

T-LEVELS

THE NEXT LEVEL QUALIFICATION

JON'S STORY

HELPING FILL THE CREATIVE SKILLS GAP

Industry placements are a key part of the new T Level qualifications, designed with employers to give young people the knowledge and skills industry needs. Organisations of all sizes and sectors are working with education and training providers to run industry placements now in readiness for the roll out of T Levels from September 2020 onwards.



Jon Cary (pictured above), Head of Development at Bigdog, a creative company in Norwich appreciates the long-term benefits of industry placements and building a partnership with City College Norwich.

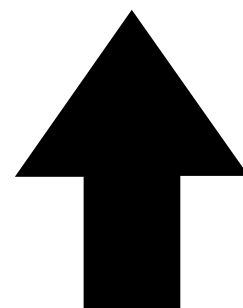
"Through partnering with the College and offering industry placements we are sowing seeds of local talent. We get to raise our presence in the area so that colleges, universities and other businesses know who we are and long-

term we are nurturing local talent so they can come back to work with us and develop our business."

It can be difficult for young people to get into the creative industry and Jon feels strongly about the value of real work experience and offering young people opportunities. After helping to judge a competition for creative media students, Jon was so impressed with Bonnie's work he was keen to offer her a placement. For Bonnie, the experience has been life changing;



HM Government





"I've been in meetings, pitching my ideas and I'm taken seriously. It doesn't feel like work experience, I really feel like part of the team and get to work with so many people. I'm learning from the best, getting a feel for the company and starting to fit the pieces of the puzzle together."

Jon worked with the College to develop a placement where Bonnie could gain a thorough understanding of all aspects of the industry and work on her own project which also helps with her course.

"I will be working on my own practical and immersive brief where I'll get to see both sides of the process as a client and producer of a live brief. I'm also going to do my final College project with Bigdog so I can use their resources and have expert support. That will massively help me."

Although Jon was concerned about the pace of work and whether a young student could cope with it, Bonnie has flourished in her role.

"Bonnie has picked up every task and run with it; she really doesn't need much supervision. She is bringing fresh ideas and enthusiasm to the company. Internally it's made people working here feel really positive and has been a very rewarding process for us all."

Cara MacDonald is Bonnie's tutor at City College Norwich and has noticed the benefits of industry placements on all of her students.

"It launches them into maturity and helps them to develop skills they couldn't otherwise. We can forget young people aren't always what they seem in the classroom and might not be so confident in a professional workplace. It can be daunting for them. But an industry placement builds that confidence and gives them a reference as well as a head-start in the adult world."

Looking at the wider business, Jon has been able to see the benefits of industry placements for the development of a future workforce and plugging the skills gaps. He also recognises the needs of businesses are always changing and sees his partnership with City College as an important part of keeping his business competitive by spotting, training and recruiting new talent.

For more about T Levels and industry placements visit gov.uk/dfe/t-levels

