



L4 AI & Automation

The **solution** to building a tech enabled workforce





Why Velocity Academy?

Technology is at the heart of the modern workplace — it touches every aspect of our working lives.

Digital transformation becomes possible when employees are equipped with the right skills to thrive in a modern organisation. At Velocity Academy, we build digital capabilities across your workforce.

We partner with leading FTSE 250 companies, local councils, public sector departments, and fast-growing private enterprises to upskill existing teams and recruit the next generation of talent.

Our high-calibre teaching and coaching faculty deliver the expertise you need to lead your organisation's digital transformation. We use state-of-the-art technologies to create an impactful and engaging learning experience.

From data literacy and advanced marketing techniques to IT cloud infrastructure, cybersecurity, leadership, and accounting — we offer apprenticeship programmes designed to close your organisation's skills gaps.

Our Snapshot

100% Apprenticeship Pass Rates

Experience of working with FTSE 250 companies and public sector organisations

4.9 Rated 'Excellent' on Trustpilot from 330+ reviews

Awarded a Good grade as an apprenticeship provider by Ofsted

92% Employee retention rate once they have completed their apprenticeship

Rated 'Excellent' on the Apprenticeship Service

Programme Overview



Apprenticeship Standard: AI & Automation Practitioner



Maximum Funding Amount: £18,000



Programme Duration: 12 Months + EPA



Tutor Lead Classes: 13 Classes

Skills Gained

Process Mapping

Workflow Design

Automation Building

API Integration

Prompt Engineering

Data Handling

Testing & Assurance

Change Management

Stakeholder Communication

Performance Monitoring

Classes



Online live classes to attend during this apprenticeship. Hosted through our highly rated teaching environment by Ofsted.

Coaching



1-1 coaching calls scheduled every 4 weeks with your dedicated skills coach. Employers are requested to attend at least 1 call every 9 weeks.

LinkedIn Learning



Free access to LinkedIn Learning for over 13,000 on-demand, online courses during your apprenticeship training.

BUD LMS Platform



Your progress will be continually assessed using our online programme management system, Bud. Here, you will upload work and log your OTJ hours.

Personal Development



Access to our highly rated Personal Development Learning Path to develop the apprentices soft skills during their apprenticeship training.

Portfolio Submissions



This apprenticeship is formatively assessed through portfolio submissions throughout the practical training period.

Learner Journey

During the apprenticeship journey there will be a blend of online instructor-led live classes covering the below modules. The apprentice will also have access to on-demand learning content and have portfolio-based activities to complete and submit.

Learners will be assigned a dedicated skills coach who will arrange support calls every month for personalised coaching and support on a 1-1 basis.

Practical Learning Period – 12 Months

Module 1: Strategic and Ethical Adoption of AI Automation

Module 2: Continuous Improvement and Change Delivery

Module 3: Solution Design and Development

Module 4: Testing, Evaluation and Iteration

Module 5: Governance, Assurance and Risk Management

Module 6: Stakeholder Engagement and Workforce Enablement

Apprenticeship Assessment Process

Project Report with Questions

Workbook and Professional Discussion



Artificial intelligence (AI) and automation practitioner



Modules

1

Module 1: Strategic and Ethical Adoption of AI Automation

This module equips learners with the knowledge and skills to strategically adopt, implement and govern AI and automation within organisations. Learners will explore the social, ethical, legal and economic implications of AI, while developing an understanding of AI and automation systems, their capabilities, limitations and risks.

The module covers responsible leadership, human-AI collaboration, decision-making, project and change management, and the development of effective deployment strategies. By the end of the module, learners will be able to evaluate opportunities for AI adoption, support organisational change, ensure ethical and compliant use of AI technologies, and contribute to evidence-based decision-making and innovation.

What to expect

- AI's Impact and the Human Role
- AI Models, Design and Real-World Impact
- Legal, Ethical and Responsible AI Practice
- Leadership and Informed Decision-Making
- Project and Change Management Essentials
- Collaborative and Insight-Driven AI Deployment

Live Classes: 4 Sessions

On-Demand Classes: 2 Sessions



Modules

2

Module 2: Continuous Improvement and Change Delivery

This module develops learners' ability to identify, evaluate and implement AI and automation opportunities that improve organisational productivity and efficiency. Learners will explore existing, evolving and emerging technologies, sector trends, workflow analysis and process mapping techniques to understand where AI can create value.

The module covers analytical and computational approaches to problem-solving, informed decision-making, data and information security, governance, and sustainable solution design. Learners will gain the skills to assess business processes, identify improvement opportunities, and support the development of secure, sustainable and effective AI or automation solutions that deliver measurable outcomes and align with organisational objectives.

What to expect

- Existing, Evolving and Emerging Technologies, and Sector Trends
- Mapping Workflows to Identify Productivity Opportunities
- Using Computational Analysis to Drive Organisational Improvement
- Security Policies, Procedures and Governance
- Sustainable Design for AI and Automation

Live Classes: 3 Sessions

On-Demand Classes: 2 Sessions



Modules

3

Module 3: Solution Design and Development

This module equips learners with the skills to design and implement AI and automation solutions that meet user and business needs. Learners will explore prompting techniques, product development processes, collaborative working and ethical design principles.

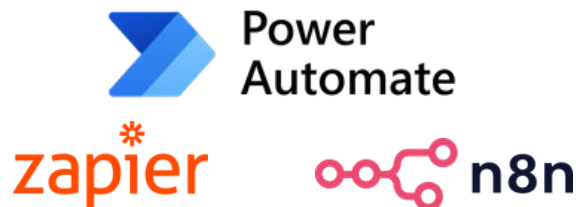
The module covers AI tools, platforms, integration models, data management and digital workflows, enabling learners to develop practical solutions that align with organisational objectives while delivering value, efficiency and positive user outcomes.

What to expect

- Prompts for AI Tools
- Working Together Across the Product Lifecycle
- Human-Centred Design Aligned to Business Needs
- On-Premises, Cloud-Based and Third-Party Solutions
- Integrated Digital Tools for Data and Automation

Live Classes: 3 Sessions

On-Demand Classes: 2 Sessions



Modules

4

Module 4: Testing, Evaluation and Iteration

This module develops learners' ability to support the continuous improvement of AI and automation solutions through testing, evaluation and iterative development. Learners will explore approaches to incremental change, assessing solution viability and refining systems based on feedback and performance data.

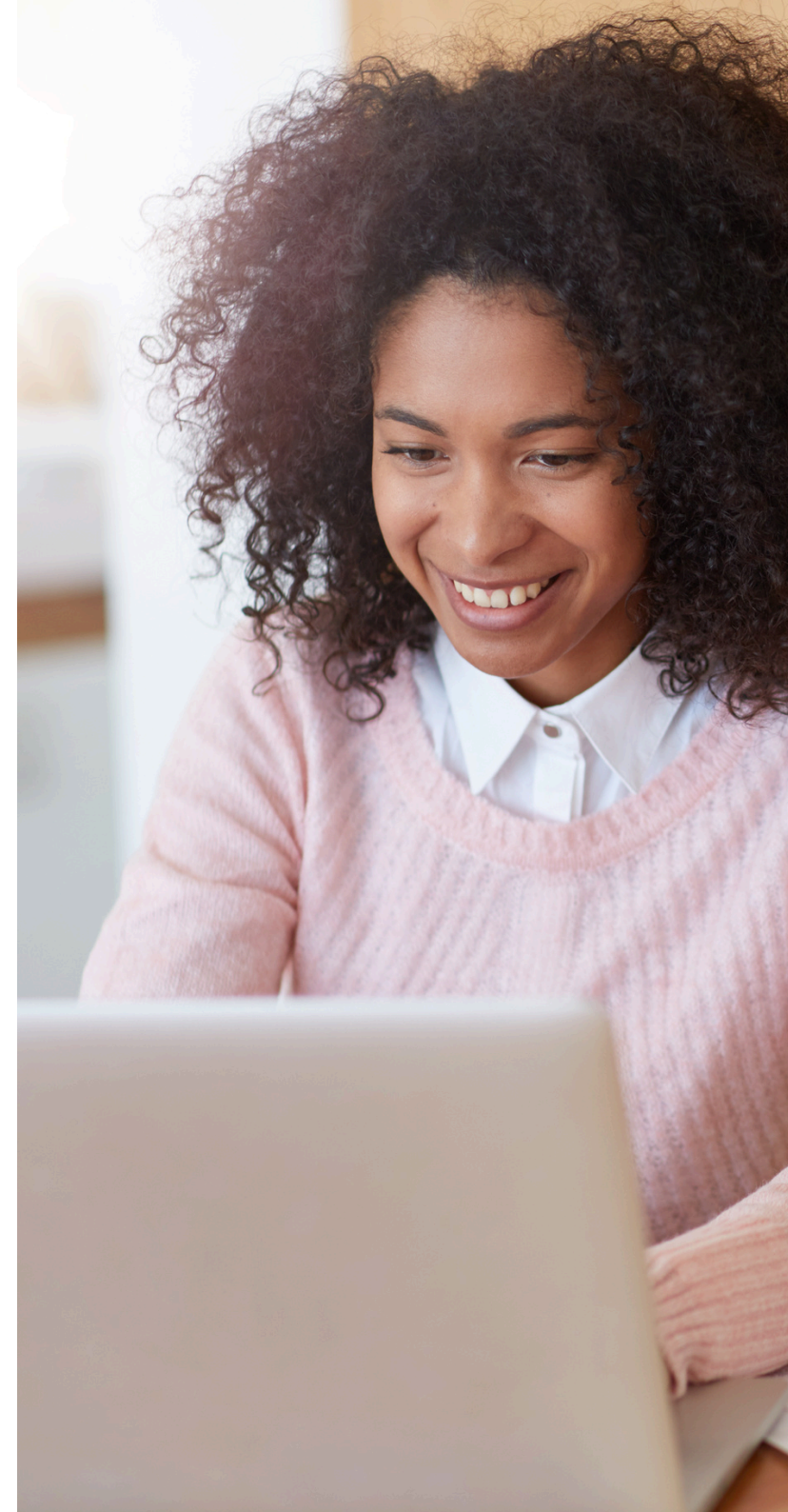
The module covers supporting automation solutions throughout their lifecycle, identifying opportunities for enhancement and ensuring solutions continue to meet organisational needs. Learners will also develop skills in using information effectively to support decision-making and drive improvements. By the end of the module, learners will be able to contribute to the optimisation, sustainability and long-term success of AI and automation initiatives.

What to expect

- Iterative Improvement Through Testing and Feedback
- Solution Viability
- Supporting Automation with Insight-Led Decisions

Live Classes: 1 Session

On-Demand Classes: 2 Sessions



Modules

5

Module 5: Governance, Assurance and Risk Management

This module equips learners with the knowledge and skills to monitor, evaluate and assure AI and automation solutions after deployment. Learners will explore governance frameworks, regulatory requirements and assurance activities that support the responsible use of AI. The module covers identifying and mitigating risks such as algorithmic bias, errors and unintended impacts, while assessing effects on workforce equality and organisational outcomes.

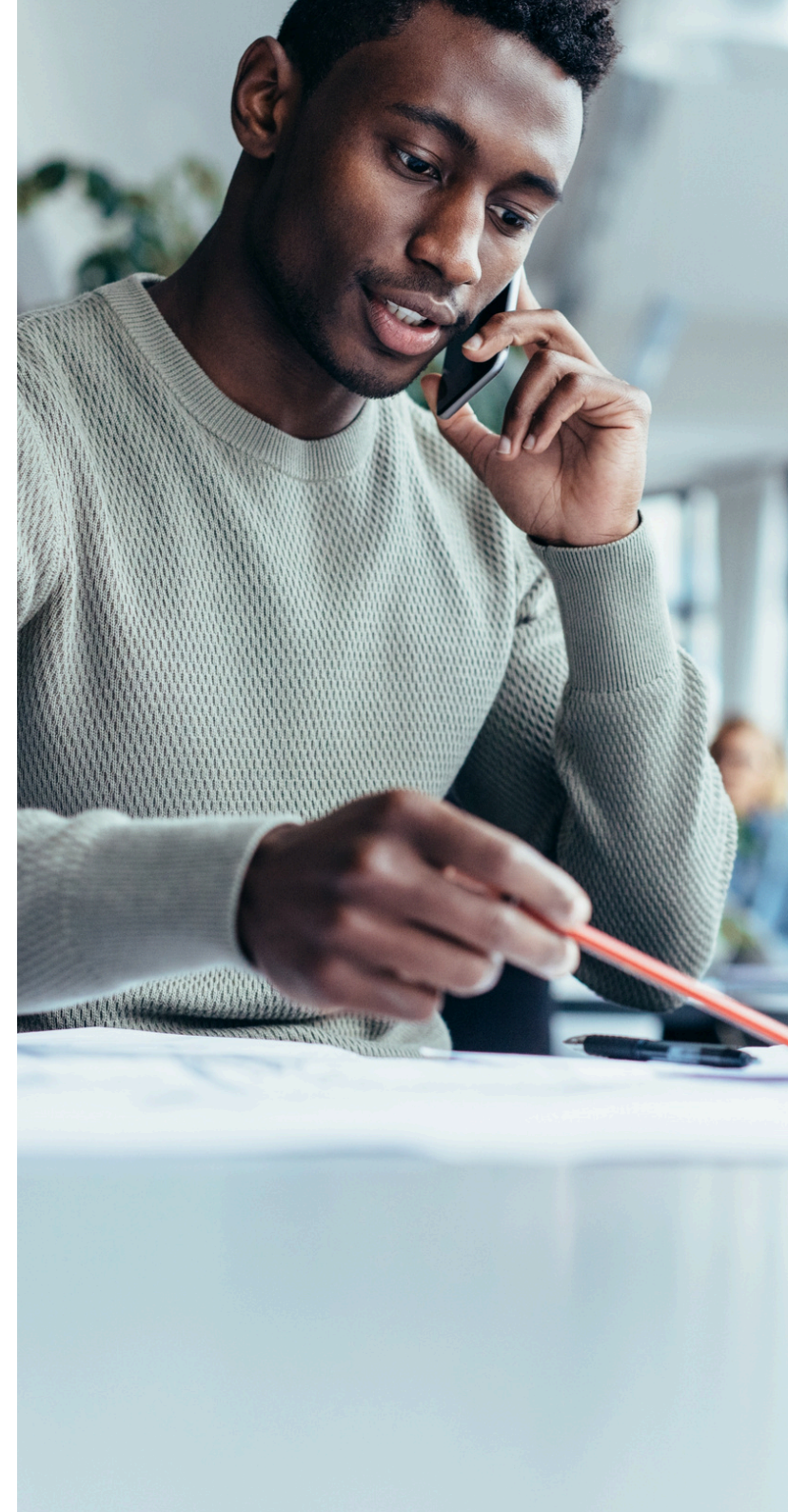
Learners will develop approaches to long-term monitoring, performance evaluation and continuous improvement of AI systems. By the end of the module, learners will be able to support compliant, ethical and trustworthy AI adoption through effective governance, assurance and risk mitigation practices.

What to expect

- Post Deployment Mitigation Strategies
- Error and Algorithmic Bias
- Governance, Regulation and Mitigation Strategies
- Long-Term Assurance for Safe, Responsible AI Systems

Live Classes: 1 Session

On-Demand Classes: 3 Sessions



Modules

6

Module 6: Stakeholder Engagement and Workforce Enablement

This module develops learners' ability to communicate AI and automation concepts effectively to a wide range of stakeholders, including non-technical audiences. Learners will explore approaches to delivering training, developing clear and accessible resources, and supporting the adoption of AI solutions across organisations.

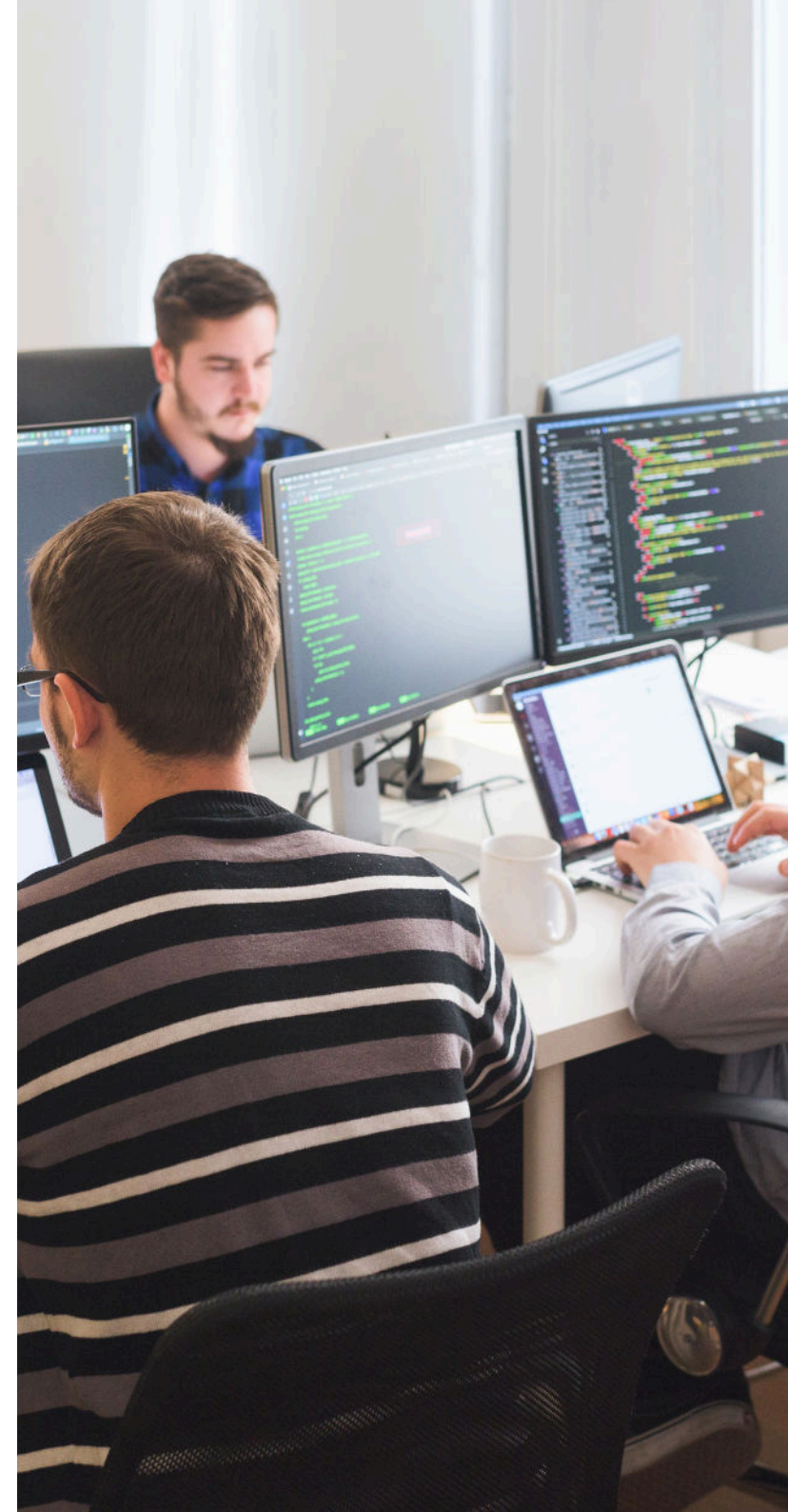
The module covers communication and collaboration techniques, inclusive communication practices and adapting materials to meet diverse learner and stakeholder needs. By the end of the module, learners will be able to engage confidently with colleagues, support knowledge sharing, facilitate understanding of AI and automation technologies, and contribute to successful organisational adoption through effective communication and training.

What to expect

- Resource Development for Collaborative, Inclusive Training
- Inclusive Communication and Adapted Resources

Live Classes: 1 Session

On-Demand Classes: 1 Session



Training To Suit Your Specific Needs

On-demand training available in the latest technologies, automations and LLMs

Including:



No Matter The Tech Stack

Velocity Academy provides an extensive library of on-demand learning resources covering a wide range of large language models (LLMs), AI tools and automation platforms. Whatever technology stack you currently use, you can be confident that the programme will support your development with relevant, practical training.

In addition to building expertise in familiar tools, the programme also provides opportunities to explore alternative platforms and emerging technologies.

For example, if you are already creating automations using low-code tools such as Zapier, you can use the programme to develop more advanced technical skills and gain hands-on experience with platforms such as n8n, Claude and AI-driven workflow orchestration tools. This enables you to broaden your capabilities, deepen your understanding of automation architecture, and stay current with the rapidly evolving AI and automation landscape.

Case Study

Q&A with Rochdale Council's Assistant Director Digital, ICT and Transformation

What were the key factors that led Rochdale Council to invest in AI & Automation and Cyber Security talent through the apprenticeship pathway, rather than relying solely on traditional recruitment or external consultancy?

Investing in AI, Automation, and Cyber Security talent through the apprenticeship pathway was a deliberate move for us. Apprenticeships allow us to nurture talent internally, giving individuals real-world experience while aligning their development closely with our needs. This approach helps us build a workforce that understands the council's role in the community, rather than relying solely on traditional hires or external consultants who may not have the same connection or insight into our services.

How does developing AI & Automation capability internally support the council's long-term digital transformation goals, particularly around service efficiency, data-driven decision-making and reducing manual workloads?

By developing AI and Automation capabilities within our team, we're supporting the council's long-term digital transformation goals. Internal expertise enables us to drive service efficiency, make data-driven decisions, and significantly reduce manual workloads. It's about embedding innovation into our everyday operations and making our services more responsive and effective for residents.

How do you see the roles of AI & Automation practitioners and Cyber Security Technologists evolving within the council over the next 3–5 years?

Looking ahead, I see the roles of AI & Automation practitioners and Cyber Security Technologists evolving rapidly. As technology advances, their responsibilities will expand collaborating across departments, leading digital initiatives, and ensuring our systems remain secure and innovative. These roles will become increasingly strategic and integral to the council's vision.

Rochdale Council have enrolled staff onto Level 4 AI & Automation and Level 4 Cyber Security programmes with Velocity Academy



Nicola Strapps

Assistant Director Digital, ICT and Transformation



Apprenticeship Assessment



All assessments are completed with our chosen Assessment Organisation; 1st for Awarding. We ensure that the student is well prepared by conducting mock assessments and internal checks throughout the apprenticeship journey. Once we are in agreement that you are ready for each assessment, you will complete these on programme.

Assessment Criteria

The apprenticeship criteria is made up of **Knowledge, Skills and Behaviours** that makes the occupational standard.



Knowledge

The ability to convey knowledge effectively



Skills

Demonstrate practical skills with confidence



Behaviour

Exhibit professional workplace behaviour

You can view all of the detailed assessment criteria within the **Artificial Intelligence (AI) & Automation Practitioner** standard via Skills England.

Apprenticeship Assessment Process

Apprentices may be assessed at any appropriate point during their apprenticeship programme

Assessment Method 1



**Project Report
with
Questions**

Assessment Method 2



Workbook



**Professional
Discussion**

Gateway to Completion

Gateway to Completion is the final checkpoint at the end of the apprenticeship where the employer and training provider confirm that the apprentice has met all mandatory requirements and is ready to complete their apprenticeship and receive their certificate.

Certificate & Achievement





Ready to partner with us?

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