Apprentice Handbook

AIM Awards

bcs
The Chartered Institute for IT

European Union
European
Social Fund

Education & Skills
Funding Agency

Empowering The Next Generation Of Digital Talent

Contents

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

Welcome to Creative Process | Introduction | Expectations | **Your Digital Apprenticeship** | Contact

End Point Assessment| EPA Steps | The Training Programme | Guidelines | Roles | Attendance |
Code of Conduct | Key Contacts | External Contacts | Policy and Procedures | Ikiagi

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 Units
•   Industry (vendor) Qualification
•   Functional Skills (English and Maths at Level 2)
•   Summative Portfolio
•   Synoptic Project
•   Employer Reference
•   Structured Interview with an Independent Assessor

Your Digital Apprenticeship

Welcome to Creative Process | **Introduction** | **Expectations** | **Your Digital Apprenticeship** | **Contact**

End Point Assessment| EPA Steps | The Training Programme | Guidelines | Roles | Attendance | Code of Conduct | Key Contacts | External Contacts | Policy and Procedures | Ikiagi

Knowledge Units

The knowledge based element of the apprenticeship covers what you will need to know to do your job. The qualifications are generally called 'vocational qualifications' and involve an online exam.

Industry (Vendor) Qualification

You must achieve one internationally recognised industry/vendor qualification.

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).

$x+y$

A

$2 +$

1

$V = 4/3\ \pi\ r^3$

$=$

x

b

End Point Assessment

Welcome to Creative Process | Introduction | Expectations | Your Digital Apprenticeship | Contact

End Point Assessment | EPA Steps | The Training Programme | Guidelines | Roles | Attendance | Code of Conduct | Key Contacts | External Contacts | Policy and Procedures | Ikiagi

Digital Marketing and Software Developer Programme

The final part of your Digital Apprenticeship is the 'End Point Assessment' (EPA). This is an assessment of all of the requirements held within the apprenticeship, including; competencies, knowledge and behaviors. Your training coach will confirm if you are ready for the end point assessment. It takes place in the final two to three months of the apprenticeship using the four assessment methods listed below.

1. **A summative portfolio**. Produced during the apprenticeship, includes examples and evidence of your best work, demonstrating knowledge, competence and behaviours within a real work environment.
2. **A Project.** A business-related project developed across a one week period away from your normal place of work and in an exam environment. Work related project scenarios will be provided for you to select your preferred project.
3. **An employer reference.** Your employer is required to write a detailed reference for you stating how you have performed in the workplace and how you apply your knowledge, competencies and behaviours in the work that you do.
4. **A structured interview.** An assessor will review your portfolio of work, the project and the employers reference, followed by a one to two hour interview. The interview will normally be conducted remotely, through skype or zoom and will be recorded.
5. **Grading**. The grade will be awarded after the interview. You will be awarded either a Referral, 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

Junior Content Producer Programme

The final part of your Digital Apprenticeship is the 'End Point Assessment' (EPA). This is an assessment of all of the requirements held within the apprenticeship, including; competencies, knowledge and behaviors. Your training coach will confirm if you are ready for the end point assessment. It takes place in the final two to three months of the apprenticeship using the four assessment methods listed below.

1. **Portfolio (Pre Gateway Assessment)**. Produced during the apprenticeship, includes examples and evidence of your best work, demonstrating knowledge, competence and behaviours within a real work environment.
2. **Work Place Observation.** Workplace assessment takes place in apprentice's usual work environment at date arranged by AIM Awards The test takes the form of a three to four hour observation against current or projects already completed.
3. **Set Test:** Set tests are designed to assess your ability to respond to a given brief. The brief will have to develop and pitch ideas for either marketing campaign or some relevant content for a campaign. Apprentices will have three hours preparation time and then 10 minutes to pitch ideas to the assessor. Question and answer session follows for up to 45 minutes
4. **Professional Discussion.** It is a highly structured interview with specific themes and outputs to be achieved. It should feel open, dynamic and fluid to allow you to offer insights, knowledge and inputs throughout that will be captured by the assessor. The discussion covers behaviours and transferable skills, critical thinking, problem solving, internal and external relationships, communication skills and business/commercial understanding.
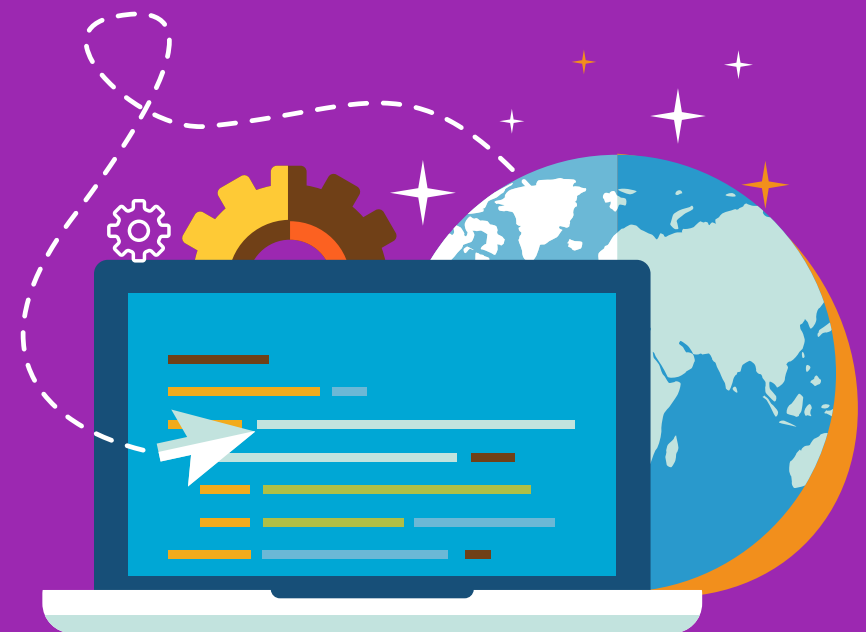
EPA Steps

Steps

1. On Programme learning and exams (knowledge modules/vendor certification)
2. Training Coach collates information for the for the portfolio
3. Employer provides reference
4. Training Coach selects your best work for Summative Portfolio
5. Creative Process Digital registers you for EPA
6. Creative Process Digital selects project task from bank, manages and invigilates your Synoptic Project
7. The awarding organisation arranges an independent assessment
8. Independent Assessor reviews your portfolio, project and employer reference, followed by an interview to determine grade
9. 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

You will receive a mixture of on and off the job training in addition to monthly 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. 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
Digital Marketing	15	16	6	9	28
Content Producer	15	14	6	8	36
Software Developer	18	30	8	15	43

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.
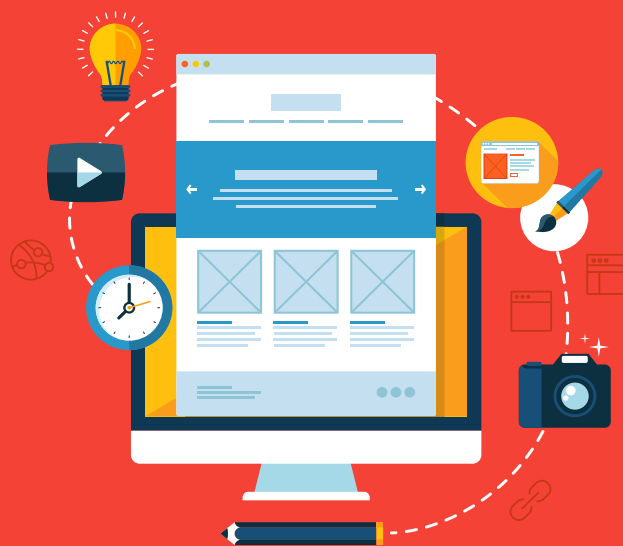
Your portfolio can include things like:

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.

.....

Empowering The Next Generation Of Digital Talent

15

Policies and Procedures

Welcome to Creative Process | **Introduction** | **Expectations** | **Your Digital Apprenticeship** | **Contact**

End Point Assessment| EPA Steps | The Training Programme | Guidelines | Roles | Attendance |
Policy and Procedures | Code of Conduct | Key Contacts | External Contacts |Ikiagi

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:
Chris Wood, Operations Director. T: 01273 232 273
E: chris@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
Chris Wood	01273 232273	chris@creativeprocessdigital.com	Apprentice, Inductions. Safeguarding Pastoral issues, HR
Jack Hiett	01273 232273	jack@jackhiett.com	Business Development, Strategy and Partnerships
Philip Perryman	07578 787 733	philip.creativeprocessdigital.com	Employer Engagement Apprentice Recruitment
Aimee Parker Sibun	01273 232273	aimee.creativeprocess@gmail.com	Course Coordinator, Attendance contact
Mary Harris	NA	mary.barker.harris@googlemail.com	Internal Verifier
Rozelle Bowerman	07437 446566	rbowerman.creativeprocess@gmail.com	Training Coach
Megan Quinn	01273 232 273	megan@creativeprocessdigital.com	Apprentice Recruitment
Liz Arasan	07775 583 536	liz.creativeprocess@gmail.com	Training Coach, Tutor
Chloe Hanks	07881 817 611	chloe@node.uk.com	Training Coach, Tutor
Clare Davey	07816 754213	info@digi-training.co.uk	Training Coach, Tutor
Nigel French	07932 480850	nigel@nigelfrench.com	Training Coach, Tutor
David Harvey	01273 434400	david@functionalskillsuk.com	Functional skills

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 Chris Wood on 01273 232 273 or chris@creativeprocessdigital.com

Useful External Contacts

Welcome to Creative Process | Introduction | Expectations | Your Digital Apprenticeship | Contact

End Point Assessment| EPA Steps | The Training Programme | Guidelines | Roles | Attendance |
Policy and Procedures | Code of Conduct | Key Contacts | External Contacts | Ikiagi

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

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.

SOURCE: dreamstime   TORONTO STAR GRAPHIC
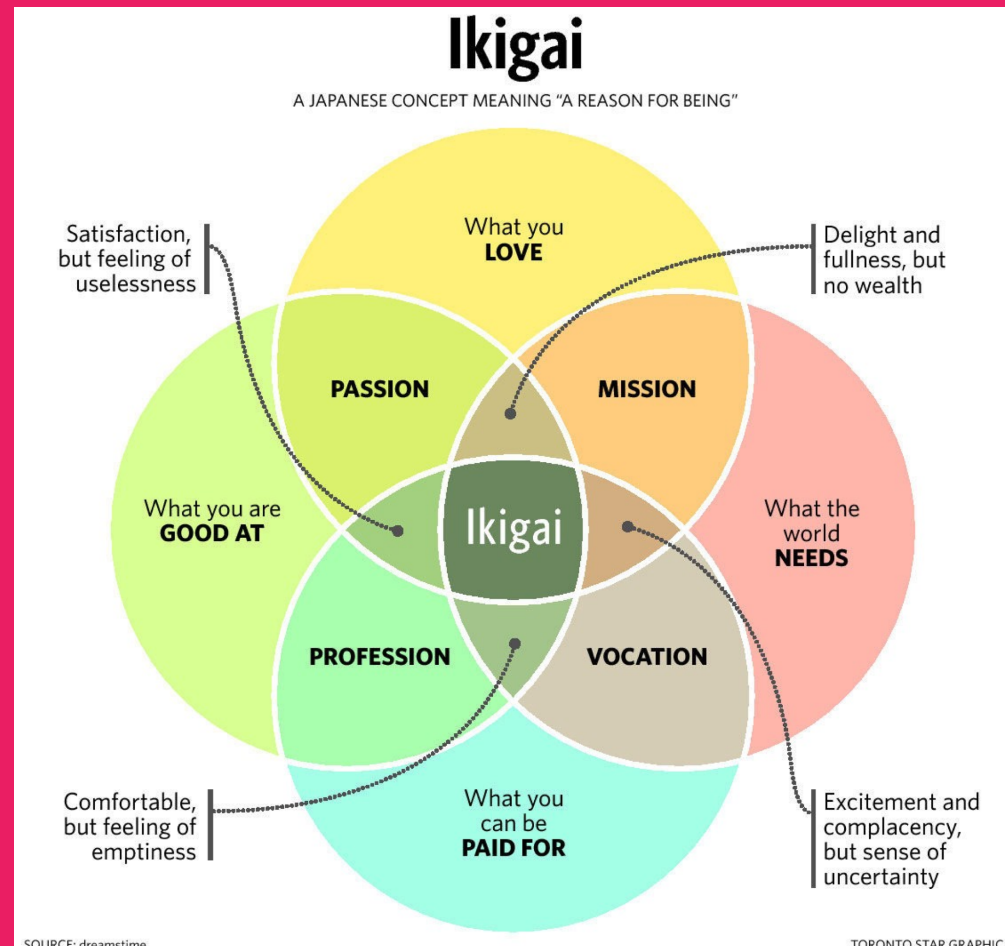
Contact

Contact Us

Creative Process Digital
Telecom House
125-135 Preston Road
Brighton
BN1 6AF
p: 01273 232 273
w: www.creativeprocessdigital.com