 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: S9, S3

Verified by Priya Shah on 27 Jan 2027, 09:00 GMT

No attachment

S10 · Write and edit copy

TICKED

Lesson completed: Writing for the scroll

VERIFIED

Collected 22 Nov 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K17, S10

Verified by Priya Shah on 24 Nov 2026, 09:00 GMT

No attachment

Script rewrite: the over-hyped caption

VERIFIED

Collected 04 Jan 2027 Kind: Interactive activity Source: Amara Boateng (Learner)

KSBs confirmed: K15, S10, K10

AI-generated grade 64/100 — The rewrite is shorter and clearer, but you have kept two superlatives ("unbeatable", "the best") that the brand guidelines specifically rule out, and there is no disclosure on what is a paid partnership.

Verified by Priya Shah on 07 Jan 2027, 09:00 GMT — "Grade noted but I asked for a second attempt — see the resubmission."

No attachment

Script rewrite: the over-hyped caption

AWAITING REVIEW

Collected 05 Jan 2027 Kind: Disputed AI grade Source: Amara Boateng (Learner)

KSBs confirmed: K15, S10

No assessor signature yet

No attachment

Script rewrite: the over-hyped caption

VERIFIED

Collected 12 Jan 2027 Kind: Interactive activity Source: Amara Boateng (Learner)

KSBs confirmed: K15, S10, K10

AI-generated grade 81/100 — Much stronger. Superlatives gone, disclosure added up front rather than buried, and the call to action is specific. The opening line still assumes the reader knows what a bulb lasagne is.

Verified by Priya Shah on 15 Jan 2027, 09:00 GMT

No attachment

S11 · Create visuals and audio

TICKED

Reel set — planting a bulb lasagne (3 videos, captioned)

VERIFIED

Collected 13 Dec 2026 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S11, S8, S9, K14, K16 · AI suggested: S11, S8, S9, K14, K16 (accepted unchanged)

Shot on an iPhone 15 with a clip-on mic and a £20 tripod. I burned in captions and also uploaded an SRT so the platform-native captions are accurate for screen readers — the auto-captions consistently mangled "lasagne" and "bulb fibre". I checked colour contrast on the text overlays and had to darken the amber before it passed. Inclusive language check: I removed "even your gran can do this" from the script after rereading K14 and S9.

Verified by Priya Shah on 17 Dec 2026, 09:00 GMT — "Accepted. The accessibility work here is genuinely above level — the SRT upload and the contrast check are exactly what S8 and S9 are asking for."

No attachment

Workplace observation — wreath reel shoot

VERIFIED

Collected 24 Jan 2027 Kind: Workplace observation Source: Priya Shah (Tutor)

KSBs confirmed: S11, S15, B5

Observed Amara running the shop-floor shoot for the wreath-making reel. She briefed two colleagues who had not been on camera before, set expectations about how the footage would be used, and got written consent from both before rolling. Composition and lighting were competent; she reshot one take when a customer walked into frame rather than using it. Good evidence for S11, S15 and B5.

Verified by Priya Shah on 24 Jan 2027, 09:00 GMT — "Logged and verified at the point of observation."

No attachment

S12 · Source and adapt assets

TICKED

Asset licence audit — stock imagery used Q4

VERIFIED

Collected 08 Jan 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: K5, S12, K17 · AI suggested: K5, S12, K9 (edited before confirmation)

I audited every image on our last quarter of posts against its licence. Two Unsplash images were fine, one image a previous colleague had pulled from Pinterest had no traceable licence at all, so I removed the post and replaced it with our own photography. I wrote up a one-page sourcing rule for the team: own photography first, licensed stock second, nothing without a written licence ever.

Verified by Priya Shah on 12 Jan 2027, 09:00 GMT — "Accepted. This is the kind of housekeeping that saves an employer a legal problem. Note it also evidences B5."

No attachment

S14 · Recommend platform/channel

TICKED

Content calendar — November to January

VERIFIED

Collected 01 Mar 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: K22, K23, S14 · AI suggested: K22, K23, S14 (accepted unchanged)

Twelve weeks planned out across Instagram, Facebook and the website blog. I mapped each post to one of the three campaign objectives and left deliberate gaps for reactive content — last year everything was planned so tightly that when we had a genuinely good snow day we had nothing scheduled to move out of the way.

Verified by Priya Shah on 05 Mar 2027, 09:00 GMT — “Accepted. Deliberately leaving room for reactive content shows planning maturity.”

No attachment

Business task: publish a Google Business Profile post series

RETURNED

Collected 26 Apr 2027 Kind: Business-integration task Source: Amara Boateng (Learner)

KSBs confirmed: K12, S14, K19 · AI suggested: K12, S14, K19, S13 (edited before confirmation)

Published six posts to the Google Business Profile over three weeks to test whether local search drives footfall.

Returned by tutor on 30 Apr 2027, 10:00 GMT — “Returned — the posts went live but there is no evidence of how you chose the channel, which is what S14 actually asks for. Add the reasoning and resubmit.”

[Open link](#)**S15 · Working relationships**

TICKED

Workplace observation — wreath reel shoot

VERIFIED

Collected 24 Jan 2027 Kind: Workplace observation Source: Priya Shah (Tutor)

KSBs confirmed: S11, S15, B5

Observed Amara running the shop-floor shoot for the wreath-making reel. She briefed two colleagues who had not been on camera before, set expectations about how the footage would be used, and got written consent from both before rolling. Composition and lighting were competent; she reshot one take when a customer walked into frame rather than using it. Good evidence for S11, S15 and B5.

Verified by Priya Shah on 24 Jan 2027, 09:00 GMT — “Logged and verified at the point of observation.”

No attachment

Lesson completed: Publishing workflows and version control

VERIFIED

Collected 10 Feb 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: S15

Verified by Priya Shah on 12 Feb 2027, 09:00 GMT

No attachment

S16 · Engage through social media

TICKED

Workplace observation — comment moderation

VERIFIED

Collected 08 Apr 2027 Kind: Workplace observation Source: Priya Shah (Tutor)

KSBs confirmed: K25, S16, B3

Sat in while Amara handled a negative comment thread about a delayed delivery. She responded within the hour, did not get defensive, moved the specific complaint to DM and left a public reply that other customers could read. She escalated one comment to Daniel because it named a member of staff. Textbook K25 and S16.

Verified by Priya Shah on 08 Apr 2027, 10:00 GMT — “Logged and verified at the point of observation.”

No attachment

S19 · Evaluate content success

TICKED

Analytics review — First Frost campaign results

VERIFIED

Collected 27 Mar 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S7, S19, K26, K3, B7 · AI suggested: S7, S19, K26, K3, K9 (edited before confirmation)

The reels got 41,000 views against a 15,000 target, but bulb-pack sales only moved 22 units against the 40 target. I dug into it rather than reporting the vanity number: the reels were being watched by an audience 200 miles away because one got picked up outside our region. The lesson I took is that reach without geographic relevance is not a result. Next campaign I am adding a location-targeted boost and reporting reach-within-catchment as the headline...

Verified by Priya Shah on 31 Mar 2027, 10:00 GMT — "Accepted. Refusing to report the vanity metric is the single best thing in this portfolio."

No attachment

Employer comment (Daniel Okonkwo, 02 Apr 2027): Amara brought this to our Monday meeting and changed how we report on social. Genuinely useful to the business.

S20 · CPD planning

TICKED

CPD plan and skills audit

AWAITING REVIEW

Collected 22 Apr 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S20, K27, K28, B6 · AI suggested: S20, K27, K28, B6 (accepted unchanged)

I scored myself against the standard and found my weakest areas are paid media and web publishing. I have signed up to a Meta Blueprint course on campaign structure and asked Priya to set me a stretch task on the website CMS. I am also following three industry newsletters weekly and logging anything I actually apply rather than just read.

No assessor signature yet

No attachment

Lesson completed: Post-campaign review: what the numbers did and did not say

VERIFIED

Collected 01 May 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K16, S20

Verified by Priya Shah on 03 May 2027, 10:00 GMT

No attachment

B1 · Committed to quality

TICKED

Lesson completed: Captions, alt text and inclusive language

VERIFIED

Collected 26 Feb 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: B1, K2

Verified by Priya Shah on 28 Feb 2027, 09:00 GMT

No attachment

Six-month employer statement

VERIFIED

Collected 29 Mar 2027 Kind: Employer feedback Source: Daniel Okonkwo (Employer)

KSBs confirmed: B1, B2, B4, K29

Amara has gone from posting what we told her to post to telling us what we should be posting, and being right about it. She runs the content calendar herself now. She is careful about consent and licensing in a way nobody here was before she started, which has quietly removed a risk we did not know we had. The one thing we are still working on is confidence with customers face to face — she is much stronger behind the camera than in front of a counter.

Verified by Priya Shah on 01 Apr 2027, 10:00 GMT — "Accepted as behavioural evidence — corroborates my own observations."

No attachment

B2 · Team-focussed

TICKED

Six-month employer statement

VERIFIED

Collected 29 Mar 2027 Kind: Employer feedback Source: Daniel Okonkwo (Employer)

KSBs confirmed: B1, B2, B4, K29

Amara has gone from posting what we told her to post to telling us what we should be posting, and being right about it. She runs the content calendar herself now. She is careful about consent and licensing in a way nobody here was before she started, which has quietly removed a risk we did not know we had. The one thing we are still working on is confidence with customers face to face — she is much stronger behind the camera than in front of a counter.

Verified by Priya Shah on 01 Apr 2027, 10:00 GMT — “Accepted as behavioural evidence — corroborates my own observations.”

No attachment

B3 · Positive customer relationships

NOT YET TICKED

Workplace observation — comment moderation

VERIFIED

Collected 08 Apr 2027 Kind: Workplace observation Source: Priya Shah (Tutor)

KSBs confirmed: K25, S16, B3

Sat in while Amara handled a negative comment thread about a delayed delivery. She responded within the hour, did not get defensive, moved the specific complaint to DM and left a public reply that other customers could read. She escalated one comment to Daniel because it named a member of staff. Textbook K25 and S16.

Verified by Priya Shah on 08 Apr 2027, 10:00 GMT — “Logged and verified at the point of observation.”

No attachment

B4 · Takes ownership

TICKED

Lesson completed: Shooting usable video on a phone

VERIFIED

Collected 08 Dec 2026 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: K23, B4

Verified by Priya Shah on 10 Dec 2026, 09:00 GMT

No attachment

Six-month employer statement

VERIFIED

Collected 29 Mar 2027 Kind: Employer feedback Source: Daniel Okonkwo (Employer)

KSBs confirmed: B1, B2, B4, K29

Amara has gone from posting what we told her to post to telling us what we should be posting, and being right about it. She runs the content calendar herself now. She is careful about consent and licensing in a way nobody here was before she started, which has quietly removed a risk we did not know we had. The one thing we are still working on is confidence with customers face to face — she is much stronger behind the camera than in front of a counter.

Verified by Priya Shah on 01 Apr 2027, 10:00 GMT — “Accepted as behavioural evidence — corroborates my own observations.”

No attachment

B5 · Professional and ethical

TICKED

Workplace observation — wreath reel shoot

VERIFIED

Collected 24 Jan 2027 Kind: Workplace observation Source: Priya Shah (Tutor)

KSBs confirmed: S11, S15, B5

Observed Amara running the shop-floor shoot for the wreath-making reel. She briefed two colleagues who had not been on camera before, set expectations about how the footage would be used, and got written consent from both before rolling. Composition and lighting were competent; she reshot one take when a customer walked into frame rather than using it. Good evidence for S11, S15 and B5.

Verified by Priya Shah on 24 Jan 2027, 09:00 GMT — "Logged and verified at the point of observation."

No attachment

B6 · Committed to development

NOT YET TICKED

CPD plan and skills audit

AWAITING REVIEW

Collected 22 Apr 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S20, K27, K28, B6 · AI suggested: S20, K27, K28, B6 (accepted unchanged)

I scored myself against the standard and found my weakest areas are paid media and web publishing. I have signed up to a Meta Blueprint course on campaign structure and asked Priya to set me a stretch task on the website CMS. I am also following three industry newsletters weekly and logging anything I actually apply rather than just read.

No assessor signature yet

No attachment

B7 · Reflects and improves

TICKED

Lesson completed: Reading platform analytics without fooling yourself

VERIFIED

Collected 14 Mar 2027 Kind: Lesson completion Source: Amara Boateng (Learner)

KSBs confirmed: B7, K13

Verified by Priya Shah on 16 Mar 2027, 09:00 GMT

No attachment

Analytics review — First Frost campaign results

VERIFIED

Collected 27 Mar 2027 Kind: Learner upload Source: Amara Boateng (Learner)

KSBs confirmed: S7, S19, K26, K3, B7 · AI suggested: S7, S19, K26, K3, K9 (edited before confirmation)

The reels got 41,000 views against a 15,000 target, but bulb-pack sales only moved 22 units against the 40 target. I dug into it rather than reporting the vanity number: the reels were being watched by an audience 200 miles away because one got picked up outside our region. The lesson I took is that reach without geographic relevance is not a result. Next campaign I am adding a location-targeted boost and reporting reach-within-catchment as the headline...

Verified by Priya Shah on 31 Mar 2027, 10:00 GMT — "Accepted. Refusing to report the vanity metric is the single best thing in this portfolio."

No attachment

Employer comment (Daniel Okonkwo, 02 Apr 2027): Amara brought this to our Monday meeting and changed how we report on social. Genuinely useful to the business.

KSBS WITH NO EVIDENCE CHAIN YET

K1 · K4 · K18 · K24 · K30 · S5 · S13 · S17 · S18

Section 2 sets out the path to completion for each of these.

30 distinct evidence items are referenced above; an item covering several KSBs appears under each one it supports.

SECTION 4

Learning journey timeline

Every recorded event in the apprentice's progression, in chronological order — lesson and activity completions, uploads and reflections, business tasks, tutor sessions and observations, progress reviews and assessment decisions.

RECORDED EVENTS

71

FIRST ACTIVITY

05 Oct 2026

MOST RECENT

07 Jun 2027

ACTIVE MONTHS

9

October 2026

05 Oct	Lesson	lesson completion: Lesson completed: Reading a brief like a strategist KSBs K2, K5. Tutor-verified.
07 Oct	Decision	Assessment decision: Lesson completed: Reading a brief like a strategist verified Priya Shah
12 Oct	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check
21 Oct	Lesson	lesson completion: Lesson completed: Audience segmentation in practice KSBs K7, K16. Tutor-verified.
22 Oct	Upload	upload: Autumn bulb campaign — creative brief response KSBs S1, S2, K8, K20. Tutor-verified.
23 Oct	Decision	Assessment decision: Lesson completed: Audience segmentation in practice verified Priya Shah
26 Oct	Decision	Assessment decision: Autumn bulb campaign — creative brief response verified Priya Shah — Strong. The reflection does the work the artefact cannot — you have explained the decision, not just shown the output. Accepted against all four KSBs.

November 2026

06 Nov	Lesson	lesson completion: Lesson completed: Brand guidelines: what they really constrain KSBs K12, K28. Tutor-verified.
08 Nov	Decision	Assessment decision: Lesson completed: Brand guidelines: what they really constrain verified Priya Shah
09 Nov	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check
17 Nov	Upload	upload: Mood board and storyboard — "First Frost" reel series KSBs S4, S6, K16. Tutor-verified.
19 Nov	Activity	activity: Branding builder: Northgate autumn campaign KSBs K8, S3. Tutor-verified.
21 Nov	Decision	Assessment decision: Mood board and storyboard — "First Frost" reel series verified Priya Shah — Accepted. I have added S6 because the storyboard evidences it clearly even though you did not claim it.
22 Nov	Lesson	lesson completion: Lesson completed: Writing for the scroll KSBs K17, S10. Tutor-verified.
22 Nov	Decision	Assessment decision: Branding builder: Northgate autumn campaign verified Priya Shah
23 Nov	Review	Tripartite progress review completed 3 of 3 signatures · KSBs S1, S2, K8, K20

24 Nov	Decision	Assessment decision: Lesson completed: Writing for the scroll verified Priya Shah
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December 2026

07 Dec	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check
08 Dec	Lesson	lesson completion: Lesson completed: Shooting usable video on a phone KSBs K23, B4. Tutor-verified.
10 Dec	Decision	Assessment decision: Lesson completed: Shooting usable video on a phone verified Priya Shah
13 Dec	Upload	upload: Reel set — planting a bulb lasagne (3 videos, captioned) KSBs S11, S8, S9, K14, K16. Tutor-verified.
17 Dec	Decision	Assessment decision: Reel set — planting a bulb lasagne (3 videos, captioned) verified Priya Shah — Accepted. The accessibility work here is genuinely above level — the SRT upload and the contrast check are exactly what S8 and S9 are asking for.
24 Dec	Lesson	lesson completion: Lesson completed: Colour, contrast and accessible design KSBs K28, K9. Tutor-verified.
26 Dec	Decision	Assessment decision: Lesson completed: Colour, contrast and accessible design verified Priya Shah

January 2027

04 Jan	Activity	activity: Script rewrite: the over-hyped caption KSBs K15, S10, K10. Tutor-verified.
04 Jan	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check
05 Jan	Activity	dispute: Script rewrite: the over-hyped caption KSBs K15, S10. Awaiting tutor review.
07 Jan	Decision	Assessment decision: Script rewrite: the over-hyped caption verified Priya Shah — Grade noted but I asked for a second attempt — see the resubmission.
08 Jan	Upload	upload: Asset licence audit — stock imagery used Q4 KSBs K5, S12, K17. Tutor-verified.
09 Jan	Lesson	lesson completion: Lesson completed: Copyright, licensing and the assets you can actually use KSBs S4, K21. Tutor-verified.
11 Jan	Decision	Assessment decision: Lesson completed: Copyright, licensing and the assets you can actually use verified Priya Shah
12 Jan	Activity	activity: Script rewrite: the over-hyped caption KSBs K15, S10, K10. Tutor-verified.
12 Jan	Decision	Assessment decision: Asset licence audit — stock imagery used Q4 verified Priya Shah — Accepted. This is the kind of housekeeping that saves an employer a legal problem. Note it also evidences B5.
15 Jan	Decision	Assessment decision: Script rewrite: the over-hyped caption verified Priya Shah
19 Jan	Review	Tripartite progress review completed 3 of 3 signatures · KSBs S8, S9, S11, K14, K16
24 Jan	Observation	observation: Workplace observation — wreath reel shoot KSBs S11, S15, B5. Tutor-verified.
24 Jan	Decision	Assessment decision: Workplace observation — wreath reel shoot verified Priya Shah — Logged and verified at the point of observation.

25 Jan	Lesson	lesson completion: Lesson completed: GDPR for content creators KSBs S9, S3. Tutor-verified.
27 Jan	Decision	Assessment decision: Lesson completed: GDPR for content creators verified Priya Shah

February 2027

01 Feb	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check
03 Feb	Upload	upload: GDPR review of the competition entry form KSBs K6, K5. Tutor-verified.
07 Feb	Decision	Assessment decision: GDPR review of the competition entry form verified Priya Shah — Accepted against K6 and K5. Good instinct to check retention as well as consent.
10 Feb	Lesson	lesson completion: Lesson completed: Publishing workflows and version control KSBs S15. Tutor-verified.
12 Feb	Decision	Assessment decision: Lesson completed: Publishing workflows and version control verified Priya Shah
26 Feb	Lesson	lesson completion: Lesson completed: Captions, alt text and inclusive language KSBs B1, K2. Tutor-verified.
28 Feb	Decision	Assessment decision: Lesson completed: Captions, alt text and inclusive language verified Priya Shah

March 2027

01 Mar	Upload	upload: Content calendar — November to January KSBs K22, K23, S14. Tutor-verified.
01 Mar	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check
05 Mar	Decision	Assessment decision: Content calendar — November to January verified Priya Shah — Accepted. Deliberately leaving room for reactive content shows planning maturity.
14 Mar	Lesson	lesson completion: Lesson completed: Reading platform analytics without fooling yourself KSBs B7, K13. Tutor-verified.
16 Mar	Decision	Assessment decision: Lesson completed: Reading platform analytics without fooling yourself verified Priya Shah
27 Mar	Upload	upload: Analytics review — First Frost campaign results KSBs S7, S19, K26, K3, B7. Tutor-verified.
29 Mar	Employer	employer feedback: Six-month employer statement KSBs B1, B2, B4, K29. Tutor-verified.
29 Mar	Review	Tripartite progress review completed 3 of 3 signatures · KSBs S7, S19, K26, B7, S20
29 Mar	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check
30 Mar	Lesson	lesson completion: Lesson completed: Responding to comments when it gets difficult KSBs K6, K25. Tutor-verified.
31 Mar	Decision	Assessment decision: Analytics review — First Frost campaign results verified Priya Shah — Accepted. Refusing to report the vanity metric is the single best thing in this portfolio.

April 2027

01 Apr	Decision	Assessment decision: Lesson completed: Responding to comments when it gets difficult verified Priya Shah
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01 Apr	Decision	Assessment decision: Six-month employer statement verified Priya Shah — Accepted as behavioural evidence — corroborates my own observations.
08 Apr	Observation	observation: Workplace observation — comment moderation KSBs K25, S16, B3. Tutor-verified.
08 Apr	Decision	Assessment decision: Workplace observation — comment moderation verified Priya Shah — Logged and verified at the point of observation.
15 Apr	Lesson	lesson completion: Lesson completed: Building a content calendar that survives contact with a business KSBs K11, S7. Tutor-verified.
17 Apr	Decision	Assessment decision: Lesson completed: Building a content calendar that survives contact with a business verified Priya Shah
22 Apr	Upload	upload: CPD plan and skills audit KSBs S20, K27, K28, B6. Awaiting tutor review.
26 Apr	Business task	business task: Business task: publish a Google Business Profile post series KSBs K12, S14, K19. Returned by tutor.
26 Apr	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check
30 Apr	Decision	Assessment decision: Business task: publish a Google Business Profile post series rejected Priya Shah — Returned — the posts went live but there is no evidence of how you chose the channel, which is what S14 actually asks for. Add the reasoning and resubmit.

May 2027

01 May	Lesson	lesson completion: Lesson completed: Post-campaign review: what the numbers did and did not say KSBs K16, S20. Tutor-verified.
03 May	Decision	Assessment decision: Lesson completed: Post-campaign review: what the numbers did and did not say verified Priya Shah
24 May	Session	1:1 session with Priya Shah 60 minutes · portfolio review, target setting and off-the-job check

June 2027

07 Jun	Review	Tripartite progress review scheduled 0 of 3 signatures
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Composition: Decision 28 · Lesson 14 · Session 9 · Upload 8 · Activity 4 · Review 4 · Observation 2 · Employer 1 · Business task 1
Tutor sessions and workplace observations are recorded against a date rather than a timestamp, so they sort to the start of their day.

SECTION 5

Assessment decisions

Each time a tutor formally accepted or returned a piece of evidence, with the KSBs it was judged against, the rationale recorded at the time, and the learner's own reflection on the work.

DECISIONS MADE

28

EVIDENCE ACCEPTED

27

RETURNED FOR MORE

1

ASSESSORS INVOLVED

1

Lesson completed: Reading a brief like a strategist

ACCEPTED

Lesson completion · decided 07 Oct 2026, 10:00 GMT by Priya Shah

KSBs assessed: K2 Audience segmentation · K5 Regulatory and legal requirements

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah

07 Oct 2026, 10:00 GMT

Lesson completed: Audience segmentation in practice

ACCEPTED

Lesson completion · decided 23 Oct 2026, 10:00 GMT by Priya Shah

KSBs assessed: K7 Commercial drivers · K16 Visuals and audio principles

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah

23 Oct 2026, 10:00 GMT

Autumn bulb campaign — creative brief response

ACCEPTED

Learner upload · decided 26 Oct 2026, 09:00 GMT by Priya Shah

KSBs assessed: S1 Interpret the brief · S2 Research ideas · K8 Brand and brand awareness · K20 Articulating requirements

ASSESSOR RATIONALE

Strong. The reflection does the work the artefact cannot — you have explained the decision, not just shown the output. Accepted against all four KSBs.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Daniel gave me a one-line brief — "shift the daffodil bulbs before the frost". I turned that into a proper brief: objective, audience, channels, three content pillars and a measurable target of 40 bulb-pack sales attributable to social. I researched what our competitors ran last October and deliberately avoided the same "autumn planting guide" angle because our audience over-indexes on first-time gardeners rather than allotment regulars. The part I got wrong first time was budget — I costed the shoot but not my own time, which K1 says should be in there, so I revised it.

ASSESSOR



✓ Priya Shah
26 Oct 2026, 09:00 GMT

Lesson completed: Brand guidelines: what they really constrain

ACCEPTED

Lesson completion · decided 08 Nov 2026, 09:00 GMT by Priya Shah

KSBs assessed: K12 Multi-channel content · K28 Managing own skills

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah
08 Nov 2026, 09:00 GMT

Mood board and storyboard — "First Frost" reel series

ACCEPTED

Learner upload · decided 21 Nov 2026, 09:00 GMT by Priya Shah

KSBs assessed: S4 Prepare mood board · S6 Storyboard and script · K16 Visuals and audio principles

ASSESSOR RATIONALE

Accepted. I have added S6 because the storyboard evidences it clearly even though you did not claim it.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Built the mood board in Canva around the warm-amber palette from our brand guidelines, then storyboarded three 20-second reels. Storyboarding forced me to plan the audio bed before the shoot rather than after, which is a mistake I made on the summer series. I presented both to Daniel and the shop-floor team and changed the second reel after the team pointed out we do not actually stock the variety I had featured.

ASSESSOR



✓ Priya Shah
21 Nov 2026, 09:00 GMT

Branding builder: Northgate autumn campaign

ACCEPTED

Interactive activity · decided 22 Nov 2026, 09:00 GMT by Priya Shah

KSBs assessed: K8 Brand and brand awareness · S3 Evaluate brand requirements

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah
22 Nov 2026, 09:00 GMT

Lesson completed: Writing for the scroll

ACCEPTED

Lesson completion · decided 24 Nov 2026, 09:00 GMT by Priya Shah

KSBs assessed: K17 Sourcing and editing content · S10 Write and edit copy

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah
24 Nov 2026, 09:00 GMT

Lesson completed: Shooting usable video on a phone

ACCEPTED

Lesson completion · decided 10 Dec 2026, 09:00 GMT by Priya Shah

KSBs assessed: K23 Effective campaigns · B4 Takes ownership

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah
10 Dec 2026, 09:00 GMT

Reel set — planting a bulb lasagne (3 videos, captioned)

ACCEPTED

Learner upload · decided 17 Dec 2026, 09:00 GMT by Priya Shah

KSBs assessed: S11 Create visuals and audio · S8 Accessible written content · S9 Best practice & inclusive language · K14 Grammar, punctuation, inclusive language · K16 Visuals and audio principles

ASSESSOR RATIONALE

Accepted. The accessibility work here is genuinely above level — the SRT upload and the contrast check are exactly what S8 and S9 are asking for.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Shot on an iPhone 15 with a clip-on mic and a £20 tripod. I burned in captions and also uploaded an SRT so the platform-native captions are accurate for screen readers — the auto-captions consistently mangled "lasagne" and "bulb fibre". I checked colour contrast on the text overlays and had to darken the amber before it passed. Inclusive language check: I removed "even your gran can do this" from the script after rereading K14 and S9.

ASSESSOR



✓ Priya Shah

17 Dec 2026, 09:00 GMT

Lesson completed: Colour, contrast and accessible design

ACCEPTED

Lesson completion · decided 26 Dec 2026, 09:00 GMT by Priya Shah

KSBs assessed: K28 Managing own skills · K9 Content in marketing strategy

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah

26 Dec 2026, 09:00 GMT

Script rewrite: the over-hyped caption

ACCEPTED

Interactive activity · decided 07 Jan 2027, 09:00 GMT by Priya Shah

KSBs assessed: K15 Persuasive copy · S10 Write and edit copy · K10 Tone of voice

ASSESSOR RATIONALE

Grade noted but I asked for a second attempt — see the resubmission.

ASSESSOR



✓ Priya Shah

07 Jan 2027, 09:00 GMT

Lesson completed: Copyright, licensing and the assets you can actually use

ACCEPTED

Lesson completion · decided 11 Jan 2027, 09:00 GMT by Priya Shah

KSBs assessed: S4 Prepare mood board · K21 Adapting communication styles

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah

11 Jan 2027, 09:00 GMT

Asset licence audit — stock imagery used Q4

ACCEPTED

Learner upload · decided 12 Jan 2027, 09:00 GMT by Priya Shah

KSBs assessed: K5 Regulatory and legal requirements · S12 Source and adapt assets · K17 Sourcing and editing content

ASSESSOR RATIONALE

Accepted. This is the kind of housekeeping that saves an employer a legal problem. Note it also evidences B5.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

I audited every image on our last quarter of posts against its licence. Two Unsplash images were fine, one image a previous colleague had pulled from Pinterest had no traceable licence at all, so I removed the post and replaced it with our own photography. I wrote up a one-page sourcing rule for the team: own photography first, licensed stock second, nothing without a written licence ever.

ASSESSOR



✓ Priya Shah

12 Jan 2027, 09:00 GMT

Script rewrite: the over-hyped caption

ACCEPTED

Interactive activity · decided 15 Jan 2027, 09:00 GMT by Priya Shah

KSBs assessed: K15 Persuasive copy · S10 Write and edit copy · K10 Tone of voice

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah

15 Jan 2027, 09:00 GMT

Workplace observation — wreath reel shoot

ACCEPTED

Workplace observation · decided 24 Jan 2027, 09:00 GMT by Priya Shah

KSBs assessed: S11 Create visuals and audio · S15 Working relationships · B5 Professional and ethical

ASSESSOR RATIONALE

Logged and verified at the point of observation.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Observed Amara running the shop-floor shoot for the wreath-making reel. She briefed two colleagues who had not been on camera before, set expectations about how the footage would be used, and got written consent from both before rolling. Composition and lighting were competent; she reshot one take when a customer walked into frame rather than using it. Good evidence for S11, S15 and B5.

ASSESSOR



✓ Priya Shah
24 Jan 2027, 09:00 GMT

Lesson completed: GDPR for content creators

ACCEPTED

Lesson completion · decided 27 Jan 2027, 09:00 GMT by Priya Shah

KSBs assessed: S9 Best practice & inclusive language · S3 Evaluate brand requirements

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah
27 Jan 2027, 09:00 GMT

GDPR review of the competition entry form

ACCEPTED

Learner upload · decided 07 Feb 2027, 09:00 GMT by Priya Shah

KSBs assessed: K6 Data protection responsibilities · K5 Regulatory and legal requirements

ASSESSOR RATIONALE

Accepted against K6 and K5. Good instinct to check retention as well as consent.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Our Christmas wreath competition collects names and email addresses. I checked the entry form against our privacy notice and found we were not telling entrants how long we keep their data or that we add them to the newsletter. I drafted the corrected wording, Daniel approved it, and I have set a calendar reminder to delete the entry list 90 days after the draw.

ASSESSOR



✓ Priya Shah
07 Feb 2027, 09:00 GMT

Lesson completed: Publishing workflows and version control

ACCEPTED

Lesson completion · decided 12 Feb 2027, 09:00 GMT by Priya Shah

KSBs assessed: S15 Working relationships

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR

✓ Priya Shah
12 Feb 2027, 09:00 GMT**Lesson completed: Captions, alt text and inclusive language**

ACCEPTED

Lesson completion · decided 28 Feb 2027, 09:00 GMT by Priya Shah

KSBs assessed: B1 Committed to quality · K2 Audience segmentation

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR

✓ Priya Shah
28 Feb 2027, 09:00 GMT**Content calendar — November to January**

ACCEPTED

Learner upload · decided 05 Mar 2027, 09:00 GMT by Priya Shah

KSBs assessed: K22 Planning content delivery · K23 Effective campaigns · S14 Recommend platform/channel

ASSESSOR RATIONALE

Accepted. Deliberately leaving room for reactive content shows planning maturity.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Twelve weeks planned out across Instagram, Facebook and the website blog. I mapped each post to one of the three campaign objectives and left deliberate gaps for reactive content — last year everything was planned so tightly that when we had a genuinely good snow day we had nothing scheduled to move out of the way.

ASSESSOR

✓ Priya Shah
05 Mar 2027, 09:00 GMT

Lesson completed: Reading platform analytics without fooling yourself

ACCEPTED

Lesson completion · decided 16 Mar 2027, 09:00 GMT by Priya Shah

KSBs assessed: B7 Reflects and improves · K13 Writing styles

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR

✓ Priya Shah
16 Mar 2027, 09:00 GMT**Analytics review — First Frost campaign results**

ACCEPTED

Learner upload · decided 31 Mar 2027, 10:00 GMT by Priya Shah

KSBs assessed: S7 Interpret data · S19 Evaluate content success · K26 Evaluating campaign success · K3 Data-informed decisions · B7 Reflects and improves

ASSESSOR RATIONALE

Accepted. Refusing to report the vanity metric is the single best thing in this portfolio.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

The reels got 41,000 views against a 15,000 target, but bulb-pack sales only moved 22 units against the 40 target. I dug into it rather than reporting the vanity number: the reels were being watched by an audience 200 miles away because one got picked up outside our region. The lesson I took is that reach without geographic relevance is not a result. Next campaign I am adding a location-targeted boost and reporting reach-within-catchment as the headline number instead.

ASSESSOR

✓ Priya Shah
31 Mar 2027, 10:00 GMT**Lesson completed: Responding to comments when it gets difficult**

ACCEPTED

Lesson completion · decided 01 Apr 2027, 10:00 GMT by Priya Shah

KSBs assessed: K6 Data protection responsibilities · K25 Audience engagement & escalation

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR

✓ Priya Shah
01 Apr 2027, 10:00 GMT

Six-month employer statement

ACCEPTED

Employer feedback · decided 01 Apr 2027, 10:00 GMT by Priya Shah

KSBs assessed: B1 Committed to quality · B2 Team-focussed · B4 Takes ownership · K29 Organisational culture

ASSESSOR RATIONALE

Accepted as behavioural evidence — corroborates my own observations.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Amara has gone from posting what we told her to post to telling us what we should be posting, and being right about it. She runs the content calendar herself now. She is careful about consent and licensing in a way nobody here was before she started, which has quietly removed a risk we did not know we had. The one thing we are still working on is confidence with customers face to face — she is much stronger behind the camera than in front of a counter.

ASSESSOR



✓ Priya Shah
01 Apr 2027, 10:00 GMT

Workplace observation — comment moderation

ACCEPTED

Workplace observation · decided 08 Apr 2027, 10:00 GMT by Priya Shah

KSBs assessed: K25 Audience engagement & escalation · S16 Engage through social media · B3 Positive customer relationships

ASSESSOR RATIONALE

Logged and verified at the point of observation.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Sat in while Amara handled a negative comment thread about a delayed delivery. She responded within the hour, did not get defensive, moved the specific complaint to DM and left a public reply that other customers could read. She escalated one comment to Daniel because it named a member of staff. Textbook K25 and S16.

ASSESSOR



✓ Priya Shah
08 Apr 2027, 10:00 GMT

Lesson completed: Building a content calendar that survives contact with a business

ACCEPTED

Lesson completion · decided 17 Apr 2027, 10:00 GMT by Priya Shah

KSBs assessed: K11 Audience behaviour by platform · S7 Interpret data

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah
17 Apr 2027, 10:00 GMT

Business task: publish a Google Business Profile post series**RETURNED**

Business-integration task · decided 30 Apr 2027, 10:00 GMT by Priya Shah

KSBs assessed: K12 Multi-channel content · S14 Recommend platform/channel · K19 Web publishing and SEO

ASSESSOR RATIONALE

Returned — the posts went live but there is no evidence of how you chose the channel, which is what S14 actually asks for. Add the reasoning and resubmit.

LEARNER REFLECTION SUBMITTED WITH THE EVIDENCE

Published six posts to the Google Business Profile over three weeks to test whether local search drives footfall.

Lesson completed: Post-campaign review: what the numbers did and did not say**ACCEPTED**

Lesson completion · decided 03 May 2027, 10:00 GMT by Priya Shah

KSBs assessed: K16 Visuals and audio principles · S20 CPD planning

ASSESSOR RATIONALE

No written rationale was recorded with this decision. The decision stands on the evidence and the KSB mapping above.

ASSESSOR



✓ Priya Shah
03 May 2027, 10:00 GMT

DECISION QUALITY AT A GLANCE

12 of 28 decisions carry a written rationale. All decisions were made by Priya Shah.

SECTION 6

Progress reviews

Every tripartite review between Amara Boateng, their tutor and their employer: when each was due and when it was signed, the structured checklist each party signed, what was agreed and whether it was followed through. Reviews run every 12 weeks from the apprenticeship start on 28 Sept 2026.

REVIEWS SCHEDULED

4

4 due so far · 0 upcoming

COMPLETED ON TIME

2

50% of those due

LATE OR MISSED

1

1 late · 0 missed

OVERDUE NOW

1

cadence 12 wks

MISSING REVIEWS

Due 07 Jun 2027: not yet held, 5 days overdue

On time means every required signature was in on or before the target date. A rescheduled review is measured against its new date; the original date and the number of moves are printed with it. Gateway rule: 3 of 3 completed reviews — satisfied.

Review 1 · due 23 Nov 2026

ON TIME

Target: 23 Nov 2026

Completed: 23 Nov 2026

Delta: on the day

Meeting held: yes

CHECKLIST

Training plan

ON TRACK

Ahead on the planning KSBs; confidence with people is the development area.

English and maths

NOT REQUIRED

Safeguarding

NO CONCERNS

Prevent duty

NO INDICATORS

Equality, diversity and inclusion

NO CONCERNS

Welfare

RECORDED

Settled in well. Enjoys the planning work; finds presenting to the team the hardest part.

Off-the-job hours reviewed

52 H

KSBs discussed: S1, S2, K8, K20

TUTOR NOTES · Priya Shah

Eight weeks in and already ahead on the planning KSBs. Off-the-job is comfortably on target. The gap is confidence with people rather than with the craft — we agreed a shop-floor shadowing action rather than more content work.

EMPLOYER NOTES · Daniel Okonkwo

No complaints at all. She asks good questions and does not need chasing. We would like her more involved in the print side too, so she sees how the channels fit together.

APPRENTICE NOTES · Amara Boateng

I am enjoying the planning side more than I expected. The bit I find hardest is presenting to the team — I know what I want to say and then say half of it.

ACTIONS AGREED

Amara — Shadow the Saturday shop floor twice to build customer confidence (by 06 Jan 2027)

Daniel — Share the print advertising brief so Amara can compare formats (by 07 Dec 2026)

Priya — Set a stretch task on accessible design (by 21 Dec 2026)

Next review agreed for 18 Jan 2027 · follow-through: Carried into the review on 2027-01-18, which was completed and signed.

TUTOR



✓ Priya Shah
23 Nov 2026, 09:00 GMT

EMPLOYER



✓ Daniel Okonkwo
24 Nov 2026, 09:00 GMT
Typed signature

APPRENTICE



✓ Amara Boateng
23 Nov 2026, 09:00 GMT

Review 2 · due 18 Jan 2027**LATE · 1 DAY**

Target: 18 Jan 2027 Completed: 19 Jan 2027 Delta: 1 day late Meeting held: yes

CHECKLIST

Training plan

ON TRACK

Production quality stepped up; paid media identified as the weakest area.

English and maths

NOT REQUIRED

Safeguarding

NO CONCERNS

Prevent duty

NO INDICATORS

Equality, diversity and inclusion

NO CONCERNS

Welfare

RECORDED

Positive. Shadowing helped her confidence; workload manageable over the busy season.

Off-the-job hours reviewed

104 H

KSBs discussed: S8, S9, S11, K14, K16

TUTOR NOTES · Priya Shah

Shop-floor shadowing happened and has helped. Production quality has stepped up noticeably — the accessibility work on the reel series is above what I would expect at level 3. Paid media is the clear development area.

EMPLOYER NOTES · Daniel Okonkwo

She has taken the calendar off my hands, which I did not expect this early. Happy for her to lead part of the Monday meeting — it is the right stretch.

APPRENTICE NOTES · Amara Boateng

Shadowing was less painful than I thought. I want to get better at paid ads because right now I can make the content but not get it in front of the right people.

ACTIONS AGREED

Amara — Own the November–January content calendar end to end (by 15 Feb 2027)

Priya — Arrange a paid-media session (by 25 Feb 2027)

Amara — Lead ten minutes of the Monday team meeting each week (by 01 Feb 2027)

Next review agreed for 29 Mar 2027 · follow-through: Carried into the review on 2027-03-29, which was completed and signed.

TUTOR



✓ Priya Shah
19 Jan 2027, 09:00 GMT

EMPLOYER



✓ Daniel Okonkwo
21 Jan 2027, 09:00 GMT
Typed signature

APPRENTICE



✓ Amara Boateng
19 Jan 2027, 09:00 GMT

Review 3 · due 29 Mar 2027**ON TIME**

Target: 29 Mar 2027 Completed: 29 Mar 2027 Delta: on the day Meeting held: yes

CHECKLIST

Training plan	ON TRACK	Six KSBs outstanding, all addressable through the CMS work and the paid-media module.
English and maths	NOT REQUIRED	
Safeguarding	NO CONCERNS	
Prevent duty	NO INDICATORS	
Equality, diversity and inclusion	NO CONCERNS	
Welfare	RECORDED	Handled a disappointing campaign result well. No concerns raised.
Off-the-job hours reviewed	171 H	
KSBs discussed: S7, S19, K26, B7, S20		

TUTOR NOTES · Priya Shah

The campaign evaluation is the strongest piece of work in the portfolio — she reported a miss honestly and diagnosed it correctly. Six KSBs outstanding, all of them addressable with the CMS work and the paid-media module. On track for gateway in the spring.

EMPLOYER NOTES · Daniel Okonkwo

The honesty about the sales number is exactly what we want. We have given her the website login so she can do the CMS work properly.

APPRENTICE NOTES · Amara Boateng

It stung that the sales did not move, but I would rather know why. I have got the website access now so I can finish off the bits I am missing.

ACTIONS AGREED

Amara — Close out K19 and S13 via a website CMS task (by 16 May 2027)

Amara — Complete the Meta Blueprint module (by 31 May 2027)

Amara — Resubmit the Google Business Profile task with channel reasoning (by 16 Apr 2027)

Next review agreed for 07 Jun 2027 · follow-through: Carried into the next scheduled review, which is not yet complete.

TUTOR



✓ Priya Shah
29 Mar 2027, 10:00 GMT

EMPLOYER



✓ Daniel Okonkwo
31 Mar 2027, 10:00 GMT
Typed signature

APPRENTICE



✓ Amara Boateng
29 Mar 2027, 10:00 GMT

Review 4 · due 07 Jun 2027

OVERDUE · 5 DAYS

Target: 07 Jun 2027 Completed: — Delta: — Meeting held: not recorded

Not yet held — 5 days past its target.

SECTION 7

Off-the-job hours audit

Contracted target against approved hours, by week and by source; then every claim in date order — what it was sourced from, when it was claimed and by whom, and the tutor's signed decision.

HOURS APPROVED

222.6 h

72 entries

TARGET TO DATE

284.9 h

7.7 h/week

PLANNED TOTAL

348.0 h

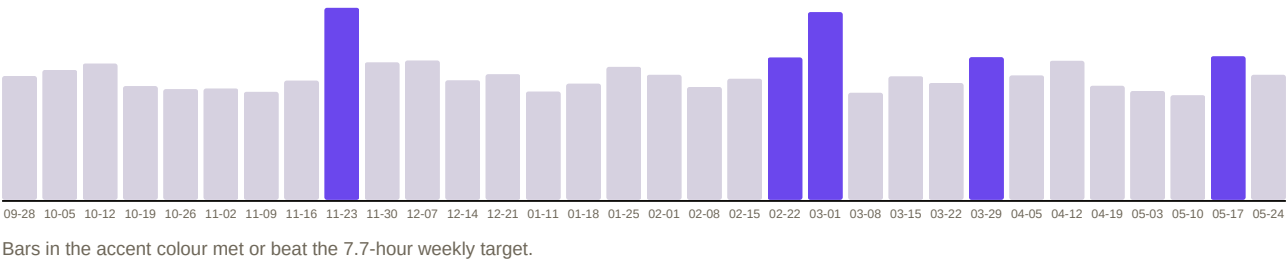
64% reached · behind pace

HOURS CLAIMED

243.4 h

78 claims in total

WEEKLY HOURS AGAINST THE 7.7-HOUR TARGET



Cumulative position by week

WEEK BEGINNING	HOURS THIS WEEK	CUMULATIVE	EXPECTED BY NOW	VARIANCE
28 Sept 2026	6.8	6.8	7.7	-0.9
05 Oct 2026	7.1	13.9	15.4	-1.5
12 Oct 2026	7.5	21.4	23.1	-1.7
19 Oct 2026	6.2	27.6	30.8	-3.2
26 Oct 2026	6.1	33.7	38.5	-4.8
02 Nov 2026	6.1	39.8	46.2	-6.4
09 Nov 2026	5.9	45.7	53.9	-8.2
16 Nov 2026	6.5	52.2	61.6	-9.4
23 Nov 2026	10.5	62.7	69.3	-6.6
30 Nov 2026	7.5	70.3	77.0	-6.7
07 Dec 2026	7.6	77.9	84.7	-6.8
14 Dec 2026	6.5	84.5	92.4	-8.0
21 Dec 2026	6.9	91.3	100.1	-8.8
11 Jan 2027	5.9	97.3	107.8	-10.5
18 Jan 2027	6.4	103.6	115.5	-11.9
25 Jan 2027	7.3	110.9	123.2	-12.3
01 Feb 2027	6.8	117.8	130.9	-13.1
08 Feb 2027	6.2	124.0	138.6	-14.7
15 Feb 2027	6.6	130.6	146.3	-15.7
22 Feb 2027	7.8	138.4	154.0	-15.6

WEEK BEGINNING	HOURS THIS WEEK	CUMULATIVE	EXPECTED BY NOW	VARIANCE
01 Mar 2027	10.3	148.7	161.7	-13.0
08 Mar 2027	5.9	154.5	169.4	-14.9
15 Mar 2027	6.8	161.3	177.1	-15.8
22 Mar 2027	6.4	167.7	184.8	-17.1
29 Mar 2027	7.8	175.5	192.5	-17.0
05 Apr 2027	6.8	182.3	200.2	-17.9
12 Apr 2027	7.6	189.9	207.9	-17.9
19 Apr 2027	6.3	196.2	215.6	-19.4
03 May 2027	6.0	202.2	223.3	-21.1
10 May 2027	5.7	207.9	231.0	-23.1
17 May 2027	7.9	215.8	238.7	-22.9
24 May 2027	6.8	222.6	246.4	-23.8

Hours by source

SOURCE	ENTRIES	HOURS	% OF TOTAL
Declared by learner	32	108.3	49%
Platform activity	32	100.2	45%
1:1 tutor session	8	14.1	6%

Claimed against approved

	HOURS
Hours claimed (every claim)	243.4
Rejected or withdrawn	- 5.0
Reduced when approved (edited)	- 1.5
Awaiting approval	- 14.3
Approved but disputed by the learner	0.0
Hours approved and counted	222.6

Every claim, in date order

Each claim shows the activity date and the date it was claimed; a claim made more than a week after the activity is marked as backdated (1 in this record). Backdating is permitted — the sources show what it rests on.

28 Sept 2026 – 30 Sept 2026 · Platform activity

Reading a brief like a strategist; Writing for the scroll

Claimed 02 Oct 2026 by the learner (Amara Boateng) · approved 04 Oct 2026

- Lesson: Reading a brief like a strategist (6 steps) · 28 Sept 2026 · 1.7 h (platform suggested 1.5 h)
- Lesson: Writing for the scroll (4 steps) · 30 Sept 2026 · 1.4 h (platform suggested 1.2 h)

3.0 h

APPROVED

APPROVED BY



✓ Priya Shah
04 Oct 2026, 10:00 GMT

03 Oct 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 04 Oct 2026 by the learner (Amara Boateng) · approved 06 Oct 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 03 Oct 2026 · 3.7 h

3.7 h

APPROVED

APPROVED BY



✓ Priya Shah
06 Oct 2026, 10:00 GMT

05 Oct 2026 – 07 Oct 2026 · Platform activity

Audience segmentation in practice; Shooting usable video on a phone

Claimed 09 Oct 2026 by the learner (Amara Boateng) · approved 11 Oct 2026

- Lesson: Audience segmentation in practice (6 steps) · 05 Oct 2026 · 1.8 h (platform suggested 1.6 h)
- Lesson: Shooting usable video on a phone (4 steps) · 07 Oct 2026 · 1.4 h (platform suggested 1.3 h)

3.2 h

APPROVED

APPROVED BY



✓ Priya Shah
11 Oct 2026, 10:00 GMT

08 Oct 2026 · 1:1 tutor session

Fortnightly 1:1 with tutor — portfolio review and target setting

Claimed 08 Oct 2026 by a tutor on the learner's behalf (Priya Shah) · approved 08 Oct 2026

- Tutor session: 1:1 session · 08 Oct 2026 · 1.8 h

Confirmed by the learner 09 Oct 2026

1.8 h

APPROVED

APPROVED BY



✓ Priya Shah
08 Oct 2026, 10:00 GMT

10 Oct 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 11 Oct 2026 by the learner (Amara Boateng) · approved 13 Oct 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 10 Oct 2026 · 2.1 h

2.1 h

APPROVED

APPROVED BY



✓ Priya Shah
13 Oct 2026, 10:00 GMT

12 Oct 2026 – 14 Oct 2026 · Platform activity

Brand guidelines: what they really constrain; Colour, contrast and accessible design

Claimed 16 Oct 2026 by the learner (Amara Boateng) · approved 18 Oct 2026

- Lesson: Brand guidelines: what they really constrain (6 steps) · 12 Oct 2026 · 1.9 h (platform suggested 1.7 h)
- Lesson: Colour, contrast and accessible design (4 steps) · 14 Oct 2026 · 1.5 h (platform suggested 1.4 h)

3.4 h

APPROVED

APPROVED BY



✓ Priya Shah
18 Oct 2026, 10:00 GMT

17 Oct 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 18 Oct 2026 by the learner (Amara Boateng) · approved 20 Oct 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 17 Oct 2026 · 4.1 h

4.1 h

APPROVED

APPROVED BY



✓ Priya Shah
20 Oct 2026, 10:00 GMT

19 Oct 2026 – 21 Oct 2026 · Platform activity

Writing for the scroll; Copyright, licensing and the assets you can actually use

Claimed 23 Oct 2026 by the learner (Amara Boateng) · approved 25 Oct 2026

- Lesson: Writing for the scroll (6 steps) · 19 Oct 2026 · 1.5 h (platform suggested 1.4 h)
- Lesson: Copyright, licensing and the assets you can actually use (4 steps) · 21 Oct 2026 · 1.3 h (platform suggested 1.1 h)

2.8 h

APPROVED

APPROVED BY



✓ Priya Shah
25 Oct 2026, 09:00 GMT

24 Oct 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 25 Oct 2026 by the learner (Amara Boateng) · approved 27 Oct 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 24 Oct 2026 · 3.4 h

3.4 h

APPROVED

APPROVED BY



✓ Priya Shah
27 Oct 2026, 09:00 GMT

26 Oct 2026 – 28 Oct 2026 · Platform activity

Shooting usable video on a phone; GDPR for content creators

Claimed 30 Oct 2026 by the learner (Amara Boateng) · approved 01 Nov 2026

- Lesson: Shooting usable video on a phone (6 steps) · 26 Oct 2026 · 1.5 h (platform suggested 1.4 h)
- Lesson: GDPR for content creators (4 steps) · 28 Oct 2026 · 1.2 h (platform suggested 1.1 h)

2.7 h

APPROVED

APPROVED BY



✓ Priya Shah
01 Nov 2026, 09:00 GMT

31 Oct 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 01 Nov 2026 by the learner (Amara Boateng) · approved 03 Nov 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 31 Oct 2026 · 3.3 h

3.3 h

APPROVED

APPROVED BY



✓ Priya Shah
03 Nov 2026, 09:00 GMT

02 Nov 2026 – 04 Nov 2026 · Platform activity

Colour, contrast and accessible design; Publishing workflows and version control

Claimed 06 Nov 2026 by the learner (Amara Boateng) · approved 08 Nov 2026

- Lesson: Colour, contrast and accessible design (6 steps) · 02 Nov 2026 · 1.5 h (platform suggested 1.4 h)
- Lesson: Publishing workflows and version control (4 steps) · 04 Nov 2026 · 1.2 h (platform suggested 1.1 h)

2.8 h

APPROVED

APPROVED BY



✓ Priya Shah
08 Nov 2026, 09:00 GMT

05 Nov 2026 · 1:1 tutor session

Fortnightly 1:1 with tutor — portfolio review and target setting

Claimed 05 Nov 2026 by a tutor on the learner's behalf (Priya Shah) · approved 05 Nov 2026

- Tutor session: 1:1 session · 05 Nov 2026 · 1.5 h

Confirmed by the learner 06 Nov 2026

1.5 h

APPROVED

APPROVED BY



✓ Priya Shah
05 Nov 2026, 09:00 GMT

07 Nov 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 03 Dec 2026 by the learner (Amara Boateng) — backdated, 26 days after the activity · approved 05 Dec 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 07 Nov 2026 · 1.8 h

1.8 h

APPROVED

APPROVED BY



✓ Priya Shah
05 Dec 2026, 09:00 GMT

09 Nov 2026 – 11 Nov 2026 · Platform activity

APPROVED

APPROVED BY

Copyright, licensing and the assets you can actually use; Captions, alt text and inclusive language

Claimed 13 Nov 2026 by the learner (Amara Boateng) · approved 15 Nov 2026

- Lesson: Copyright, licensing and the assets you can actually use (6 steps) · 09 Nov 2026 · 1.5 h (platform suggested 1.3 h)

- Lesson: Captions, alt text and inclusive language (4 steps) · 11 Nov 2026 · 1.2 h (platform suggested 1.1 h)

2.7 h



✓ Priya Shah
15 Nov 2026, 09:00 GMT

14 Nov 2026 · Declared by learner

APPROVED

APPROVED BY

Workplace practice: shooting, editing and scheduling content

Claimed 15 Nov 2026 by the learner (Amara Boateng) · approved 17 Nov 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 14 Nov 2026 · 3.3 h

3.3 h



✓ Priya Shah
17 Nov 2026, 09:00 GMT

16 Nov 2026 – 18 Nov 2026 · Platform activity

APPROVED

APPROVED BY

GDPR for content creators; Reading platform analytics without fooling yourself

Claimed 20 Nov 2026 by the learner (Amara Boateng) · approved 22 Nov 2026

- Lesson: GDPR for content creators (6 steps) · 16 Nov 2026 · 1.6 h (platform suggested 1.5 h)

- Lesson: Reading platform analytics without fooling yourself (4 steps) · 18 Nov 2026 · 1.3 h (platform suggested 1.2 h)

2.9 h



✓ Priya Shah
22 Nov 2026, 09:00 GMT

21 Nov 2026 · Declared by learner

APPROVED

APPROVED BY

Workplace practice: shooting, editing and scheduling content

Claimed 22 Nov 2026 by the learner (Amara Boateng) · approved 24 Nov 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 21 Nov 2026 · 3.6 h

3.6 h



✓ Priya Shah
24 Nov 2026, 09:00 GMT

23 Nov 2026 – 25 Nov 2026 · Platform activity

APPROVED

APPROVED BY

Publishing workflows and version control; Responding to comments when it gets difficult

Claimed 27 Nov 2026 by the learner (Amara Boateng) · approved 29 Nov 2026

- Lesson: Publishing workflows and version control (6 steps) · 23 Nov 2026 · 2.6 h (platform suggested 2.4 h)

- Lesson: Responding to comments when it gets difficult (4 steps) · 25 Nov 2026 · 2.1 h (platform suggested 1.9 h)

4.7 h



✓ Priya Shah
29 Nov 2026, 09:00 GMT

28 Nov 2026 · Declared by learner

APPROVED

APPROVED BY

Workplace practice: shooting, editing and scheduling content

Claimed 29 Nov 2026 by the learner (Amara Boateng) · approved 01 Dec 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 28 Nov 2026 · 5.8 h

5.8 h



✓ Priya Shah
01 Dec 2026, 09:00 GMT

30 Nov 2026 – 02 Dec 2026 · Platform activity

APPROVED

APPROVED BY

Captions, alt text and inclusive language; Building a content calendar that survives contact with a business

Claimed 04 Dec 2026 by the learner (Amara Boateng) · approved 06 Dec 2026

- Lesson: Captions, alt text and inclusive language (6 steps) · 30 Nov 2026 · 1.9 h (platform suggested 1.7 h)

- Lesson: Building a content calendar that survives contact with a business (4 steps) · 02 Dec 2026 · 1.5 h (platform suggested 1.4 h)

3.4 h



✓ Priya Shah
06 Dec 2026, 09:00 GMT

03 Dec 2026 · 1:1 tutor session

Fortnightly 1:1 with tutor — portfolio review and target setting

Claimed 03 Dec 2026 by a tutor on the learner's behalf (Priya Shah) · approved 03 Dec 2026

- Tutor session: 1:1 session · 03 Dec 2026 · 1.9 h

Confirmed by the learner 04 Dec 2026

1.9 h

APPROVED

APPROVED BY



✓ Priya Shah
03 Dec 2026, 09:00 GMT

05 Dec 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 06 Dec 2026 by the learner (Amara Boateng) · approved 08 Dec 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 05 Dec 2026 · 2.3 h

2.3 h

APPROVED

APPROVED BY



✓ Priya Shah
08 Dec 2026, 09:00 GMT

07 Dec 2026 – 09 Dec 2026 · Platform activity

Reading platform analytics without fooling yourself; Post-campaign review: what the numbers did and did not say

Claimed 11 Dec 2026 by the learner (Amara Boateng) · approved 13 Dec 2026

- Lesson: Reading platform analytics without fooling yourself (6 steps) · 07 Dec 2026 · 1.9 h (platform suggested 1.7 h)
- Lesson: Post-campaign review: what the numbers did and did not say (4 steps) · 09 Dec 2026 · 1.6 h (platform suggested 1.4 h)

3.4 h

APPROVED

APPROVED BY



✓ Priya Shah
13 Dec 2026, 09:00 GMT

12 Dec 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 13 Dec 2026 by the learner (Amara Boateng) · approved 15 Dec 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 12 Dec 2026 · 4.2 h

4.2 h

APPROVED

APPROVED BY



✓ Priya Shah
15 Dec 2026, 09:00 GMT

14 Dec 2026 – 16 Dec 2026 · Platform activity

Responding to comments when it gets difficult; Reading a brief like a strategist

Claimed 18 Dec 2026 by the learner (Amara Boateng) · approved 20 Dec 2026

- Lesson: Responding to comments when it gets difficult (6 steps) · 14 Dec 2026 · 1.6 h (platform suggested 1.5 h)
- Lesson: Reading a brief like a strategist (4 steps) · 16 Dec 2026 · 1.3 h (platform suggested 1.2 h)

3.0 h

APPROVED

APPROVED BY



✓ Priya Shah
20 Dec 2026, 09:00 GMT

19 Dec 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 20 Dec 2026 by the learner (Amara Boateng) · approved 22 Dec 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 19 Dec 2026 · 3.6 h

3.6 h

APPROVED

APPROVED BY



✓ Priya Shah
22 Dec 2026, 09:00 GMT

21 Dec 2026 – 23 Dec 2026 · Platform activity

Building a content calendar that survives contact with a business; Audience segmentation in practice

Claimed 25 Dec 2026 by the learner (Amara Boateng) · approved 27 Dec 2026

- Lesson: Building a content calendar that survives contact with a business (6 steps) · 21 Dec 2026 · 1.7 h (platform suggested 1.6 h)
- Lesson: Audience segmentation in practice (4 steps) · 23 Dec 2026 · 1.4 h (platform suggested 1.2 h)

3.1 h

APPROVED

APPROVED BY



✓ Priya Shah
27 Dec 2026, 09:00 GMT

26 Dec 2026 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 27 Dec 2026 by the learner (Amara Boateng) · approved 29 Dec 2026

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 26 Dec 2026 · 3.8 h

APPROVED

APPROVED BY



✓ Priya Shah
29 Dec 2026, 09:00 GMT

11 Jan 2027 – 13 Jan 2027 · Platform activity

Audience segmentation in practice; Shooting usable video on a phone

Claimed 15 Jan 2027 by the learner (Amara Boateng) · approved 17 Jan 2027

- Lesson: Audience segmentation in practice (6 steps) · 11 Jan 2027 · 1.5 h (platform suggested 1.3 h)
- Lesson: Shooting usable video on a phone (4 steps) · 13 Jan 2027 · 1.2 h (platform suggested 1.1 h)

2.7 h

APPROVED

APPROVED BY



✓ Priya Shah
17 Jan 2027, 09:00 GMT

16 Jan 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 17 Jan 2027 by the learner (Amara Boateng) · approved 19 Jan 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 16 Jan 2027 · 3.3 h

3.3 h

APPROVED

APPROVED BY



✓ Priya Shah
19 Jan 2027, 09:00 GMT

18 Jan 2027 – 20 Jan 2027 · Platform activity

Brand guidelines: what they really constrain; Colour, contrast and accessible design

Claimed 22 Jan 2027 by the learner (Amara Boateng) · approved 24 Jan 2027

- Lesson: Brand guidelines: what they really constrain (6 steps) · 18 Jan 2027 · 1.6 h (platform suggested 1.4 h)
- Lesson: Colour, contrast and accessible design (4 steps) · 20 Jan 2027 · 1.3 h (platform suggested 1.1 h)

2.9 h

APPROVED

APPROVED BY



✓ Priya Shah
24 Jan 2027, 09:00 GMT

23 Jan 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 24 Jan 2027 by the learner (Amara Boateng) · approved 26 Jan 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 23 Jan 2027 · 3.5 h

3.5 h

APPROVED

APPROVED BY



✓ Priya Shah
26 Jan 2027, 09:00 GMT

25 Jan 2027 – 27 Jan 2027 · Platform activity

Writing for the scroll; Copyright, licensing and the assets you can actually use

Claimed 29 Jan 2027 by the learner (Amara Boateng) · approved 31 Jan 2027

- Lesson: Writing for the scroll (6 steps) · 25 Jan 2027 · 1.8 h (platform suggested 1.6 h)
- Lesson: Copyright, licensing and the assets you can actually use (4 steps) · 27 Jan 2027 · 1.5 h (platform suggested 1.3 h)

3.3 h

APPROVED

APPROVED BY



✓ Priya Shah
31 Jan 2027, 09:00 GMT

28 Jan 2027 · 1:1 tutor session

Fortnightly 1:1 with tutor — portfolio review and target setting

Claimed 28 Jan 2027 by a tutor on the learner's behalf (Priya Shah) · approved 28 Jan 2027

- Tutor session: 1:1 session · 28 Jan 2027 · 1.8 h

Confirmed by the learner 29 Jan 2027

1.8 h

APPROVED

APPROVED BY



✓ Priya Shah
28 Jan 2027, 09:00 GMT

30 Jan 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 31 Jan 2027 by the learner (Amara Boateng) · approved 02 Feb 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 30 Jan 2027 · 2.2 h

2.2 h

APPROVED

APPROVED BY



✓ Priya Shah
02 Feb 2027, 09:00 GMT

01 Feb 2027 – 03 Feb 2027 · Platform activity

Shooting usable video on a phone; GDPR for content creators

Claimed 05 Feb 2027 by the learner (Amara Boateng) · approved 07 Feb 2027

- Lesson: Shooting usable video on a phone (6 steps) · 01 Feb 2027 · 1.7 h (platform suggested 1.6 h)
- Lesson: GDPR for content creators (4 steps) · 03 Feb 2027 · 1.4 h (platform suggested 1.2 h)

3.1 h

APPROVED

APPROVED BY



✓ Priya Shah
07 Feb 2027, 09:00 GMT

06 Feb 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 07 Feb 2027 by the learner (Amara Boateng) · approved 09 Feb 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 06 Feb 2027 · 3.8 h

3.8 h

APPROVED

APPROVED BY



✓ Priya Shah
09 Feb 2027, 09:00 GMT

08 Feb 2027 – 10 Feb 2027 · Platform activity

Colour, contrast and accessible design; Publishing workflows and version control

Claimed 12 Feb 2027 by the learner (Amara Boateng) · approved 14 Feb 2027

- Lesson: Colour, contrast and accessible design (6 steps) · 08 Feb 2027 · 1.5 h (platform suggested 1.4 h)
- Lesson: Publishing workflows and version control (4 steps) · 10 Feb 2027 · 1.3 h (platform suggested 1.1 h)

2.8 h

APPROVED

APPROVED BY



✓ Priya Shah
14 Feb 2027, 09:00 GMT

13 Feb 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 14 Feb 2027 by the learner (Amara Boateng) · approved 16 Feb 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 13 Feb 2027 · 3.4 h

3.4 h

APPROVED

APPROVED BY



✓ Priya Shah
16 Feb 2027, 09:00 GMT

15 Feb 2027 – 17 Feb 2027 · Platform activity

Copyright, licensing and the assets you can actually use; Captions, alt text and inclusive language

Claimed 19 Feb 2027 by the learner (Amara Boateng) · approved 21 Feb 2027

- Lesson: Copyright, licensing and the assets you can actually use (6 steps) · 15 Feb 2027 · 1.6 h (platform suggested 1.5 h)
- Lesson: Captions, alt text and inclusive language (4 steps) · 17 Feb 2027 · 1.4 h (platform suggested 1.2 h)

3.0 h

APPROVED

APPROVED BY



✓ Priya Shah
21 Feb 2027, 09:00 GMT

20 Feb 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 21 Feb 2027 by the learner (Amara Boateng) · approved 23 Feb 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 20 Feb 2027 · 5.2 h

3.6 h approved of 5.2 h claimed

APPROVED (EDITED)

APPROVED BY



✓ Priya Shah
23 Feb 2027, 09:00 GMT

22 Feb 2027 – 24 Feb 2027 · Platform activity

GDPR for content creators; Reading platform analytics without fooling yourself

Claimed 26 Feb 2027 by the learner (Amara Boateng) · approved 28 Feb 2027

- Lesson: GDPR for content creators (6 steps) · 22 Feb 2027 · 1.9 h (platform suggested 1.8 h)
- Lesson: Reading platform analytics without fooling yourself (4 steps) · 24 Feb 2027 · 1.6 h (platform suggested 1.4 h)

3.5 h

APPROVED

APPROVED BY



✓ Priya Shah
28 Feb 2027, 09:00 GMT

25 Feb 2027 · 1:1 tutor session

Fortnightly 1:1 with tutor — portfolio review and target setting

Claimed 25 Feb 2027 by a tutor on the learner's behalf (Priya Shah) · approved 25 Feb 2027

- Tutor session: 1:1 session · 25 Feb 2027 · 1.9 h

Confirmed by the learner 26 Feb 2027

1.9 h

APPROVED

APPROVED BY



✓ Priya Shah
25 Feb 2027, 09:00 GMT

27 Feb 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 28 Feb 2027 by the learner (Amara Boateng) · approved 02 Mar 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 27 Feb 2027 · 2.3 h

2.3 h

APPROVED

APPROVED BY



✓ Priya Shah
02 Mar 2027, 09:00 GMT

01 Mar 2027 – 03 Mar 2027 · Platform activity

Publishing workflows and version control; Responding to comments when it gets difficult

Claimed 05 Mar 2027 by the learner (Amara Boateng) · approved 07 Mar 2027

- Lesson: Publishing workflows and version control (6 steps) · 01 Mar 2027 · 2.5 h (platform suggested 2.3 h)
- Lesson: Responding to comments when it gets difficult (4 steps) · 03 Mar 2027 · 2.1 h (platform suggested 1.9 h)

4.6 h

APPROVED

APPROVED BY



✓ Priya Shah
07 Mar 2027, 09:00 GMT

06 Mar 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 07 Mar 2027 by the learner (Amara Boateng) · approved 09 Mar 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 06 Mar 2027 · 5.7 h

5.7 h

APPROVED

APPROVED BY



✓ Priya Shah
09 Mar 2027, 09:00 GMT

08 Mar 2027 – 10 Mar 2027 · Platform activity

Captions, alt text and inclusive language; Building a content calendar that survives contact with a business

Claimed 12 Mar 2027 by the learner (Amara Boateng) · approved 14 Mar 2027

- Lesson: Captions, alt text and inclusive language (6 steps) · 08 Mar 2027 · 1.4 h (platform suggested 1.3 h)
- Lesson: Building a content calendar that survives contact with a business (4 steps) · 10 Mar 2027 · 1.2 h (platform suggested 1.1 h)

2.6 h

APPROVED

APPROVED BY



✓ Priya Shah
14 Mar 2027, 09:00 GMT

13 Mar 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 14 Mar 2027 by the learner (Amara Boateng) · approved 16 Mar 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 13 Mar 2027 · 3.2 h

3.2 h

APPROVED

APPROVED BY



✓ Priya Shah
16 Mar 2027, 09:00 GMT

15 Mar 2027 – 17 Mar 2027 · Platform activity

Reading platform analytics without fooling yourself; Post-campaign review: what the numbers did and did not say

Claimed 19 Mar 2027 by the learner (Amara Boateng) · approved 21 Mar 2027

- Lesson: Reading platform analytics without fooling yourself (6 steps) · 15 Mar 2027 · 1.7 h (platform suggested 1.5 h)

- Lesson: Post-campaign review: what the numbers did and did not say (4 steps) · 17 Mar 2027 · 1.4 h (platform suggested 1.2 h)

3.0 h

APPROVED

APPROVED BY



✓ Priya Shah
21 Mar 2027, 09:00 GMT

20 Mar 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 21 Mar 2027 by the learner (Amara Boateng) · approved 23 Mar 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 20 Mar 2027 · 3.7 h

3.7 h

APPROVED

APPROVED BY



✓ Priya Shah
23 Mar 2027, 09:00 GMT

22 Mar 2027 – 24 Mar 2027 · Platform activity

Responding to comments when it gets difficult; Reading a brief like a strategist

Claimed 26 Mar 2027 by the learner (Amara Boateng) · approved 28 Mar 2027

- Lesson: Responding to comments when it gets difficult (6 steps) · 22 Mar 2027 · 1.6 h (platform suggested 1.4 h)

- Lesson: Reading a brief like a strategist (4 steps) · 24 Mar 2027 · 1.3 h (platform suggested 1.1 h)

2.9 h

APPROVED

APPROVED BY



✓ Priya Shah
28 Mar 2027, 10:00 GMT

25 Mar 2027 · 1:1 tutor session

Fortnightly 1:1 with tutor — portfolio review and target setting

Claimed 25 Mar 2027 by a tutor on the learner's behalf (Priya Shah) · approved 25 Mar 2027

- Tutor session: 1:1 session · 25 Mar 2027 · 1.6 h

Confirmed by the learner 26 Mar 2027

1.6 h

APPROVED

APPROVED BY



✓ Priya Shah
25 Mar 2027, 09:00 GMT

27 Mar 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 28 Mar 2027 by the learner (Amara Boateng) · approved 30 Mar 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 27 Mar 2027 · 1.9 h

1.9 h

APPROVED

APPROVED BY



✓ Priya Shah
30 Mar 2027, 10:00 GMT

29 Mar 2027 – 31 Mar 2027 · Platform activity

Building a content calendar that survives contact with a business; Audience segmentation in practice

Claimed 02 Apr 2027 by the learner (Amara Boateng) · approved 04 Apr 2027

- Lesson: Building a content calendar that survives contact with a business (6 steps) · 29 Mar 2027 · 1.9 h (platform suggested 1.8 h)

- Lesson: Audience segmentation in practice (4 steps) · 31 Mar 2027 · 1.6 h (platform suggested 1.4 h)

3.5 h

APPROVED

APPROVED BY



✓ Priya Shah
04 Apr 2027, 10:00 GMT

03 Apr 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 04 Apr 2027 by the learner (Amara Boateng) · approved 06 Apr 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 03 Apr 2027 · 4.3 h

4.3 h

APPROVED

APPROVED BY



✓ Priya Shah
06 Apr 2027, 10:00 GMT

04 Apr 2027 · Declared by learner**REJECTED**

Researching competitor accounts

Claimed 05 Apr 2027 by the learner (Amara Boateng) · rejected 07 Apr 2027 by Priya Shah

• Declared: Researching competitor accounts · 04 Apr 2027 · 4.0 h

Reason: Four hours on a Sunday during a holiday week — re-claim the part done in working time, with the notes you made.

4.0 h

05 Apr 2027 – 07 Apr 2027 · Platform activity**APPROVED**

APPROVED BY

Post-campaign review: what the numbers did and did not say; Brand guidelines: what they really constrain

Claimed 09 Apr 2027 by the learner (Amara Boateng) · approved 11 Apr 2027

• Lesson: Post-campaign review: what the numbers did and did not say (6 steps) · 05 Apr 2027 · 1.7 h (platform suggested 1.5 h)

• Lesson: Brand guidelines: what they really constrain (4 steps) · 07 Apr 2027 · 1.4 h (platform suggested 1.2 h)

3.1 h

✓ Priya Shah
11 Apr 2027, 10:00 GMT**10 Apr 2027 · Declared by learner****APPROVED**

APPROVED BY

Workplace practice: shooting, editing and scheduling content

Claimed 11 Apr 2027 by the learner (Amara Boateng) · approved 13 Apr 2027

• Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 10 Apr 2027 · 3.8 h

3.8 h

✓ Priya Shah
13 Apr 2027, 10:00 GMT**12 Apr 2027 – 14 Apr 2027 · Platform activity****APPROVED**

APPROVED BY

Reading a brief like a strategist; Writing for the scroll

Claimed 16 Apr 2027 by the learner (Amara Boateng) · approved 18 Apr 2027

• Lesson: Reading a brief like a strategist (6 steps) · 12 Apr 2027 · 1.9 h (platform suggested 1.7 h)

• Lesson: Writing for the scroll (4 steps) · 14 Apr 2027 · 1.6 h (platform suggested 1.4 h)

3.4 h

✓ Priya Shah
18 Apr 2027, 10:00 GMT**17 Apr 2027 · Declared by learner****APPROVED**

APPROVED BY

Workplace practice: shooting, editing and scheduling content

Claimed 18 Apr 2027 by the learner (Amara Boateng) · approved 20 Apr 2027

• Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 17 Apr 2027 · 4.2 h

4.2 h

✓ Priya Shah
20 Apr 2027, 10:00 GMT**19 Apr 2027 – 21 Apr 2027 · Platform activity****APPROVED**

APPROVED BY

Audience segmentation in practice; Shooting usable video on a phone

Claimed 23 Apr 2027 by the learner (Amara Boateng) · approved 25 Apr 2027

• Lesson: Audience segmentation in practice (6 steps) · 19 Apr 2027 · 1.6 h (platform suggested 1.4 h)

• Lesson: Shooting usable video on a phone (4 steps) · 21 Apr 2027 · 1.3 h (platform suggested 1.1 h)

2.8 h

✓ Priya Shah
25 Apr 2027, 10:00 GMT**22 Apr 2027 · 1:1 tutor session****APPROVED**

APPROVED BY

Fortnightly 1:1 with tutor — portfolio review and target setting

Claimed 22 Apr 2027 by a tutor on the learner's behalf (Priya Shah) · approved 22 Apr 2027

• Tutor session: 1:1 session · 22 Apr 2027 · 1.6 h

Confirmed by the learner 23 Apr 2027

1.6 h

✓ Priya Shah
22 Apr 2027, 10:00 GMT

24 Apr 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 25 Apr 2027 by the learner (Amara Boateng) · approved 27 Apr 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 24 Apr 2027 · 1.9 h

1.9 h

APPROVED

APPROVED BY



✓ Priya Shah
27 Apr 2027, 10:00 GMT

03 May 2027 – 05 May 2027 · Platform activity

Writing for the scroll; Copyright, licensing and the assets you can actually use

Claimed 07 May 2027 by the learner (Amara Boateng) · approved 09 May 2027

- Lesson: Writing for the scroll (6 steps) · 03 May 2027 · 1.5 h (platform suggested 1.4 h)
- Lesson: Copyright, licensing and the assets you can actually use (4 steps) · 05 May 2027 · 1.2 h (platform suggested 1.1 h)

2.7 h

APPROVED

APPROVED BY



✓ Priya Shah
09 May 2027, 10:00 GMT

08 May 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 09 May 2027 by the learner (Amara Boateng) · approved 11 May 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 08 May 2027 · 3.3 h

3.3 h

APPROVED

APPROVED BY



✓ Priya Shah
11 May 2027, 10:00 GMT

10 May 2027 – 12 May 2027 · Platform activity

Shooting usable video on a phone; GDPR for content creators

Claimed 14 May 2027 by the learner (Amara Boateng) · approved 16 May 2027

- Lesson: Shooting usable video on a phone (6 steps) · 10 May 2027 · 1.4 h (platform suggested 1.3 h)
- Lesson: GDPR for content creators (4 steps) · 12 May 2027 · 1.2 h (platform suggested 1.0 h)

2.6 h

APPROVED

APPROVED BY



✓ Priya Shah
16 May 2027, 10:00 GMT

15 May 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 16 May 2027 by the learner (Amara Boateng) · approved 18 May 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 15 May 2027 · 3.1 h

3.1 h

APPROVED

APPROVED BY



✓ Priya Shah
18 May 2027, 10:00 GMT

18 May 2027 · Declared by tutor

Shadowed the Saturday shop-floor team

Claimed 18 May 2027 by a tutor on the learner's behalf (Priya Shah) · approved 18 May 2027 · withdrawn 20 May 2027 by Priya Shah

- Declared: Shadowed the Saturday shop-floor team · 18 May 2027 · 1.0 h

Reason: Withdrawn after the learner's dispute: logged against the wrong week.**Disputed by the learner 19 May 2027: "That was the week before — I was off sick this week."**

1.0 h

WITHDRAWN

APPROVED BY



✓ Priya Shah
18 May 2027, 10:00 GMT

17 May 2027 – 19 May 2027 · Platform activity

Colour, contrast and accessible design; Publishing workflows and version control

Claimed 21 May 2027 by the learner (Amara Boateng) · approved 23 May 2027

- Lesson: Colour, contrast and accessible design (6 steps) · 17 May 2027 · 1.9 h (platform suggested 1.8 h)
- Lesson: Publishing workflows and version control (4 steps) · 19 May 2027 · 1.6 h (platform suggested 1.4 h)

3.5 h

APPROVED

APPROVED BY



✓ Priya Shah
23 May 2027, 10:00 GMT

20 May 2027 · 1:1 tutor session

Fortnightly 1:1 with tutor — portfolio review and target setting

Claimed 20 May 2027 by a tutor on the learner's behalf (Priya Shah) · approved 20 May 2027

- Tutor session: 1:1 session · 20 May 2027 · 2.0 h

Confirmed by the learner 21 May 2027

2.0 h

APPROVED

APPROVED BY



✓ Priya Shah
20 May 2027, 10:00 GMT

22 May 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 23 May 2027 by the learner (Amara Boateng) · approved 25 May 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 22 May 2027 · 2.4 h

2.4 h

APPROVED

APPROVED BY



✓ Priya Shah
25 May 2027, 10:00 GMT

24 May 2027 – 26 May 2027 · Platform activity

Copyright, licensing and the assets you can actually use; Captions, alt text and inclusive language

Claimed 28 May 2027 by the learner (Amara Boateng) · approved 30 May 2027

- Lesson: Copyright, licensing and the assets you can actually use (6 steps) · 24 May 2027 · 1.7 h (platform suggested 1.6 h)

- Lesson: Captions, alt text and inclusive language (4 steps) · 26 May 2027 · 1.4 h (platform suggested 1.2 h)

3.1 h

APPROVED

APPROVED BY



✓ Priya Shah
30 May 2027, 10:00 GMT

29 May 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 30 May 2027 by the learner (Amara Boateng) · approved 01 Jun 2027

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 29 May 2027 · 3.8 h

3.8 h

APPROVED

APPROVED BY



✓ Priya Shah
01 Jun 2027, 10:00 GMT

31 May 2027 – 02 Jun 2027 · Platform activity

GDPR for content creators; Reading platform analytics without fooling yourself

Claimed 04 Jun 2027 by the learner (Amara Boateng)

- Lesson: GDPR for content creators (6 steps) · 31 May 2027 · 1.6 h (platform suggested 1.5 h)
- Lesson: Reading platform analytics without fooling yourself (4 steps) · 02 Jun 2027 · 1.3 h (platform suggested 1.2 h)

2.9 h claimed

AWAITING APPROVAL

05 Jun 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 06 Jun 2027 by the learner (Amara Boateng)

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 05 Jun 2027 · 3.6 h

3.6 h claimed

AWAITING APPROVAL

07 Jun 2027 – 09 Jun 2027 · Platform activity

Publishing workflows and version control; Responding to comments when it gets difficult

Claimed 11 Jun 2027 by the learner (Amara Boateng)

- Lesson: Publishing workflows and version control (6 steps) · 07 Jun 2027 · 1.9 h (platform suggested 1.8 h)
- Lesson: Responding to comments when it gets difficult (4 steps) · 09 Jun 2027 · 1.6 h (platform suggested 1.4 h)

3.5 h claimed

AWAITING APPROVAL

12 Jun 2027 · Declared by learner

Workplace practice: shooting, editing and scheduling content

Claimed 13 Jun 2027 by the learner (Amara Boateng)

- Declared: Shot and edited the weekly product reel with Daniel; scheduled three posts · 12 Jun 2027 · 4.3 h

! No platform activity on 2027-06-12; the description is the only record of what was done.

4.3 h claimed

AWAITING APPROVAL

ADJUSTMENTS AND CORRECTIONS

Learners claim their own hours, backdated where needed; a tutor approves each claim with a drawn or typed signature. Once a claim is decided nothing about it can change: the database refuses edits to the hours, the sources, the dates and the signature. A tutor who approves fewer hours than claimed is recorded as an edited approval showing both figures; a rejection keeps its reason. When a learner disputes hours a tutor logged for them, those hours stop counting; the tutor can withdraw the entry with a reason, and the original approval and signature stay on the record above.

Target basis: 348.0 planned hours, paced at 7.7 hours per week from 28 Sept 2026, giving 284.9 hours expected at the date of this report. Gateway needs the full planned total.

SECTION 8

Employer engagement

The employer's contribution to the apprenticeship: feedback given, workplace observations logged, review sign-offs, and the business context they set for the apprentice's work.

FEEDBACK ITEMS 3	OBSERVATIONS 1	REVIEW SIGN-OFFS 3	BUSINESS BRIEF Set
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EMPLOYER OF RECORD

Company	Northgate Garden Centre	Contact email	daniel@example.com
Named contact	Daniel Okonkwo	Account onboarded	01 Oct 2026

Review sign-off history

	EMPLOYER SIGN-OFF <i>Daniel Okonkwo</i>
REVIEW 23 Nov 2026	✓ Daniel Okonkwo 24 Nov 2026, 09:00 GMT Typed signature
	EMPLOYER SIGN-OFF <i>Daniel Okonkwo</i>
REVIEW 18 Jan 2027	✓ Daniel Okonkwo 21 Jan 2027, 09:00 GMT Typed signature
	EMPLOYER SIGN-OFF <i>Daniel Okonkwo</i>
REVIEW 29 Mar 2027	✓ Daniel Okonkwo 31 Mar 2027, 10:00 GMT Typed signature

Employer feedback

Daniel Okonkwo · 28 Oct 2026 · on "Autumn bulb campaign — creative brief response"
This is the first time anyone here has written us a proper brief. We have started using her template for the print advertising too.
Daniel Okonkwo · 29 Mar 2027 · on "Six-month employer statement"
Amara has gone from posting what we told her to post to telling us what we should be posting, and being right about it. She runs the content calendar herself now. She is careful about consent and licensing in a way nobody here was before she started, which has quietly removed a risk we did not know we had. The one thing we are still working on is confidence with customers face to face — she is much stronger behind the camera than in front of a counter.

Daniel Okonkwo · 02 Apr 2027 · on "Analytics review — First Frost campaign results"

Amara brought this to our Monday meeting and changed how we report on social. Genuinely useful to the business.

Employer workplace observations

12 Apr 2027 · observed by Daniel Okonkwo · KSBs S15, S16, B1, B4

Amara ran the Christmas late-night shopping event content on her own — planned it, shot it during the event, and had it posted the same evening. Handled a supplier who did not want to be filmed without making it awkward.

Business-integration brief

Last updated 10 Oct 2026. This brief is what the platform uses to generate the apprentice's workplace task plan, so it forms part of the audit trail for those tasks.

Business overview	Independent garden centre and café on the edge of town, trading 40 years, 22 staff. Strongly seasonal — bulbs and bedding in autumn, Christmas trees and wreaths in December, hanging baskets in May. Competing against two national chains within 15 miles on price, so we compete on knowledge and on being local.
Target audience	First-time and returning home gardeners within a 20-mile radius, weighted towards 35–65, plus a smaller café audience who come for the food and leave with a plant.
Content goals	Drive weekend footfall in the shoulder seasons · Position our staff as the people who actually know the answer · Grow the email list ahead of the Christmas trade
Voice and tone	Warm, plain-spoken, knowledgeable without being superior. We are the person in the shop who tells you honestly that the plant you picked will not survive in your garden.
Platforms	Instagram, Facebook, Google Business Profile, Email newsletter
Things to avoid	Superlatives and hype ("unbeatable", "the best") · Anything that sounds like a national chain · Undisclosed paid partnerships

SECTION 9

AI-assisted evidence — transparency record

Where the platform's AI contributed to this portfolio, and what a human did with that contribution. No KSB is ticked by AI: every tick in Section 2 rests on a tutor's verification.

DISCLAIMER

Every score, suggestion and theme in this section was produced by a large language model. AI output in this platform is advisory only: it cannot verify evidence, tick a KSB, sign a review, or record an off-the-job hour. A learner may dispute any AI grade, and disputes are shown below alongside the grade they contest.

AI-suggested KSB tagging

ITEMS AI-TAGGED	ACCEPTED AS-IS	EDITED BY A HUMAN	REJECTED OUTRIGHT
9	5	4	0

EVIDENCE	DATE	AI SUGGESTED	HUMAN CONFIRMED	OUTCOME
Autumn bulb campaign — creative brief response	22 Oct 2026	S1, S2, K8, K9	S1, S2, K8, K20	edited
Mood board and storyboard — "First Frost" reel series	17 Nov 2026	S4, S6, K16	S4, S6, K16	accepted
Reel set — planting a bulb lasagne (3 videos, captioned)	13 Dec 2026	S11, S8, S9, K14, K16	S11, S8, S9, K14, K16	accepted
Asset licence audit — stock imagery used Q4	08 Jan 2027	K5, S12, K9	K5, S12, K17	edited
GDPR review of the competition entry form	03 Feb 2027	K6, K5	K6, K5	accepted
Content calendar — November to January	01 Mar 2027	K22, K23, S14	K22, K23, S14	accepted
Analytics review — First Frost campaign results	27 Mar 2027	S7, S19, K26, K3, K9	S7, S19, K26, K3, B7	edited
CPD plan and skills audit	22 Apr 2027	S20, K27, K28, B6	S20, K27, K28, B6	accepted
Business task: publish a Google Business Profile post series	26 Apr 2027	K12, S14, K19, S13	K12, S14, K19	edited

Learning themes from AI helper conversations

The lesson helper classifies each question into a theme. Volume here is a signal of where the apprentice went deeper than the taught content — useful evidence of stretch and challenge, not a judgement of competence.

23 conversations · 118 messages exchanged.

- Copyright and licensing · 14
- Accessibility and captions · 11
- Analytics interpretation · 9
- Brand guidelines · 8
- Paid media basics · 6
- Handling negative comments · 4

AI-graded blocks

Branding builder: Northgate autumn campaign**78/100 · ACCEPTED**

Submitted 19 Nov 2026

AI feedback: The palette and type pairing sit comfortably inside the brand guidelines and your rationale explains why the amber reads as seasonal rather than generic. The logo lockup is the weak point — it competes with the headline rather than supporting it.

AI advice: Try the lockup at 60% scale in the corner and see whether the headline breathes.

Script rewrite: the over-hyped caption**64/100 · DISPUTED**

Submitted 04 Jan 2027

AI feedback: The rewrite is shorter and clearer, but you have kept two superlatives that the brand guidelines specifically rule out, and there is no disclosure on what is a paid partnership.

AI advice: Reread the brand guidelines section on claims, then rewrite with disclosure in the first line.

Learner disputed this grade: I think the disclosure point is fair but "the best" was in the original caption I was asked to rewrite, not something I added. Can a human look at this one?

Script rewrite: the over-hyped caption**81/100 · ACCEPTED**

Submitted 12 Jan 2027

AI feedback: Much stronger. Superlatives gone, disclosure added up front rather than buried, and the call to action is specific.

AI advice: Add four words of context before the call to action and this is publishable.

Attempt history: this platform records one row per completed block, and each AI grade a learner accepts or disputes is written as its own dated evidence item. A block appearing more than once above was attempted more than once.

SECTION 10

Safeguarding

Safeguarding records are held to a tighter confidentiality standard than the rest of this pack (PRD §13.4) and are permanent — a concern can be closed with an outcome, never deleted.

WHAT THIS SECTION IS

This platform logs concerns raised during platform activity. Actual safeguarding response is managed by the provider's own systems and Designated Safeguarding Lead.

THIS SECTION HAS BEEN OMITTED

Not requested. Safeguarding records are omitted from the standard pack for confidentiality (PRD §13.4) and are available through the separate safeguarding audit export.

A provider admin can produce a dedicated safeguarding audit — covering a date range across the whole tenant, with an option to redact learner identities — from the provider console.

Retention: safeguarding records are retained permanently and are not deleted on request. They are visible in the platform only to the member of staff who logged them, the provider's administrators, and — for this section of this document only — an appointed external moderator.

SECTION 11

Campaigns

Client work the apprentice ran end to end: the brief, research, plan, production, publishing and an evaluation of what it achieved. A campaign counts as complete only once the tutor has signed off its evaluation.

CAMPAIGNS 2	SIGNED OFF 1	IN PROGRESS 1	KSBS VIA CAMPAIGNS 13 5 not evidenced elsewhere
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CAMPAIGN	CLIENT	STAGE	STARTED	SIGNED OFF
Spring planting weekend	Northgate Garden Centre	Complete	15 Feb 2027	12 Apr 2027
Christmas grotto bookings	Northgate Garden Centre	Publish	16 May 2027	—

KSBS demonstrated through signed-off campaigns

Each KSB once, however many campaigns show it. Those marked new are not evidenced by any lesson, upload or observation in this pack — the campaign is their only evidence.

K2	Audience segmentation	K16	Visuals and audio principles	
K22	Planning content delivery	K23	Effective campaigns	new
K26	Evaluating campaign success	new S1	Interpret the brief	
S2	Research ideas	S10	Write and edit copy	
S11	Create visuals and audio	S15	Working relationships	new
S19	Evaluate content success	new B3	Positive customer relationships	new
B7	Reflects and improves			

Signed-off campaigns

Spring planting weekend

Northgate Garden Centre · Retail · real client · 15 Feb 2027 to 12 Apr 2027

DELIVERABLES

1. Planting demo reel — Video, Instagram
2. What to plant in March carousel — Social post, Instagram
3. Weekend email to loyalty members — Newsletter, Email
4. Garden-centre blog: five easy starter beds — Article, Blog

4 of 4 productions published

Reach 18,400 Engagement 1,260 Conversions 212

WHAT WORKED

The planting reel did the heavy lifting: 11,200 views, mostly non-followers, and the "save this for the weekend" ending drove saves rather than likes. Loyalty email open rate was 41%, well above the centre's usual 28%.

WHAT DIDN'T

The carousel underperformed — six slides was too many and the first frame did not say what the post was about. The blog went live a day late so missed the Thursday email.

NEXT TIME

Lead with one hero format and plan the others around it. Publish the long-form piece first so every short post can link to it.

TUTOR SIGN-OFF



✓ Priya Shah
12 Apr 2027, 10:00 GMT

KSBS DEMONSTRATED
B3, B7, K2, K16, K22, K23, K26, S1, S2, S10, S11, S15, S19

In progress

Christmas grotto bookings

[Publish](#)

SECTION 12

Data integrity attestation

What this document is, where its numbers came from, and how a reader can satisfy themselves it has not been altered since it was produced.

This report was generated directly from Ridgeway Skills Academy's live platform record for Amara Boateng at 12 Jun 2027, 11:24 GMT. Every figure, date and signature in it is read from the database; none is entered by hand, and the report cannot be edited before or after generation — it is regenerated from source each time it is requested.

Immutability of the underlying record

- Every timestamp in this pack is the server time at which the event was recorded. For every sign-off — progress reviews, evidence verifications, tutor observations and lesson reflections — the app records the sign-off time when the signature is captured, and the database refuses any later change: a trigger rejects any edit to a signing time, signature or typed name once set, so no user role, including a provider administrator, can back-date or replace a signature.
- Off-the-job entries, evidence items, safeguarding logs and administrative actions are insert-only. Safeguarding concerns can be closed with an outcome but never deleted. Corrections are made by adding a new dated record, so the original remains visible.
- The administrative audit log has no update or delete permission at the database level, so the history of who did what to this learner's record cannot be rewritten by the application.
- KSB completion is computed from evidence at read time rather than stored as a flag, so the ticks in Section 2 cannot drift away from the evidence in Section 3.

PLATFORM-VERIFIED SIGNATURES



109 of 109 sign-offs in this pack (including 2 signed tutor observations and every signed off-the-job approval) carry a signature and a typed name, captured in the platform by the signer's own authenticated account. 3 are typed signatures — the signer's name set in a handwriting face, offered to anyone who cannot draw — recorded as such in the audit log. Each was written in the same database operation as its timestamp and cannot be changed or removed afterwards. The signing account, time, IP address and browser are recorded in the insert-only administrative audit log.

Content hash

SHA-256 OF THE REPORT CONTENT

8fc5817e e1676f16 5fa370bc 35f37747 675a4d85 0a905022 25d07a71 c78faf83

The digest is taken over a canonical (key-sorted) JSON serialisation of every fact rendered in Sections 1 to 10 — profile, KSB status, evidence chain, timeline, decisions, reviews, off-the-job log, employer engagement, AI record and, where included, safeguarding. It deliberately excludes this page's own generation timestamp and the expiring artefact links, so two reports produced from unchanged data produce an identical hash. The same digest is written to an insert-only export ledger at the moment of generation, which is what lets a future verifier confirm that the document in their hands is the one this provider issued.

Provenance

Generated at	12 Jun 2027, 11:24 GMT
Generated by	Priya Shah — Tutor
Provider	Ridgeway Skills Academy

Standard	Skills England ST0105 v2.0 (effective 24 September 2026)
Platform version	ucct-1.1.0-reviews
Options applied	Safeguarding omitted · Personal details in full

Record counts at generation

KSBS IN STANDARD	KSBS TICKED	EVIDENCE ITEMS	EVIDENCE VERIFIED
57	44	30	27
OFF-THE-JOB ENTRIES	PROGRESS REVIEWS	ASSESSMENT DECISIONS	TIMELINE EVENTS
78	4	28	71

End of report. Ridgeway Skills Academy · Amara Boateng · 8fc5817ee1676f16 · ucct-1.1.0-reviews

SECTION 13

Funding compliance file

The signed documents the DWP Apprenticeship Funding Rules 2026–27, Version 3 expect on this apprentice's file, and which are held. Forms that only apply in some circumstances are not counted until they do.

5 of 7 required documents on file. 2 missing.

If any are missing, funding may be at risk during inspection.

REQUIRED NOW

7

for this apprentice

ON FILE

5

signed copy or platform record

MISSING

2

funding at risk

DOCUMENT	REQUIRED?	STATUS	LAST UPDATED
Application Form (1)	Yes	On file 15 Sept 2026	Priya Shah, 16 Sept 2026
RPLE Assessment (KSBs) (2a)	Yes	Missing	—
RPLE Assessment (Training Plan) (2b)	Alternative to 2a	Not applicable	—
Training Plan (3)	Yes	On file 20 Sept 2026	Priya Shah, 21 Sept 2026
Apprenticeship Agreement (4)	Yes	On file 20 Sept 2026	Priya Shah, 21 Sept 2026
TNP Agreement (9)	Yes	Missing	—
Progress Review (10)	Yes	Platform-generated	Auto
Off-the-Job Training Log (11)	Yes	Platform-generated	Auto
Judgement for Level 2 Functional Skills (12)	Conditional: if English or maths Functional Skills are required	Not applicable	—
Functional Skills Contact Log (13)	Conditional: if Functional Skills are delivered	Not applicable	—
Learning Support Plan (14)	Conditional: if learning support is required	Not applicable	—
Learning Support Review (16)	Conditional: if learning support is required	Not applicable	—
Learning Support Closure (16)	Conditional: when learning support ends	Not applicable	—
Care Leaver Bursary Declaration (7)	Conditional: if the apprentice is a care leaver	Not applicable	—
Care Leaver Bursary — Payment Received (8)	Conditional: if the apprentice is a care leaver	Not applicable	—
Risk of NEET Assessment (17)	Conditional: if a 16–17 year old is at risk of becoming NEET	Not applicable	—
Withdrawals / BIL / Change of Circumstances (19)	Conditional: after a withdrawal or break in learning	Not applicable	—
Summary of Training (18)	Conditional: if the apprentice leaves before completing	Not applicable	—

DOCUMENT	REQUIRED?	STATUS	LAST UPDATED
End of Programme Summary Statement (20)	Conditional: at the end of the practical period, if actual off-the-job hours are below planned	Not applicable	—
Gateway to Completion (21b)	Conditional: at Gateway to Completion	Not applicable	—
Confirmation of Employment (22)	Conditional: at completion	Not applicable	—

Platform-generated forms (progress reviews and the off-the-job log) count as on file once the record exists; Sections 6 and 7 carry them in full. Forms 2a and 2b are alternatives — one is required. Replaced copies are kept on the platform record and are not listed here.

Foundation apprenticeship forms (5, 6) and the EPA Gateway Declaration (21a) do not apply: ST0105 v2.0 is a Level 3 standard with no end-point assessment.