Apprentice Handbook

AIM Awards

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Education & Skills
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Empowering The Next Generation Of Digital Talent

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Welcome to Creative Process

Creative Process Digital exists to develop the digital skills and capabilities of employers and employees via the delivery of high quality digital apprenticeships.

Technology is having a profound impact on the future of work and skills across all sectors. Since launching the digital apprenticeship programme, on behalf of Government, at Apple's UK headquarters, our mission has been to equip individuals with the digital skills that they need for the future economy.

Creative Process Digital Apprenticeships enable apprentices to access employment in growth sectors, fast tracking digital, tech and creative skills and careers in an age of digital transformation whilst supporting the next generation of digital leaders and innovators.

'Once we rid ourselves of traditional thinking we can get on with creating the future' James Bertrand

Introduction

'In today's world 'digital' has become the fourth core skill. Being digitally literate is going to be as make-or-break as being able to read, write or do sums in your head. Having the digital skills that employers want will make a big difference to how you navigate and progress in the digital transformation era' **Virgin Media Business**

Expectations

Creative Process Expectations

Creative Process' reputation is built on high expectation, high delivery and high impact. 92% of Creative Process apprentices continue in their job after their apprenticeship and many are now in senior digital facing job roles. For you to realise your potential and to get the best from your training we expect:

1. A positive, enthusiastic attitude and willingness to participate actively using the work situation as a learning resource.
2. To be responsible for your own learning, to push yourself and to be committed to the duration of the apprenticeship.
3. To do the necessary reading and research to complete assignments and exams.
4. To attend all training sessions and appointments made with your training coach (at least 24 hours notice is required for ay cancellations).
5. To complete and upload work as detailed in Smart Assessor and to have access to your e-portfolio at every session with your training coach.
6. To persevere when tasks prove difficult and to be willing to discuss openly and honestly any worries and difficulties.
7. Be respectful of people from different backgrounds, race, religion or gender orientation.

As a Creative Process Digital Apprentice you have the right to:

1. High quality, inspirational training and help each step of the way
2. Careers information, advice and guidance to help build your confidence and reach your goals.
3. Be regularly informed of your progress and supported to achieve your best.
4. Be treated fairly, equally and with respect.
5. A safe and secure place in which to learn and train.
6. An open and fair way to complain if you are not satisfied with our services.

A Creative Process Digital Apprenticeship is a partnership between you, us and your employer. Working together we aim to ensure that you enjoy your time on the programme, access inspirational training, grow in your job and become equipped with the essential digital skills that employers demand for the 21st Century.

Your Digital Apprenticeship

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The Creative Process Digital Apprenticeship is a structured training programme with a mixture of work based, classroom and online learning.

Your apprenticeship begins with a full day's induction where you'll get to meet your trainer and the other apprentices in your learning group. The induction introduces the apprenticeship, which includes activities to help you become familiar with the policies and procedures that relate to the training. This includes your e-portfolio (Smart Assessor) as well as Functional and Vocational Skills assessments.

Inductions are held at Creative Process Digital, Eighth Floor, Telecom House, 125-135 Preston Road, Brighton, BN1 6AF.

The Creative Process Digital Apprenticeship includes the following elements:

- Knowledge, skills and behaviours
- Functional Skills (English and Maths at Level 2)
- Project with report
- Interview/presentation with an Independent
- Assessor about your portfolio

Your Digital Apprenticeship

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Knowledge, skills and behaviours
The knowledge, skills and behaviours are what you will learn during your apprenticeship to become more competent in your job.

Your apprenticeship end point assessment requires you to demonstrate the knowledge, skills and behaviours that you have learnt throughout your training and how you have applied these to your work.

Functional Skills

The skills needed to operate confidently and successfully in the workplace. Digital Apprenticeships include functional skills in English and maths at Level 2 for those that have not already achieved them. (level 2 is a GCSE grades A-C).

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A

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1

x

b

End Point Assessment

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Multi-Channel Marketer Programme

The final part of your Digital Apprenticeship is the 'End Point Assessment' (EPA). This is an assessment of your knowledge, skills and behaviours that you have learnt from your training and applied to your job.

The end point assessment takes place in the final two to three months of the apprenticeship using the assessment methods listed below :

Project with report

You will complete a project and write a report. The report should be a maximum of 2500 words.

You need to prepare and give a presentation to an independent assessor. Your presentation slides and any supporting materials should be submitted at the same time as the project output. The presentation with questions will last at least 45 minutes. The independent assessor will ask at least 6 questions about the project and presentation.

Interview underpinned by a portfolio of evidence

You will have an interview with an independent assessor. It will last at least 60 minutes. They will ask you at least 6 questions. The questions will be about certain aspects of your occupation. You need to compile a portfolio of evidence before the end point assessment which you can use to help answer the questions.

Grading - You will be awarded either a Fail, Pass, Merit or Distinction. The purpose of the grading is to differentiate between those that have met and those whose work is significantly above the expected level of quality.

End Point Assessment

Content Creator Programme

The final part of your Digital Apprenticeship is the 'End Point Assessment' (EPA). This is an assessment of your knowledge, skills and behaviours that you have learnt from your training and applied to your job.
The end point assessment takes place in the final two to three months of the apprenticeship using the assessment methods listed below

Project or campaign evaluation report, presentation of additional/new content and questions
You will be asked to complete a project or campaign evaluation report. The report should be a maximum of 1500 words. You need to prepare and give a presentation to an independent assessor for the project or campaign. The presentation with questions will last at least 30 minutes. The independent assessor will ask at least 5 questions about the project and presentation.

Interview underpinned by a portfolio of evidence
You will have a professional discussion with an independent assessor. It will last 60 minutes. They will ask you at least 7 questions. The questions will be about certain aspects of your occupation. You need to compile a portfolio of evidence before the end point assessment. You can use it to help answer the questions.

Grading - You will be awarded either a Fail, Pass, Merit or Distinction. The purpose of the grading is to differentiate between those that have met and those whose work is significantly above the expected level of quality.

EPA Steps

Steps

1. On Programme learning and development of knowledge, skills and behaviours.

2. Training Coach/apprentice collates information for the portfolio

3. Training Coach selects your best work for your portfolio

4. Creative Process Digital registers you for End Point Assessment

5. The awarding organisation arranges an independent assessment

6. Independent Assessor reviews your portfolio and project/presentation, followed by an interview to determine grade

7. Digital Apprenticeship Standard graded and qualification awarded

Unit Accreditation
If you do not complete the full apprenticeship you will be credited with the units that you have completed. If you wish to complete extra units, you should contact your tutor and Creative Process Digital to discuss the possibilities.

Accreditation of Prior Learning
This is when you have previously completed a qualification that is related to the subject you are studying, which could be used as evidence for your apprenticeship standard. Your previous learning will be recorded in your Individual Learning Plan.

The Training Programme

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You will receive a mixture of on and off the job training in addition to progress review sessions with your Training Coach. The training programme includes work based, classroom and on-line training. You will be given your training schedule on your induction day. Your off the job training hours will equate to 20% on your contracted hours for the duration of the programme

Each Digital Apprenticeship pathway is delivered in a slightly different way and the number of off the job training days varies accordingly. Training arrangements for different Creative Process Digital Apprenticeships:

Training Days	Months	Class Based	Workplace	Online Coaching	Assignments / Self Study
Multi-Channel Marketing	15	16	6	9	28
Content Creator	15	14	6	8	36

Guidelines for Apprentice Portfolio

What is a portfolio and why do I need one?
A portfolio is a collection of evidence which demonstrates that you have achieved the required level of skills and knowledge for the qualification programme that you have been studying. Your portfolio confirms competence of tasks completed in the workplace.

What should my portfolio include?
The exact contents of your portfolio will depend on the apprenticeship and options that you are studying. Your training coach will tell you exactly what you need to include in your portfolio.
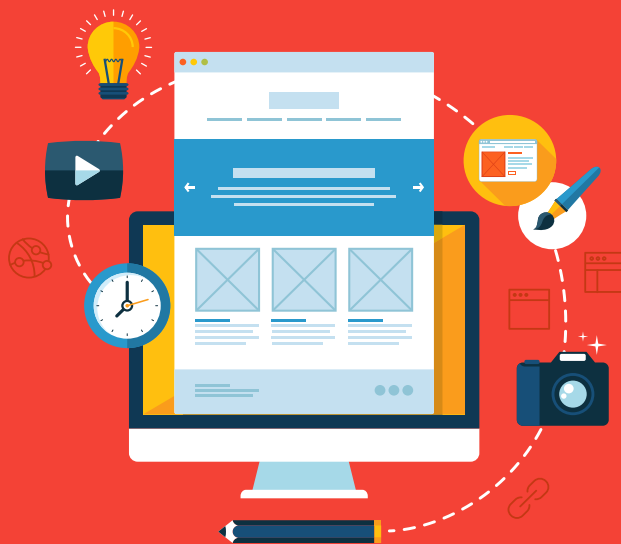
Your portfolio can include things like:

1. Workplace activities and accompanying reports. For example, if you had to make a Flash animation banner for a client, you might write, and include screenshots, about the planning and technical processes, and link to the finished work.
2. Research reports, including research for your employer and classroom learning activities.
3. Classroom presentations. For example PowerPoint or a micro site with accompanying script and screen shots.
4. Certificates of competence in software or online certification, workplace guideline documents, legal documents, contracts etc.
5. Witness testimony from employers, colleagues, customer/clients etc. This may be written reports, audio, video recordings etc.

Guidelines for Apprentice Portfolio

When do I build my portfolio?
You should start building your portfolio immediately at the beginning of your Digital Apprenticeship and continue to add to it every week. Each month your training coach will look at your portfolio, give you guidance, and set targets and deadlines for evidence building.

Digital portfolios
You will be creating an entirely digital portfolio. Your training coach will give you advice on uploading to the online portfolio storage system. This system will hold multiple versions of files and allow you, your training coach, line manager and the Independent Assessor to view it. Only when the portfolio is submitted will the Independent Assessor view it.

When do I submit my portfolio?
Your portfolio will be submitted to the Independent Assessor when it is fully complete to determine whether you have demonstrated knowledge and competence to the required standard. Your training coach will confirm with your employer when the portfolio is ready for submission. You will not have to submit your portfolio as it will be accessed online through your e-portfolio. You will receive feedback from the Independent Assessor following the verification process and you may be asked to provide additional evidence if the Independent Assessor has identified a gap in the evidence.

Roles of Those Involved

Training Coach: The role of the Training Coach is to support you during their programme and to monitor the portfolio of evidence that you collect for the competence element of the Digital Apprenticeship. All Creative Process training coaches are industry practitioners who are qualified within the subject area that they are assessing and approved by an awarding body.

The Training Coach will visit you at your workplace during working hours and provide additional online coaching throughout your apprenticeship. The Training Coach will also meet with you and your line manager for quarterly progress reviews.

Tutor: The Tutor is responsible for the classroom teaching part of the Digital Apprenticeship, known as the Knowledge Units.

Independent Assessor (IA): An Independent Assessor will assess each element of the end point assessment and will then decide whether to award successful apprentices with a pass, a merit or a distinction.

External Quality Assurer (EQA): The External Verifier works for the awarding body and their key role is to ensure consistent interpretation of, and adherence to, the Digital Apprenticeship standards across all approved centres for assessment.

Awarding Organisations: Creative Process Digital holds approved centre status with BCS (The Chartered Institute for IT) and Aim Awards.
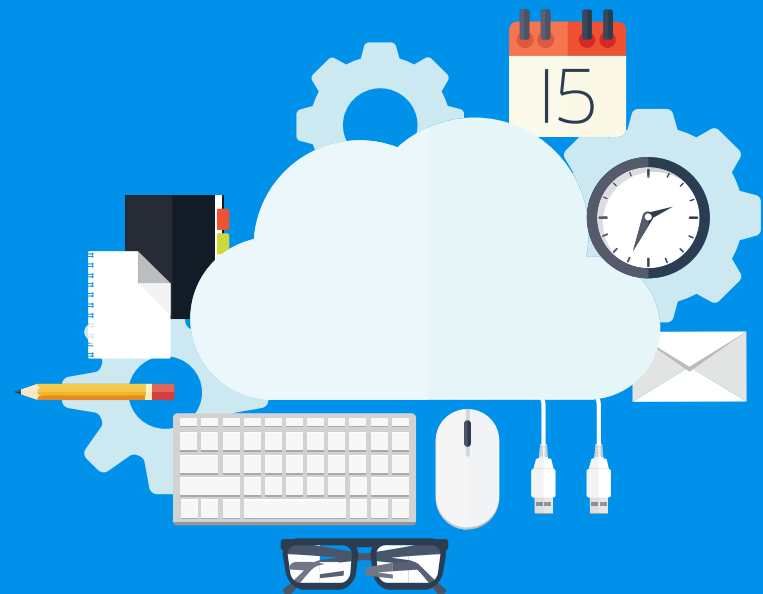
Creative Process Digital Attendance Policy

Attendance at Work: You are required to attend work in line with your company policy and the times and days agreed in your contract which should include details on holiday, sickness and your pay. Dates for holidays should be decided in advance between you and your employer, but please keep us informed as to when you are taking leave if this impacts on any of your scheduled training days.

Attendance at Training: You are expected to attend all the training sessions as laid out in your schedule.

If you are unable to attend training because you are ill or if you are running late you must telephone before 9.30am to inform us. If you need to make a doctor's, dental or other appointment, please try to arrange these at times convenient to your employer and preferably not on days when you may be required to attend training.

If you do not attend training and do not let us know, we will inform your employer of your non-attendance. Your training days are paid days and have been agreed with your employer. We would not expect you to miss training because your employer has requested that you work. If that is the case, please inform us as soon as possible. Failure to attend the training will result in you being dismissed from your apprenticeship and you may lose your job.

Privacy Notice for pupils, students, learners and trainees:
The information you supply will be used by the Chief Executive of the Educations Skills Funding Agency, to issue you with a Unique Learner Number (ULN), and to create your Personal Learning Record. Further details of how your information is processed and shared can be found at: http://bit.ly/37IIYgA

Policy and Procedures

A full copy of Creative Process policies and procedures can be obtained from your Training Coach or Trainer and will be available on your Smart Assessor account:

- Equality and Diversity
- Safeguarding Policy
- Health and Safety Policy
- Data Protection Policy
- Disciplinary Procedure
- Learner Appeals Procedure
- Grievance Procedure
- Complaints Procedure
- Information, Advice and Guidance
- Learner Malpractice/Plagiarism Statement

Equality and Diversity
It is the commitment and objective of all staff at Creative Process Digital to implement a policy of equality of opportunity for all. To this end we will work towards: the elimination of unlawful discrimination and harassment in employment and service delivery; the promotion of equality of opportunity for all; the promotion of good relations between different groups and positive attitudes towards disabled people.

Your training coach will ask you about Equality and Diversity at each visit. If you are experiencing any problems, please let your training coach know.

Safeguarding Learners
Creative Process Digital is committed to safeguarding the welfare of its learners. We believe every learner should be valued, safe and happy. We want to make sure that you know this and feel able to tell us if you are suffering any harm. We want you to enjoy what we have to offer in safety and we achieve this by having an effective safeguarding procedure in place.

Prevent
Prevent is a Government policy that aims to stop radicalisation, reduce support for terrorism and violent (including right wing) extremism and discourage people from becoming terrorists.

Policies and Procedures

Prevent Strategy

1. Responds to the ideological challenge we face from terrorism and aspects of extremism, and the threat we face from those who promote these views
2. Provides practical help to prevent people from being drawn into terrorism and ensure they are given appropriate advice and support
3. Works with a wide range of sectors (including education, criminal justice, faith, charities, online and health) where there are risks of radicalisation that we need to deal with

What does this mean in practice?

Many of the things we already do help you become positive, happy members of society.

These include

1. Exploring other cultures and religions in promoting diversity
2. Challenging prejudices and racist comments
3. Developing critical thinking skills and a strong, positive self-identity
4. Promoting the spiritual, moral, social and cultural development of learners, including British values such as democracy

British Values

Training providers have been required to promote British values since 2014, and this will continue to be part of our response to the Prevent Strategy. British values include:

- Democracy
- The rule of law
- Individual liberty and mutual respect
- Tolerance of different faiths and beliefs

If you have any issues around safeguarding, prevent or any other concerns your Creative Process designated contact is: Stephen Burkes T: 01273 232 273
E: Stephen@creativeprocessdigital.com

Policy and Procedures

IT Policy and Rules

During your time at Creative Process you will have access to the internet and computers for research and education purposes. However please be aware that visiting internet sites that contain obscene, hateful, pornographic or otherwise illegal material will not be tolerated. Additionally you must not: attempt to access or upload information that is obscene, sexually explicit, racist, defamatory, incites or depicts violence, or describes techniques for criminal or terrorist acts; intentionally access or transmit computer viruses, or attempt to 'hack' into data that may damage the network; infringe copyright - this includes unauthorised downloading of software from the Internet, including games, music files, MP3 files and commercial screensavers. Any breach of these rules will result in disciplinary action.

Disciplinary Procedures

This section is very important and should be read very carefully. If there are any points you do not understand – PLEASE ASK.

Failure to observe the centre's rules and regulations may lead to disciplinary action being taken. In the case of what may be considered as 'minor' breaches, this will usually take the form of a verbal warning. In more serious cases or where a verbal warning has been ignored, a first written warning will be issued. Failure to observe the first written warning will result in the issuing of a second and then a final written warning. A final written warning will result in dismissal from the training programme. In some instances, such as acts of violence or theft, it will be interpreted as gross misconduct, resulting in immediate withdrawal from the programme.

Assessment Policy

You will be assessed in a variety of ways over the course of your apprenticeship. This ensures that all learners have an opportunity to evidence knowledge and competence by selecting methods most appropriate to their needs. Learners can access a copy of their progress tracking documents at any time, through the e-portfolio and discuss their progress with their tutor whilst in class, at their workplace or via email or phone.

The details of your Training Coach, Programme Director and Awarding Organisation are all available on your e-portfolio.

To view our full policy and procedures please visit our website: www.creativeprocessdigital.com

Code of Conduct

This code is designed to ensure the smooth and efficient running of the training centre and help provide a safe environment for all learners. It is in your own interest to read and understand it.

1. All health and safety and fire regulations are to be observed.
2. All accidents, no matter how small, are to be reported and, where necessary, treated by the First Aider.
3. No alcoholic drinks are allowed on the premises, nor are they to be consumed by learners off the premises during working hours.
4. Illegal use of drugs is strictly forbidden.
5. A learner found stealing centre or other personal property, will be liable to instant dismissal and will be reported to the police.
6. A learner harassing another learner or a member of staff, either verbally, racially, sexually or physically will be liable to suspension pending investigation.
7. Personal mobile telephones are not to be used during training and are to be switched off or on silent during the day.
8. Language or behaviour that could cause offence to other people is not to be used.
9. Smoking is not permitted in the centre or on employers' premises
10. Learners are to dress appropriately for training.
11. A learner who refuses to carry out any reasonable and legitimate request liable to disciplinary action.

Key Contacts

Name	Phone	Email	Responsible For
Stephen Burkes	01273 232273	Stephen@creativeprocessdigital.com	Apprentice, Inductions, Safeguarding, Pastoral Issues, HR
Jack Hiett	01273 232273	info@creativeprocessdigital.com	Business Development, Strategy and Partnerships
Natalie Dzerins	01273 232273	natalie@creativeprocessdigital.com	Course Coordinator, Attendance Contact
Mary Herris	N/A	mary@creativeprocessdigital.com	Internal Verifier
Liz Arasan	07775 583536	liz.creativeprocess@gmail.com	Training Coach, Tutor
Clare Davey	07816 754213	info@digi-training.co.uk	Training Coach, Tutor
Barry Atkins	01273 232273	barrythomasatkins@gmail.com	Video Tutor
Anna White	07799 622006	annacreativeprocessdigital@gmail.com	Content Creator Apprenticeship Coach
Cath Whiteoak	01273 232273	cathwhiteoak@yahoo.com	Training Coach, Tutor

Feedback: At Creative Process Digital, we are always looking for ways to improve the programmes we offer. We send out feedback questionnaires during the apprenticeship programme and would appreciate your feedback to ensure we are able to continuously improve Our training.
If you have any queries or complaints, please contact Stephen Burkes on 01273 232 273 or stephen@creativeprocessdigital.com

Useful External Contacts

| What can they help with?	National Organisation	Telephone	Website
Careers guidance	National Careers Service	0800 100 900	www.direct.gov.uk/NationalCareersServic
Racial Equality, Disability Rights, Equal Opportunities	Equality & Human Rights Commission	0845 604 6610 0845 604 6620	www.equalityhumanrights.com
Dyslexia	British Dyslexia Association	0845 251 9002	www.bdadyslexia.org.uk
Health & Safety	HSE	0845 3450 055	www.hse.gov.uk
Citizens' Advice	Citizens Advice Bureau	08444 111 444	www.adviceguide.org.uk
Bullying	ChildLine	0800 1111	http://www.childline.org.uk
Arbitration Service	ACAS	0845 7474 747	www.acas.org.uk
Employment Rights	Direct.gov	Online only	www.direct.gov.uk
Alcohol abuse	Drink Line	0800 917 8282	www.drinkaware.gov.uk
Emotional Support	Samaritans	0845 790 9090	www.samaritans.org
Smoking	NHS Smoking Helpline	0800 169 0169	www.givingupsmoking.co.uk
Drug related matters	National Drugs Helpline	0800 776 600	www.talktofrank.com
Rape Victims	Rape Crisis	0800 802 9999	www.rapecrisis.org.uk
Sexual Health	Department of Health/NHS	0845 4647	www.dh.gov.uk/
England Funding Body	Skills Funding Agency 0845	377 5000	www.skillsfundingagency.bis.gov.uk
Victims of Crime	Victim Support	0845 3030 900	www.victimsupport.org
Out of Hours Health helpline	NHS 24	111	www.nhsdirect.nhs.uk

Ikigai

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At Creative Process we love the Japanese concept 'ikigai'

The word "ikigai" is usually used to indicate the source of value in one's life or the things that make one's life worthwhile. The word translated to English roughly means "thing that you live for" or "the reason for which you wake up in the morning. According to the Japanese, everyone has an ikigai. To find it often requires deep inquiry and lengthy 'search of self' – a search which is highly regarded.
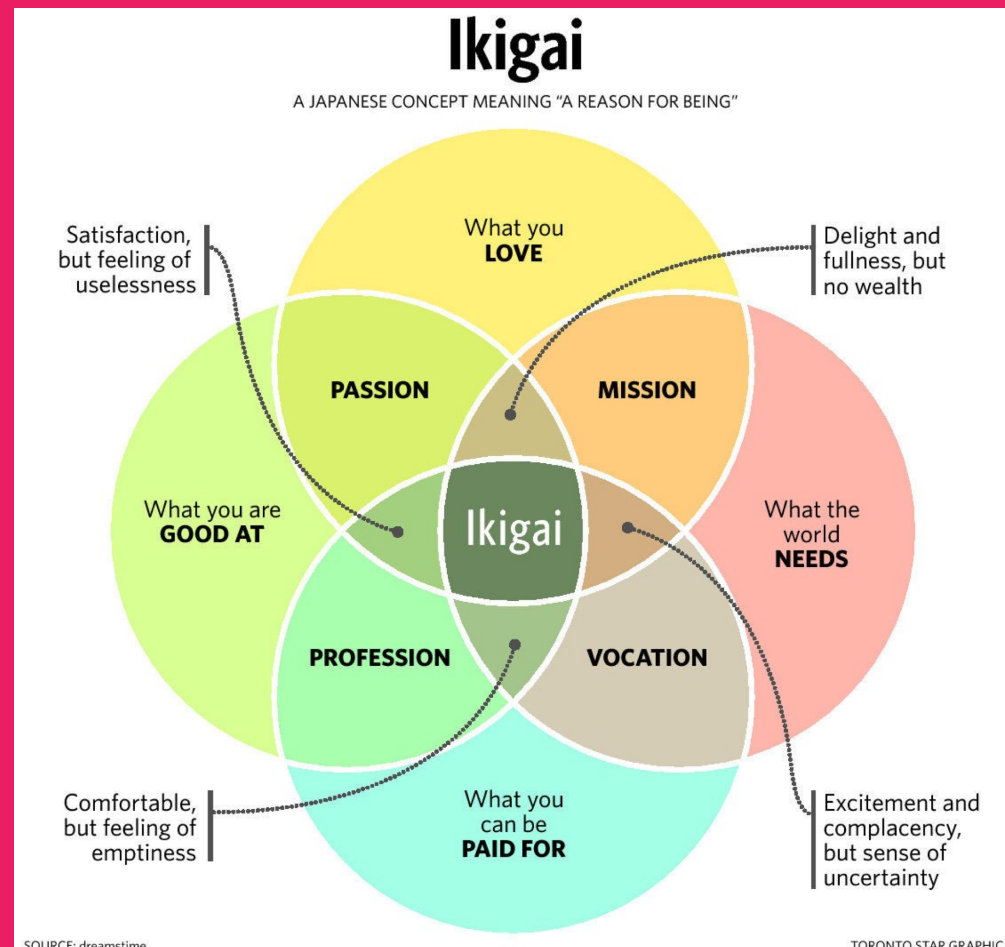
Ikigai
A JAPANESE CONCEPT MEANING "A REASON FOR BEING"

Contact

Contact Us

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