

Entry Level/Level 1 Work Related Foundation
Retail and Customer Service
Teaching from September 2027

Quick Guide



Please note that all information included in our Quick Guides is subject to approval from Qualifications Wales.

Made for Wales.
Ready for the world.

Empowering learners, supporting teachers

As Wales' largest awarding body, we have over 75 years of experience in delivering trusted, high-quality qualifications that support learners, educators, and employers across Wales.

We provide a wide range of bilingual qualifications that are accessible, engaging, and designed to meet the needs of today's learners.

Our qualifications are backed by expert subject teams, high quality resources, and responsive, specialist support. Our work is guided and shaped through close collaboration with schools, colleges, regional consortia, sector experts and Qualifications Wales.

As the only awarding body offering qualifications in every suite of the 14-16 National Qualifications offer, we are proud to play a key role in supporting the Welsh Government's ambition to make education in Wales a source of national pride, and we remain committed to helping every learner achieve their potential and progress with confidence.





Work Related Foundation Qualifications: **A strong foundation for future success**

Our Work Related Foundation Qualifications (WRFQs) are designed to inspire and support learners, offering a two-year programme that is accessible, engaging, and rooted in real-world learning.

With a strong emphasis on practical activities and hands-on experience, these qualifications help learners build confidence, develop essential skills, and enjoy meaningful success.

A key feature of our WRFQs is their unitised structure, allowing learners to complete some assessments in Year 10 and others in Year 11. This flexible approach supports steady progression, reduces assessment pressure, and gives learners the opportunity to demonstrate achievement throughout the course.

The compensatory nature of our WRFQs recognises learners' strengths across different units. Rather than requiring uniform performance in every area, this approach allows high achievement in one unit to offset lower performance in another, promoting a more inclusive and supportive assessment experience.

With content that is relevant, motivating, and tailored to learners' needs, our WRFQs provide a solid foundation for post-16 study.

Whether learners continue in the subject or not, they will gain valuable knowledge, practical skills, and a sense of accomplishment that prepares them for life, learning, and work.

See our full range of WRFQs: www.wjec.co.uk/wave3



About the Work Related Foundation Qualification in Retail and Customer Service

The retail and customer service industry is a major source of employment in Wales and one of its largest sectors, providing jobs for around 200,000 people - approximately 1 in 7 of the population.

This industry plays a vital role in everyday life and contributes £6.8 billion to the Welsh economy. Learners will explore the dynamic world of retail and discover the essential role that customer service plays within it.

Who is this qualification for?

The WRFQ Retail and Customer Service qualification is designed to promote positive vocational experiences for 14-16 learners in schools working at Entry Level to Level 1.

It offers a structured pathway to understanding the important role of retail and customer service in Wales and provides an excellent foundation to enable learners to progress to post-16 training or learning and, where appropriate, GCSEs or VCSEs.

What does the qualification cover?

Unit 1	Introduction to the Retail and Customer Service Sector
Unit 2	Retail and Customer Service in Action

Summary of Assessment

Assessment is based on flexible, classroom-based tasks rather than formal exams, enabling learners to showcase their skills through dynamic, classroom-based activities designed to bring learning to life.

It is built around clear, measurable criteria, set across four levels to recognise and celebrate progress at every stage.

Each unit provides inspiring task ideas and suggested evidence types, giving teachers everything they need to help learners demonstrate the key skills, knowledge, and understanding defined in the learning outcomes.

With freedom to design imaginative, personalised activities, teachers can tailor assessment to their learners' strengths, aspirations, and interests. All evidence is brought together in a practical, meaningful portfolio that highlights genuine achievement.

“Through hands-on learning and flexible assessment, our Work Related Foundation Qualifications inspire learners to discover their potential, achieve success, and prepare for the opportunities of further study and the world of work.

Our expert subject teams are ready to assist you throughout the journey, offering tailored resources and professional development to ensure you deliver these exciting new qualifications confidently.”

Sarah Harris

Assistant Director
(Vocational Qualifications)



Need more support?

Our Regional Representative **Sophie Dobbs** is available to support your centre to deliver these exciting new qualifications:

“I work closely with schools and colleges across Wales, helping them understand the new Wave 3 qualifications that are coming as part of National 14-16 Qualifications reform in September 2027.

I’m here to support centres at every stage of the journey — from early conversations and planning, right through to delivery.

Before starting at WJEC I spent 17 years in secondary education. Having that experience, and a clear understanding of the practical challenges senior leaders face around staffing, timetabling, resources and budgets, means I’m well placed to support centres strategically and practically through the Wave 3 transition.”

Get in touch with Sophie:

wave3@wjec.co.uk



The final wave of new National 14-16 Qualifications for Wales is almost here, with first teaching beginning September 2027.

We're building upon everything we've learned from co-creating our Made-for-Wales GCSEs, engaging with over 100 centres and 60+ employers to develop an inclusive, broad and balanced range of new qualifications that will enable different ways of learning and skills development.

Discover a range of inclusive new qualifications with WJEC, Wales' most established exam board:

- **Personal Project**
- **Skills Suite (Skills for Life and Skills for Work)**
- **Foundation (General and Work Related)**
- **VCSE (Vocational Certificate of Secondary Education)**

Learn more: www.wjec.co.uk/wave3



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