



## Service Improvement Programme

Apprenticeship

# Welcome to a transformative approach to service improvement.

This **Level 6 programme** is for organisations that want to improve how services are experienced by users, customers, citizens and staff. It develops professionals who can redesign services end-to-end using a user-centred, evidence-led and collaborative approach.

The programme helps learners improve complex services across public, private and third-sector settings. It is particularly well suited to organisations working across multiple teams, channels and stakeholder groups.

Learners also develop practical **AI capability** through embedded AI learning, enabling them to identify opportunities for AI adoption, evaluate solutions and support responsible organisational transformation.

## Benefits for you

- Learn the knowledge, skills and behaviours needed to redesign services effectively
- Build capability in user research, journey mapping, service blueprinting and prototyping
- Develop practical skills that can be applied to live organisational challenges
- Receive wrap-around support from a dedicated Professional Learning Mentor
- Build a network of peers working on service transformation
- Develop practical AI capability alongside service design expertise
- Learn how to use AI tools to support research, analysis and service innovation
- Build confidence in responsible and ethical AI application

## Benefits for your organisation

- Improve customer, citizen or user experience
- Reduce inefficiencies across service delivery
- Strengthen collaboration across teams and functions
- Support digital, operational and organisational transformation
- Leverage apprenticeship funding to develop strategic capability
- Build internal AI capability without a separate AI apprenticeship
- Apply AI to live organisational challenges and service redesign projects
- Support digital transformation and future workforce readiness

## What's New?



AI capability is embedded throughout the programme, enabling learners to:

- ✓ **Identify** AI opportunities
- ✓ **Evaluate** AI-enabled solutions
- ✓ **Conduct** AI risk assessments
- ✓ **Lead** AI-enabled transformation

## Who's it suitable for?

Ideal for professionals driving service improvement and transformation initiatives.

- Service improvement leads
- Transformation managers
- Operations leaders
- Programme and change professionals
- Experience, insight or design practitioners



## Funding

- Apprenticeship: fully funded through the apprenticeship levy
- Funding band: £15,000
- Progression pathways may be eligible for bursary funding

## Duration

- 18 months + End Point Assessment
- EPA can take up to 6 months

## Formal Assessment

- End of module submissions
- Portfolio of practice
- End Point Assessment

## Assessment Methods

- Portfolio of service design artefacts
- Work-based service redesign project
- Presentation
- Professional discussion

## AI Awareness Throughout

AI capability embedded throughout the programme to support real-world service transformation.

### How AI is Embedded

- **Foundations & Discovery** – Research, insights and AI opportunity identification
- **Design & Delivery** – AI-enabled solution design, prototyping and risk assessment
- **Leadership & EPA** – AI strategy, transformation planning and implementation



## Training Days

- Learning events designed to fit around work commitments
- Interactive workshops and practical application sessions
- Regular project reviews and mentor support
- Structured development linked to live service challenges

## Eligibility

Suitable for professionals working in:

- Public sector organisations
- Health and social care
- Charities and not-for-profits
- Customer and citizen services
- Operational and transformation teams

## Support for all learners

- Dedicated Professional Learning Mentor
- Access to virtual learning environment and online content
- Peer network and collaborative learning
- Applied learning rooted in live organisational practice

## Qualifications & Progression

- Service Designer Apprenticeship (Level 6) with Embedded AI Capability
- Successful completers can progress onto Master's pathways, including an **MBA** in Strategic Leadership and Management or an **MSc** in Leadership and Management

## Apply

- Applications are open, please click below to apply:

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Progression Pathways  
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