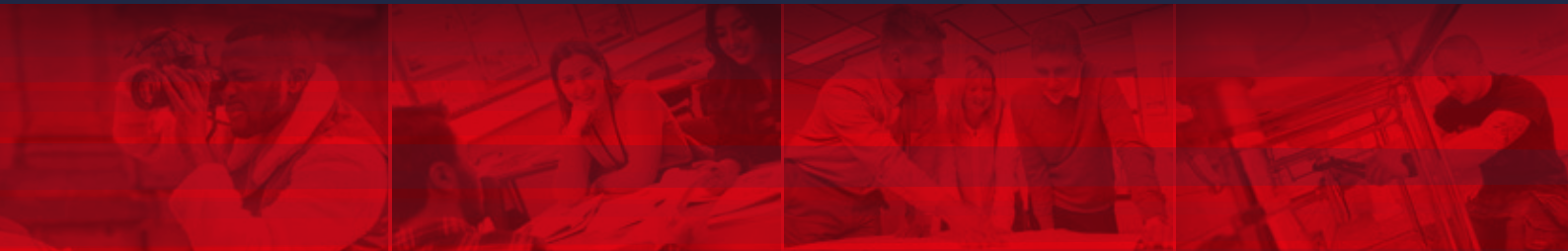


# **EMPLOYER IMPACT**

## **REVIEW 2020**





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Cultivating employability: many students have successfully bridged the gap between education and the world of work, thanks to DCG's flourishing employer partnerships. Among the latest is Floristry student Amy Sykes, who became the first person to secure a full-time role through our new Flowerworld Employability Academy. Find out more about the Academy on page 22.

# INTRODUCTION

Welcome to the latest edition of our Employer Impact Review. It presents a sector-by-sector flavour of DCG's far-sighted partnerships with business, industry and the professions – partnerships which are co-creating talent for the prosperity of our region.

We have continued to transform and improve our curriculum to ensure it is up to date, relevant and closely attuned to the needs of employers. Our initiatives span everything from first-class apprenticeship programmes to responsive higher education opportunities, from bespoke management training to Employer Academies that cement our relationships with a broad spectrum of organisations.

But, as this publication was finalised, we could not ignore the dark shadow which the coronavirus pandemic had undoubtedly cast over the country, causing unprecedented economic and social upheaval.

Throughout the lockdown – and as cautious steps were taken to lift the restrictions imposed upon us all – DCG was working hard to ensure that its students and apprentices could continue to rely upon high-quality education and training opportunities. This included harnessing innovative remote learning and teaching technologies to help them prepare for the next stage of their lives with confidence and purpose.

At the same time, our teams responded with agility and foresight to the needs of employers who were reconsidering their skills requirements for the future. By working in unison, we hope we have all emerged more resilient, equipped for the challenges ahead and ready to put uncertainty behind us.

There is a great deal about which we can feel positive and excited as we move forward. This review, for example, celebrates our latest collaborations with forward-thinking businesses: our new Employer Academies which are bridging the gap between education and the world of work and our Employment and Skills Boards which have brought together an even greater wealth of expertise for the co-design and co-delivery of a dynamic, industry-focused curriculum.

Together with our employer partners, we are also investing our energy and insights into the introduction of T Levels. DCG is taking the lead in the development of these trailblazing qualifications which have been devised in association with businesses and where students spend 20% of their time with employers. Always alive to the need to think differently, we have also started to explore new ways in which our ongoing relationships with employers can operate, including virtual work experience.

Wherever the 'new normal' of the post-pandemic world takes us, one thing is certain: DCG will remain steadfastly committed to its employer partnerships – serving the needs of the wider community, increasing social mobility, generating new jobs and bolstering economic wellbeing.



**Mandie Stravino OBE**  
Chief Executive Officer



**April Hayhurst**  
Deputy Principal

**“The excellent links that staff have with local employers mean that students gain good exposure to the workplace.”**

**Ofsted report**

*DCG retained its 'Good' grading from Ofsted after a short inspection in December 2019. The report highlighted how students and apprentices are well prepared for employment.*



# BUSINESS

DCG's dynamic partnerships are providing a pipeline of exceptional talent for organisations across all sectors – and helping tomorrow's leaders, managers and entrepreneurs take their first sure-footed steps to success in the ever-changing world of business.

## Alliances go from strength to strength

**Businesses and students alike continue to reap tangible rewards from DCG's forward-thinking Employer Academies in association with First Response Finance, HUUB and Sky Recruitment Solutions.**

Now a well-established and high-profile part of the DCG community, the academies are a testament to what can be achieved through education-industry collaborations.

By organising work experience opportunities, special projects and expert mentoring, all three academies equip Business students with the high-level abilities and responsible attitudes expected by employers today:

- The First Response Business and Finance Academy helps students apply theory to work scenarios, boosting their employability with sales, marketing, business development, finance and IT skills. During the COVID-19 lockdown, it even ran virtual work placements so that students did not miss out.
- The HUUB Marketing and Product Development Academy gives students first-hand experience of what is involved in running a multi award-winning, world-leading company specialising in the design of triathlon kit sported by elite athletes.
- The Sky Recruitment Solutions Academy opens students' eyes to what the recruitment industry involves and enables them to put what they are learning at College – from managing finance to sales and marketing – into real-world practice.



In the first term of the new academic year, company representatives interview students keen to join their Academies. The latest interviews saw First Response accept seven Business students, including – for the first time – three from Level 2 programmes. HUUB accepted all ten students they interviewed and offered placements to Level 1 and Entry Level students for the first time. Meanwhile, Sky Recruitment Solutions conducted a group interview and offered Academy places to all 15 students, also allowing them to pinpoint the area of the business in which they would most like to work.

## Ryan leads by example

**From joining an Employer Academy as a student to helping lead it as a business professional – that's the route taken by Ryan Horsnall of First Response Finance Ltd.**

Ryan was among the first students to benefit from DCG's collaboration with the vehicle finance company. During his A-levels, he completed a marketing project with the firm and went on to secure a degree apprenticeship there, later gaining a BA (Hons) Management and Leadership.



Now Ryan (pictured with Business student Megan Holden at the Academy interviews) is on a fast career trajectory as the company's Early Careers Co-ordinator where one of his key duties is to steer the Employer Academy to further success for students following in his footsteps.

## Ready for the big event

**New recruits to the HUUB Academy have been tasked with planning the company's appearance at a major sporting event in London which is set to attract 40,000 visitors. The students will research and develop ideas that showcase HUUB products to different clients.**

They will also contribute to all aspects of the organisation, including transport, accommodation, budgeting, risk assessments and selecting the items to be exhibited and sold. Ellie Jackson of HUUB Design Customer Service said: "This is a real-life event and we are extremely excited to have some fresh ideas from the students on board."

The company has a strong track record for setting unusual projects for students, such as one initiative to design a new sports bag which has since been adopted in the HUUB portfolio.

# Work experience with Distinction for Josh

Would-be marketer Josh Ince believes he “couldn’t have found anywhere else nearly as good” for his work experience after completing an inspiring internship with a leading digital agency.

The Level 2 Business student spent two block weeks honing his practical skills within the marketing department of Distinction, which boasts a variety of large well-known clients.

Aged 16, he was undertaking work experience for the first time and enthuses: “The work I did was very complex and challenging but this made it so interesting and engaging.

“My range of knowledge has greatly increased and the week has reinforced what I want to do. Digital marketing is the way forward and I intend to use everything I learnt at Distinction in my future career endeavours.”

His internship was full of exciting learning opportunities – from social

media planning to analysing web traffic statistics, from researching best office locations to ways of raising brand awareness. He even left with Google Analytics qualifications to support his DCG studies.



## Lots to talk about at Communications Day

DCG starts each academic year as it means to go on for Business students – with employers offering expert guidance and direction.

The Business Communications Day is an important prelude to study programmes, providing an insight into the demands and expectations of the workplace.

Featuring employer-led talks and activities, it focuses on the critical importance of communication in achieving business success.

The latest event included a guest lecture by Jonathan Leach of Indigodrum Communications who shared his wisdom on how to get a message across effectively and how to compile an impressive CV.

The day also featured presentations about the advantages of joining DCG's Employer Academies.

## Inclusion student reaches for the Sky

Through its Employer Academy, Sky Recruitment Solutions has helped break down barriers for a Level 2 Business student with autism.

The student has benefited from the company's work experience programme thanks to additional support not only from DCG but also from the company's managing director, David Torrington. David went the extra mile to help the student negotiate the introduction, application and group interview process so that he had the same opportunities as his peers.

Classroom and placement projects were specially adapted, including tasks being written down, appropriately illustrated and discussed personally with the student rather than being set collectively. Familiarisation visits to the offices also gave him space and time to adapt to the workplace, get to know staff at his own pace and gain confidence in his new surroundings.

## Employer Academies

**First Response**  
take care of your finance

**HUB**  
RESEARCH • BUSINESS • FINANCE

**oberoi**  
Business  
Hub

**Sky** RECRUITMENT  
SOLUTIONS LTD

*Derby Telegraph*

**WARD**  
RECYCLING  
www.wardrecycling.com

## Young entrepreneurs mean business

Budding business owners are spurred on to brilliance at DCG, thanks to The Enterprise Academy.

Aimed at nurturing go-getters who create jobs as well as fill jobs, the Academy is led by local entrepreneurs who can recount how they started up their own ventures and

can advise students on translating ideas into viable business plans.

DCG also joins forces with Young Enterprise to run practical workshops featuring real-life business scenarios.

One of the most successful

events was a Young Enterprise Business Challenge which attracted 42 students and highlighted the business planning process as well as how to pitch ideas to potential customers. The top prize went to the team behind 'It's Muggy' (pictured), a solar-operated mug featuring weather checks, a calendar and changeable images.



## Business Employment and Skills Board

DCG's Business Employment and Skills Board includes representatives from First Response Finance Ltd, Geldards LLB Law Firm, Handelsbanken, Koobr, Mercia Image, Simply Uniform and Thomas International.



# CONSTRUCTION

As the construction industry seeks a more sustainable future, employers are acutely aware of the need to address mounting skills shortages in these turbulent times. Successful industry-education collaborations, such as those pioneered by DCG, are a powerful way of helping the sector move to firmer ground.

## Timber specialists branch out with DCG

**Two leading timber companies have joined forces with DCG to help co-design and co-deliver the curriculum for Construction students. The aim is to ensure that young people have the right skills, behaviours and attitudes to hit the ground running in their careers.**

Howarth Timber and Building Supplies and Harlow Bros have worked with the College to establish two new Employer Academies, investing in the potential future workforce while motivating students to focus on their studies.

The UK's largest privately-owned timber company, Howarth Timber and Building Supplies has already provided students with industry-accredited training to

boost their chances in the job market. It even enabled them to continue that training during the COVID-19 lockdown – through online learning resources which served as a welcome addition to their DCG remote study programmes.

After online tests, the students received certificates to include in their CV portfolios.

These awards have real credibility: Howarth

has won the Training Company of the Year title from the Builders Merchants Federation and its online training academy covers the latest industry knowledge.

The new Academy is set to benefit 350 students across disciplines from brickwork to joinery. They will join tours of the company's head office and factory, while visiting the Derby branch for expert demonstration days.

Derby branch manager Talsa Middleton explains: "By sharing the wealth of knowledge and training that is embedded in

our own staff training programmes, our aim is to give the students a head start in their careers."

Meanwhile, the Employer Academy launched with family-owned Harlow Bros is highlighting career opportunities for Joinery students to address future skills gaps. Specialising in the manufacture and merchandising of timber, engineered timber and manufactured buildings, the firm has branches across the Midlands.



The Harlow Bros Employer Academy has enabled Level 2 Bench Joinery students to learn more about timber machining at the Long Whatton site while Level 1 students are developing their employability skills through work experience at the Derby branch. A typical work experience programme includes theory, working on machinery and helping to serve customers.

Harlow Bros Operations Manager Simon Fox said: "Companies in this industry face labour shortages as we have an ageing workforce with many skilled people retiring in the next five to ten years. We were therefore keen to work with a college to develop a pipeline of talent for the future.

"Timber machining is only offered by a handful of training providers and DCG was the only organisation whose workshop equipment mirrored our own manufacturing capabilities."

*Pictured above: getting to grips with the equipment on a work placement at the Harlow Bros Derby branch*

*Pictured left: DCG students hearing more about the industry on a visit organised by Howarth Timber and Building Supplies*



**“The industry faces future labour shortages ... we were therefore keen to work with a college to develop a pipeline of talent for the future.”**

**Simon Fox**  
Operations Manager, Harlow Bros



# Apprenticeships: a scheme that works

**From school-leavers just starting out to adults seeking a career change, apprenticeships are a tried and tested formula for boosting people's employability and reinvigorating the construction sector.**

DCG supports apprenticeships covering many aspects of the industry, including brickwork, carpentry and joinery, electrical installation, painting and decorating, plastering, plumbing and gas.

Among the many professionals to use an apprenticeship as a springboard to success is plumber Ryan Pearch (*pictured*), who began his career as a property maintenance apprentice and gained plumbing qualifications by attending DCG one day a week. He even took on extra work at home to complete modules in gas training and his dedication was recognised with a College Peak Award.

A decade later and Ryan now has his own business, Pearch Plumbing and Heating, and his expansion plans include the recruitment of apprentices. He says: "The College lecturers were brilliant, every one of them, and the courses were excellent for me. Now I'm in business, the plan is to get bigger and take people on – and hopefully

employ people like me who are looking for a job through an apprenticeship."

Meanwhile, plastering apprentice Gareth Wheatley has discovered it's never too late to retrain for a change of career direction. At the age of 39, he embarked on an apprenticeship with Derby Homes and has never been happier in his work.

Over the years, Gareth has had various professions, including customer services, sales and pub management. Now he studies with the College on day release and he describes the teaching as "spot on."

"Our tutor is fantastic," he says. "He's helped me develop my skills right from my first day when I didn't even know how to pick up a trowel. It's going well and I'm getting distinctions."

Until taking up his role with Derby Homes, Gareth admits that he thought



apprenticeships were only for students straight out of school. He adds:

"Starting an apprenticeship was a bold move as it's meant getting used to less money while I train."

"Despite that, I'm much happier and I'd definitely recommend an apprenticeship later in life if you're looking for a change of direction."

## Revamp for cricket club

**Employer-led projects are a valuable way of strengthening students' CVs and giving them something interesting to talk about in job interviews.**

One example was a major refurbishment project at Derbyshire County Cricket Club involving all DCG's Painting and Decorating students. It gave them crucial experience of working to time constraints and under industry conditions as well as fine-tuning their practical trade skills in areas like materials handling.

To complete this huge task, they worked alongside apprentices from the Bell Group, which has established its own Employer Academy with DCG to focus on painting and decorating. It meant the students could learn exactly what an apprenticeship is like from other young people. The initiative was commended in the Project of the Year category of DCG's 2020 Academy Awards.

## Building citizenship

**Instilling community spirit in students is a key part of the DCG vision – and one project undertaken at a grade II\* listed church captures that ethos perfectly.**

For three years, Brickwork students and their tutor have visited St Michael's Church in Shirley weekly to repair and maintain a graveyard wall, providing a safe and clean place for parishioners to tend graves. Recognised in the Charity and Community Investment category of DCG's Academy Awards, the project helps build students' trade, employability and social skills.

## Employer Academies



## Construction Employment and Skills Board

DCG's Construction Employment and Skills Board includes representatives from Atlas Building and Civil Engineering Ltd, BAM, Derby Homes, Derby County Cricket Club, the Construction Industry Training Board (CITB), Harlow Bros, Howarth Timber and Building Supplies, and Midlands Building Control.

# CREATIVE ARTS

As the UK strives to consolidate its reputation as a global creative powerhouse, there are exciting but challenging times ahead for aspiring artists, designers, performers, musicians and curators. At DCG, young creatives are being encouraged to aim high – thanks to collaborations with leading industry players.

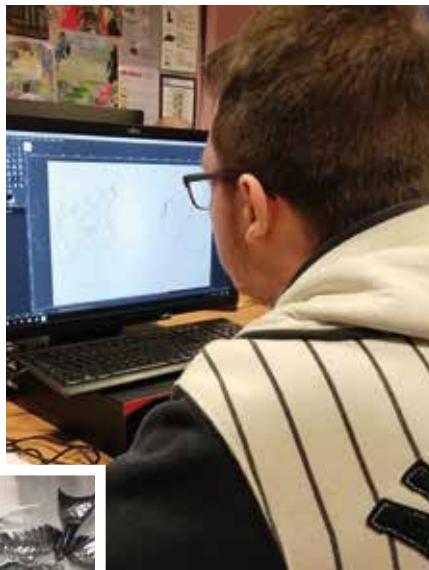
## Industry Week off to an inspiring start

**Valuable insider knowledge was on offer to students from DCG's Creative and Digital Multimedia Academy as industry specialists stepped in to help them identify and advance the skills they need for their future careers.**

The Academy's first-ever Industry Week saw students taken off their usual timetabled sessions to participate in dynamic workshops where creative professionals from wide-ranging disciplines shared their experiences.

A key message was that they should expect to work as freelancers at some stage: 47% of creative workers are freelance, compared with 15% across the entire workforce. In a highly competitive sector, it is therefore vital to develop strong professional networks and a broad skillset embracing different creative disciplines.

The Industry Week included skills-building workshops to introduce them to creative subjects outside their own specialisms; live employer-set briefs which mirrored industry demands; guest talks and Q&A sessions with industry professionals; and the opportunity to



create work which was then presented to the employers.

The speakers – from fields such as art and design, media, music and games development – represented the best of the creative

industries within the Midlands and beyond. Among the presenters were representatives from:

- Sinfonia Viva, Déda and arts organisation Furthest from the Sea who worked with Music students
- Lubrizol who ran a video production workshop for Media students
- Photos by Abhi who broke down the complexities of wedding videography and photography
- YSP Media who provided students with insights into running a video production company
- Digital marketing agency Burnthebook and Derby Book Festival who met Art and Design students to discuss collaborative projects

Feedback was overwhelmingly positive, with students saying they had enjoyed learning new techniques while hearing from inspirational speakers. Some felt that Industry Week should become Industry Fortnight!

The event is now set to be an annual fixture on the calendar to develop creative and digital learning opportunities further within DCG.

## Photography careers in the frame

**Among the creative professionals bringing an extra focus to Industry Week was a former DCG A-level student who has become a highly respected freelance fashion photographer.**

Martyn Ewoma has worked on projects for global brands like British Vogue, Nike and Umbro. He has completed assignments for the BBC and publications such as the *Guardian* and *Soccer Bible* – and even photographed the England Football team just before players flew out to Russia for the World Cup.

It was during his Graphics A-level that Martyn discovered an enthusiasm for photography. He went on to specialise in the subject on his Visual Communications degree and subsequently achieved a masters in Media and Communications from Goldsmiths.

Martyn puts much of his freelance success down to his time at DCG, including the confidence it gave him to network and become more entrepreneurial. He said: "Because the Graphics lecturers knew the creative industry so well, they were able to tell us about all the opportunities it presented. Before my A-levels, I had no idea such careers even existed."





# Centre stage with Déda

**As they develop their own prowess in performance, DCG students are also sharing their growing knowledge with others – by supporting classes at Déda.**

Through the Déda Creative Arts Employer Academy, the team at the internationally renowned centre for dance, contemporary circus and outdoor performance provides placement opportunities and ongoing career guidance for College students.

This year the Academy has recruited 14 Performing Arts students to work alongside Déda's experienced dance professionals in studio classes. They learn how to deliver and facilitate dance tuition while working with a

variety of artistic forms. They also benefit from CV and interview workshops to help them achieve their first break in the creative economy.

Isobel Davis, Dance Development and Learning Co-ordinator at Déda, congratulated the latest cohort on their "fantastic" performance so far. She added: "We've had marvellous feedback from tutors who are very impressed with the students' commitment, attitude and professionalism."



## Music at its most energetic

**A creative project tackling the theme of global warming saw DCG students performing alongside professional musicians from Sinfonia Viva.**

Music students joined school pupils for 'Energy', the latest in the award-winning orchestra's projects aimed at bringing science, maths and technology to life through music.

The project started with 80 young people joining an inspiration day at Derby Museum and Art Gallery where they worked with film-maker and children's author Emma Murphy to learn more about the world's reliance on fossil fuels, climate change and renewable energies.

They then took part in workshops with Viva composers and musicians to learn new songs and develop their own music. 'Energy' culminated in two performances at Derby Theatre where



the students performed alongside the orchestra under the baton of Principal Conductor Frank Zielhorst.

Sinfonia Viva Education Manager Marianne Barraclough said: "All the young people really engaged with the project and gave a powerful performance. We always value the skills, maturity and creativity of DCG students who bring a great deal to our projects."

## Going wild for art in Melbourne



**Colourful and thought-provoking work by Art and Design students lit up the streets of Melbourne during the town's annual arts festival.**

Gaining invaluable experience of submitting initial proposals and working to a real-time brief, the Level 3 students devised street art installations on the theme of 'Rumble in the Jungle' which graced the town's art and architecture trail. One gifted student, Sheraz Pervez, won the 'emerging artist' award and received a £500 bursary towards his Fine Art degree at the University of Manchester.

Melbourne Festival Director Sharon Brown sets a number of art projects for DCG groups throughout the year to help them familiarise themselves with the procedures for adapting creative ideas to meet client briefs. Sharon also chairs DCG's Creative Arts Employment and Skills Board.

## Employer Academies

déda



## Creative Arts Employment and Skills Board

DCG's Creative Arts Employment and Skills Board includes representatives from Arts Melbourne Ltd, Déda, Derby Museums Trust, Derby QUAD Ltd, Derby Theatre Productions Ltd, Essential Print Services, Furthest from the Sea, Indigodrum Communications, Rolls-Royce plc, and the University of Derby.



# DIGITAL AND SCIENCE

With Derby positioning itself as the UK's high-tech capital and almost all jobs today demanding digital literacy, there has never been a better time to invest in IT talent. With the help of its employer networks, DCG is developing the high-calibre professionals who can harness latest technology to transform firms' productivity.

## NatWest banks on IT high-fliers

**DCG's progressive partnership with NatWest Group means that talented IT students can count on superb career opportunities.**

The bank has worked in partnership with DCG for five years, providing additional training, CV and interview workshops, guest lectures, taster days and work placements for students keen to set themselves apart in the digital era.

Its efforts were recognised with the top prize in the Placement category of DCG's 2020 Academy Awards.

Placements are carefully structured: students work in various departments alongside highly skilled staff who mentor them as they complete specific projects. Each project nurtures students' creative thinking in redesigning areas of the business while considering finances and budgeting.

Hayden Rhodes and Harry Walters are among the latest to secure full-time jobs after undertaking work experience with NatWest Group as part of their Level 2 studies. They have now taken up roles as service desk analysts offering IT support to their colleagues.

Hayden said: "One of the main reasons I decided to

go to DCG was the work experience opportunities available and I had heard that the programme was very work-focused to ensure students are ready for their future careers."

Harry added: "I love computers and have always been fascinated to learn more about how they work. I was therefore really keen to get on the work experience programme and it definitely helped when the opportunity arose to apply for the job here. No day is ever the same, which is great."

Hayden and Harry are following in the footsteps of former DCG IT students such as Mike Perkins, who was himself appointed as a service desk analyst initially and then won promotion to a senior role before progressing into the company's Digital and Automation team. Mike now takes time out to motivate other aspiring IT professionals, including contributing to DCG's induction day for new students.

He said: "My main message is that students should embrace the opportunities to work with employers during their studies. College really prepared me for the world of work. Having the chance to do work experience definitely gave me and the other students an advantage when applying for jobs."

*Main picture: DCG students receive certificates – and boost their CVs – after their work experience with NatWest*

*Hayden Rhodes (top) and Harry Walters are among the students to use their work experience as a springboard into a full-time job with the bank*



The outcome is that NatWest Group can identify fresh talent. It has now recruited over 20 DCG students to full-time roles in its Kegworth centre, which provides IT and property support across the global banking group.

NatWest Group Senior Team Leader Paul Wyatt, who is in charge of recruitment at the centre, says: "Working in partnership with DCG enables us to have meaningful input into the IT curriculum and to provide work experience for up to 12 students a year. It is not only an important part of our social responsibility commitment, but also an opportunity for us to spot potential new recruits."

**“We always know that DCG students who come for work experience and then to work for us will be ahead of the game.”**

**Paul Wyatt**  
Senior Team Leader, NatWest Group



# RDS Global: switched on to apprenticeships

**Comprehensive, meaningful and highly effective, the DCG Employer Academy programme run in partnership with RDS Global has become a major success story.**

Of the 26 IT students to complete the Academy programme so far, four have gone on to secure apprenticeships with the company after benefiting from work placements, specialist workshops and support from senior managers.

RDS Global, which specialises in providing tailored network services, IT support, cloud, hardware and consultancy solutions, is a leading light in the Employer Academy initiative and is committed to apprenticeships as a way of increasing the talent pool available to the sector.

CEO Andy Flinn said: "Apprenticeships are good both for business and for the young person. They help us to embed our customer-focused culture and work

ethos right from the start of an apprentice's career.

"The Employer Academy with DCG enables us to get to know the students before they apply for an apprenticeship. The programme is constantly evolving and our focus moving forwards is to align it with the new Digital T Level."

In the latest academic year, RDS Global has expanded its programme from 17 weeks to 34 weeks to pilot the industry element of the new T Level in ways which complement DCG's curriculum teaching. RDS staff have helped deliver modules on themes such as PC setup, structured cabling, networking and software development.



Students also complete work placements with various teams at the company, gaining an insight into different roles from engineering to customer support. All are offered an apprenticeship interview at the end of their studies.

## Reaching the next level

**Offering a gold standard technical pathway into the digital professions, the new T Level in Digital Production, Design and Development will nurture the programmers, web designers, IT business analysts, systems designers, software development technicians and digital marketers of tomorrow.**

From September 2020, DCG will be one of the country's first institutions to deliver the two-year qualification as an alternative to A-levels and apprenticeships. It combines classroom theory, practical learning and a minimum 45-day industry placement.



With a curriculum shaped by industry experts, the new programme is supported by DCG's Digital and Science Employment and Skills Board which has formed a sub-group to lend extra momentum to the development of the T Level.

At DCG various learning facilities are also being upgraded to help usher in the T Level era, including new digital laboratories and workshops. These improvements have been made possible through a £1.2 million capital programme part-financed by the Skills Funding Agency.

## Students help schools to crack the code

**With its aim of inspiring the next generation of coders and digital makers, Code Club puts enthusiasm and fun into work experience for DCG's Computer Science students.**

They have been working as volunteer assistants with Code Clubs across Derby – in libraries, schools and museums – and helping children aged 9 to 13 to develop their coding skills.

The students commit several hours a week to Code Club, fine-tuning their own abilities with Scratch, Python and HTML while having the satisfaction of becoming role models for younger children.

DCG has also organised Code Club-style workshops for Wren Park School, with pupils saying they found the sessions to be extremely interesting and engaging.

## Digital and Science Employment and Skills Board

DCG's Digital and Science Employment and Skills Board includes representatives from Aggregate Industries, Atkins Global, Cloudbass, Derby City Council, Derby University Enterprises Ltd, Koobr, Lubrizol Ltd, NatWest Group, RDS Global, Resonate and Rolls-Royce plc.

## Employer Academies





# ENGINEERING

Engineering innovation is crucial to support a thriving economy. With its expertise in workforce development, DCG is helping meet the demand for multi-skilled engineering professionals who can transform productivity and translate discoveries into new products and business.

## Technology Hub generates a fresh production line of talent and ingenuity

**A state-of-the-art Technology Hub has opened its doors at DCG in a major investment designed to raise the level of skills within the future engineering workforce.**

Providing mechatronics laboratory facilities to train the talented engineers who will drive growth in sectors such as food and drink, rail and automotive manufacturing, the Hub was established in a £1.7 million project backed by the D2N2 Local Enterprise Partnership.

The facility is situated within the Roundhouse Technical and Professional Skills College and its development reflects DCG's vision to be recognised as a technology centre of excellence in the East Midlands.

Designed by Festo, the mechatronics equipment is a scaled-down version of their next-generation industry production lines. It replicates the high-tech artificial intelligence manufacturing technology commonly used in sectors ranging from confectionery to cars. The facility also features upgraded CNC mill and turning equipment and 3D printers.

All DCG's Engineering programmes – whether

for new school leavers, higher education students or apprentices – benefit from the Technology Hub. It provides the ideal environment for developing industry-relevant practical and theoretical skills including computer programming; how to operate pneumatic, hydraulic and robotic manufacturing control systems; and skilled maintenance of the equipment.

D2N2's £1.3m financial contribution to the Technology Hub has come via their Local Growth Fund allocation, awarded by the Government and used to part-fund infrastructure projects which directly benefit the area's economy.

Tom Goshawk, Capital Projects Manager for D2N2, said: "Skills are a vital part of the D2N2 LEP area economy. Good skills training puts people on sustainable career paths and enables businesses to employ the right workers in order for them to grow.

"This is why D2N2 invests heavily in programmes promoting better and advanced skills, and in projects such as Derby College Group's new Technology Hub."



**“Derby College Group has a history of working with industry and is well respected within the Department for Education for its new and innovative thinking.”**

Secretary of State for Education, Gavin Williamson, who toured the new facilities and met some of the first students and apprentices to benefit from the resources





# High ambitions at Dales Fabrications

**Higher apprenticeships have proved to be an effective way for Dales Fabrications to grow its own talent.**

The Ilkeston company, which specialises in the design and build of aluminium building products, already has a large graduate workforce but has now introduced higher apprentices to continue investing in the future of the business.

Former DCG Engineering student David Pritchard has become a production processing engineer there, having been supported by Dales through his College higher education programme in association with Sheffield Hallam University.

David (pictured with images from one of his most challenging projects to date – at Leeds Xtra Service Station) is now mentoring a fellow DCG student, Alex Millington, who is following in his footsteps to earn while he learns. There are further plans to recruit another higher apprentice into the estimating team too.



Dales Fabrications Managing Director Karl Prosser is keen to recruit young people from College who, instead of going straight to university, wanted to develop their skills in the workplace alongside gaining an Engineering degree specialising in manufacturing.

He said: "Rather than expecting a graduate to adapt to the way we work, our processes and practices are embedded into the higher apprentice's learning from day one. By the end of the programme, we have someone with a degree which, rather than being more generic, reflects our own engineering processes."

## Engineering better career prospects

**As advances in technology continue to take engineering in exciting new directions, DCG runs regular events showcasing the breadth and scope of the industry to young people. Many of these occasions are enriched by input from employers.**

One significant date on the DCG calendar is the Women in STEM event (pictured) which gives female students an insight into career pathways in engineering, science, digital technology and construction professions. The latest event involved leading names like Rolls-Royce plc, Lubrizol, Bowmer + Kirkland, Porterbrook, Shortern Group and Bombardier.

Other events during the academic year have included a Transferable Skills Workshop delivered by the Prince's Trust to Level 1 Engineering students and an Engineering Careers Insight Day for Level 2 students which included projects set by Aegis Engineering, Siemens Rail and the University of Derby.

DCG also partnered with TeenTech, an imaginative initiative designed to motivate the engineering pioneers of tomorrow, on a Create Your Future session which showed how good research can lead to great ideas.



## Model plane project takes off for students

**Rolls-Royce plc gave the engineering high-flyers of the future the chance to test their practical skills on an unusual project.**

The company teamed up with the Prince's Trust for a three-day STEM project which provided 15 DCG students with the chance to spend time in the Rolls-Royce workshops designing, constructing and testing a model aeroplane. They were supported throughout by specialist engineers from across the company.

The challenge was the highpoint of a programme which also saw students touring the Rolls-Royce technology centre and enjoying talks from company experts.



## Employer Academy



## Engineering Employment and Skills Board

DCG's Engineering Employment and Skills Board includes representatives from Collis Engineering, Dedienne Aerospace, Owen Taylor & Sons Ltd, Pattonair, Pentaxia, Rolls-Royce plc and Sasie Ltd.

# HAIR AND BEAUTY

Looking good is increasingly seen as an essential rather than a luxury – so there are growing career opportunities for versatile hair and beauty professionals. Promoting high-level technical skills alongside excellent customer service, DCG supplies fresh talent for an important sector that contributes £6.6 billion a year to the UK economy.

## Employer Academies turn on the style

**With their strong commitment to supporting young people on the threshold of a career in hair and beauty, two local employers are playing an influential role in enriching DCG's curriculum.**

Sally Montague Hair Group, which has a string of salons in the city and county, and Hair Angels salon in Oakwood are among the latest names to join the Employer Academy programme.

Both businesses are represented on DCG's Hair and Beauty Employment and Skills Board, which means they help set the agenda for curriculum development initiatives that benefit other local employers.

Sally Montague played a key role in DCG's first-ever 'Get into Hair and Beauty' day in which she and daughter Angel outlined their career journeys. Their presentation covered their involvement with London Fashion Week and Angel's work as a freelance session stylist worldwide.

Several Level 2 and 3 students have enjoyed placements in Sally Montague salons and the team has assisted at DCG maths and English sessions to stress how vital communication and numeracy skills are in the workplace.

Meanwhile, the Hair Angels partnership has proved an award-winning success with prizes at two high-profile DCG events. The salon was commended in the Placement of the Year category at the 2019 Academy Awards, recognising the way it had supported students through high-quality work experience. It has even given exchange students from Estonia the chance to work as junior stylists.

Just a few months later, at DCG's annual Peak Awards, a student who had taken part in the Hair Angels work experience programme was highly commended in the Service Sector category. Katie Eaton was singled out for her artistic flair, professional manner and outstanding customer service.

*“I've most enjoyed interacting with customers in the salon and having such a wide range of work experience.”*

**Katie Eaton**  
Hair Angels placement student



*Pictured left: Kirstie Peel (right) joined Hair Angels to gain industry insights during her studies and is now a self-employed hair stylist there. She and salon co-owner Holly Clarke received the Academy Award certificate from Colleen Hempson of award sponsors East Midlands Airport.*

*Pictured below: students training in DCG's SENSI salon benefit from extensive employer links.*



They are not only building bridges for aspiring stylists, make-up artists, beauticians, nail technicians and spa professionals to make a smooth transition into the industry but also ensuring they can look forward to long-term career development.

From apprenticeships to work placements, masterclasses to international collaborations, the salons' alliances with DCG have had a significant impact in helping students to finesse their skills. From September their expert staff will also be delivering College workshops on themes such as colour techniques.

## Employer Academies





# Charlie's cut out for a role with Toni & Guy

**Perseverance and enterprise helped former DCG student Charlie Woodcock secure his 'dream' apprenticeship with Toni & Guy.**

After completing a Level 2 qualification in women's hairdressing at the Roundhouse – a study programme he describes as “brilliant” – he acted on his own initiative and left copies of his CV with salons all around Derby.

Toni & Guy liked what they saw and, after an informal interview and company trial day, he was recruited as an apprentice at the Market Place salon.

Charlie says: “I loved College and could have happily stayed there but, when I turned 18, I realised I needed to go out and find a job. It turned out to be the one in ten rule – for every ten CVs you hand out, one employer shows an interest. And the one that

did just happen to be Toni & Guy. I was so pleased to get through the selection process.

“My plan now is to dedicate the next ten years to this profession, so that I



eat, sleep and breathe hairdressing, and one day I'll have my own salon.”

Jessica Lopes, Assistant Manager at Toni & Guy, said “We were impressed with Charlie's determination to get a job in hairdressing. He showed a lot of initiative.”

## Perfect application of beauty expertise

**Specialist beauticians and make-up artists from leading companies regularly share their expertise with DCG Hair and Beauty students.**

Every year Level 3 students visit the Derby branch of MAC for demonstrations of the latest techniques. Sessions with staff from Kryolan and Dermalogica have also introduced the students to up-to-the-minute products and treatments.

In addition, regular guest lectures open students' eyes to career options they might not have considered before. Among those bringing a fresh perspective is Kate Finch, recruitment manager with Steiner, the largest company operating spas at sea.

Kate inspires students with tales from the open seas and her personal experiences of travelling the world on luxury cruise ships.

## Make-up with a vital safety message



**Hair and Media Make-up students rose to the challenge when they were asked to put their skills in special effects to good use – by providing ‘accident victims’ with startlingly realistic injuries.**

Their talents were in demand when Derbyshire Fire and Rescue Service staged a mock road crash at Broomfield Hall to spread an important road safety message.

The ‘Dying to Drive’ campaign event was the ideal opportunity for the students to practise credible representations of wounds, cuts and bruises using their peers as models. It helped prepare them for the type of projects they might face if they eventually pursue a career in theatrical special effects.

## An appointment with success

**Two apprentices whose assessments are carried out by DCG won categories in the regional heats of a new competition for trainee hairdressers and barbers.**

Sally Heyes and Sam Winson impressed the judges of the Concept Hair Apprentice of the Year competition and, as this publication went to press, were waiting to showcase their talents in the national finals.

Their attainments underline the high-calibre skills and creativity that young people can achieve through the apprenticeship route into the profession.

An apprentice at Anya Mae salon, Sally won the colouring category with her vibrant creation sported by her friend and model Ketsara Noiwanhinh. Meanwhile Sam, who works for Robert Ashley Barbering, won the barbering category with a ‘Great Gatsby’ cut and style on his boss Robert Ashley.

DCG assessor Tracy Eaton said: “Sally and Sam have been brilliant ambassadors for DCG, for their employers and for apprenticeships as a whole.”



## Hair and Beauty Employment and Skills Board

DCG's Hair and Beauty Employment and Skills Board includes representatives from Avon, City & Guilds, Hair Angels, Robert Ashley Barbering and Sally Montague Hair Group.



# HEALTHCARE, SOCIAL CARE AND EARLY YEARS

In a time of unprecedented pressures on health and social care services, attracting and retaining staff of the right calibre has never been more important. DCG prides itself on forging meaningful and quality-focused partnerships with employers across the sector to identify and fill critical skills gaps.

## Taking care of first-class training

**DCG has strengthened its links with award-winning residential care provider Milford Care – with the launch of more apprenticeships at the group's homes in Derbyshire and Nottinghamshire.**

Having already worked with 30 staff at four Milford Care homes, DCG has partnered with the group on plans to roll out a further 15 to 20 apprenticeships. College trainers are delivering on-site training leading to Level 2 Adult Care Worker, Level 3 Lead Adult Care Worker and Level 5 Adult Care Leadership and Management qualifications.

Gina Harrison-Straw, Milford Care's Group Training Co-ordinator, said: "We always aim for the highest standards of staff training and, by working with DCG, we can achieve greater consistency across the group. Starting at Level 2, our apprentices have the opportunity to work their way up, moving into roles such as team leader. Providing the best training will also help us progress as a group, allowing our staff to train not just for a job but for a career."

Milford is the UK's first care group to follow the new model, 'Dementia and Supported Living the Montessori Way'. The Montessori Champions programme gives staff opportunities to specialise in areas that interest them, such as speech, nutrition and end-of-life care, while ensuring residents' dignity is maintained. This approach is a major part of the apprentices' training.

One of the homes benefiting from the DCG partnership is Ashbourne Lodge, which has up to 54 residents. Jim Watt, Home Manager, said: "Our ethos is very much resident-centred, treating people with dignity and respect. If someone looking for a job shows compassion



*"I've done quite a few extra courses, including one in palliative care. I want to carry on using what I've learned to help more people affected by dementia."*

**Gail Verrall, who entered the care sector in her 50s after looking after her mum who had dementia**



*"What we learn on the job affects everything we do each day. There's always room for improvement and gaining more knowledge helps us become more proficient."*

**Jordan Ellershaw, who believes his training will boost his ambition to become an A&E nurse or paramedic**

and empathy, we can work with that. We can provide training for everything else."

Staff at Buddleia House in Hucknall, The Meadows in Alfreton and Milford House near Belper have also enrolled for DCG training. The aim is to deliver multiple benefits: helping Milford Care to develop the competencies of their workforce while meeting business needs so that it can continue to provide the outstanding care for which it has been recognised.

*Pictured right: high-quality DCG training helps Adult Care Worker apprentices Gail Verrall, Jordan Ellershaw and Chloe Kingaby provide excellent care for residents at Ashbourne Lodge*



# Trust in a longstanding partnership

**One of DCG's most comprehensive and substantial partnerships is with the University Hospitals of Derby and Burton NHS Foundation Trust, which has led to a wide range of training and education success stories.**

For almost 20 years, DCG's association with the Trust has nurtured skilful, eager and committed young people to work on the frontline. As the COVID-19 pandemic

has brought immense challenges for the NHS, the need for a high-quality and dedicated workforce is felt even more keenly.

The Trust is actively involved in DCG's Employment and Skills Board for Health and Social Care, helping co-design curriculum content. Its Employer Academy, meanwhile, offers invaluable work experience opportunities for more than 70 Health and Social Care students each year, enabling them to strengthen their university and apprenticeship applications.

Named DCG's Employer Academy of the Year for 2020, the Academy also gives NHS managers the chance to identify the young people who can blossom within their departments in future.

Michael Smith (*pictured*) knows all about the advantages. His involvement with the Academy gave him

the ideal preparation for his current role at Royal Derby Hospital.

While studying Health and Social Care with DCG, Michael undertook work experience with the Trust which helped him go on to secure a clinical apprenticeship there. Having completed his apprenticeship, with full support from DCG, he is now a qualified health care assistant on orthopaedic Ward 206.



## Employer Academy



## New school of thought for popular Jamie

**Inclusion student Jamie King has developed both confidence and skills since embarking on a placement supporting pupils at Wirksworth Infants School.**

Jamie is undertaking DCG's Work Ready study programme, on which he is expected to complete 400 hours of workplace experience. His duties at the school have covered everything from supervising learning games on the iPad to working on craft activities.

Vicky Brooks, the reception teacher Jamie supports, says he is "well-liked by staff, children and parents." She gives him projects which play to his strengths, such as supporting children with ICT activities.

Jamie has also developed his own resources for children and encourages the infants with positive comments about improvements in their reading.

## Introducing T Levels

**The launch of the T Level in Education and Childcare will ensure employers can recruit from a wider talent pool of young people who are 'work-ready'.**

DCG is among the first colleges nationwide to run this new technical qualification, helping develop the early years professionals, nursery nurses and teaching assistants of tomorrow.

Employers play a pivotal role in the T Level as it includes extensive work experience. An employer task group is steering progress, drawing on DCG's close links with leading organisations in the sector through its Early Years Employment and Skills Board.

Equivalent to three A-levels, the two-year T Level offers a mix of classroom learning and industry placements in childcare settings of at least 45 days.



To prepare for the launch of the T Level, DCG is investing in new facilities, including a virtual reality laboratory which replicates workplace environments. This forms part of DCG's £1.2 million capital programme, part-financed by the Skills Funding Agency.

## Early Years, Health and Social Care Employment and Skills Boards

DCG's Early Years Employment and Skills Board includes representatives from Ashwood Spencer Academy, Asterdale Primary School, Derby City Council, Incredible Kids Day Nursery and the University of Derby.

DCG's Health and Social Care Employment and Skills Board includes representatives from Barchester, Derby City Council, Derbyshire County Council, the NHS, Skills for Life and the University of Derby.



# HOSPITALITY

With its vital role in generating revenues for local economies, the hospitality industry has long been one of the UK's biggest employers. As the sector strives to recover from the impact of the COVID-19 pandemic, DCG is redoubling its efforts to help employers tackle skills shortages and promote hospitality as a positive career destination.

## Employer Academies serve up success

**Taking part in DCG's Employer Academy programmes has transformed the lives of young people with their sights set on reaching the top of the hospitality career ladder.**

The Academies launched with Cricket Derbyshire and the Bespoke Inns Group have proved especially successful in identifying and developing star performers destined to become leaders in the industry.

Winner of the Student of the Year title at DCG's 2018 Academy Awards, Jack Bowler has seen his career go from strength to strength since he became the first person to join the Bespoke Inns Hospitality Management Academy while studying for his Foundation Degree with DCG.

The aim of the Academy is to help students put their customer service skills into practice at top-quality establishments and Jack rose to the challenge during his work experience at The Dragon in Willington. It led to him securing a job at The Boot at Repton,



the 17th Century coaching inn which is one of Bespoke Inns' most renowned establishments.

bar. I now love the social side of my job and chatting to customers.

"My Foundation Degree was brilliant, and the professional development opportunity offered through Bespoke Inns is unbelievable."

Jack's successor as Student of the Year, Dion Gayle, is also making sure-footed progress since joining the Cricket Derbyshire Hospitality Academy as part of his Level 2 studies.

Work experience gave him invaluable insights into operations, events and corporate hospitality at the county ground. It also placed him in prime position to secure an apprenticeship there, a role in which he is now flourishing.

Dion has continued to support DCG at various events, including a conference presentation to other FE colleges about his experiences on work placement.



He has now progressed to become bar manager at The Boot and also assists with back office administration, running tables when the food side is busy at weekends and checking in guests staying overnight. The pub has its own microbrewery, so his job involves telling customers about the different beers brewed on the premises. He has even gained his personal licence holder qualification via DCG.

In another highlight, Jack was able to attend the award celebrations in London when The Boot reached the finals of the Best Inn category in The Great British Pub Awards.

He says: "I was quite quiet when I first arrived at DCG as a catering student and I would never have imagined I'd one day be in a customer-facing role, running a

*Above: Cheers to a hospitality career from Jack*

*Left: Dion receives his Academy Award from Dean Jackson, founder of award category sponsors HUUB*



# Ready for the workplace with positive thinking

Hospitality students were the first to graduate from a special DCG programme designed to help them cope with the pressures of working life.



The eight-week Positive Behaviours for the Workplace programme was piloted with the 18-strong group based at the Roundhouse. Plans are now in place to replicate the programme with other student groups across DCG.

Head of Behaviour for Learning, Aaron Denton, explained: "An important part of the student experience is to build resilience, self-confidence, decision-making and communication skills so

that they are better able to learn and progress into the workplace.

"The focus has therefore been on encouraging students to think about how their actions impact on other people and the importance of positive behaviour at College, home and particularly when they start work."

Among those involved was Humnah Bahtool who aspires to become a chef. She said: "I used to get quite cross and frustrated when things went wrong. This programme has showed me how important it is to stay calm and communicate well with others – particularly in the pressurised environment of a busy kitchen."

*"I now feel much more self confident, able to talk to other people and much happier in myself – so I am very glad that I did this programme."*

Haydn Flatt, Hospitality student

## A landing pad for perfect placements

DCG's Inclusion students are not left out when it comes to enjoying quality placements that introduce them to the world of work.

Among them is Luke Piper, who completed barista training at the Landing Pad Café in Alferton as part of the 400 hours of work experience offered on his College Work Ready programme. In fact, he enjoyed his time with the café so much that he decided he wanted to stay all academic year!

Luke has become a well-regarded member of the Landing Pad team, putting his skills with the coffee machine to good use while developing his confidence and skills in customer service and communication.

Café manager Simon Trzopek has worked with DCG for many years in various settings and is highly supportive of work experience programmes that help students from different backgrounds build their employability skills.



## Employer Academies



The Cottage



## Hospitality Employment and Skills Board

DCG's Hospitality Employment and Skills Board includes representatives from BEAR, Bespoke Inns, Cathedral Quarter Hotel, Compass Group, Cricket Derbyshire, Derby County FC, Greene King and The Hanger.

# LAND-BASED

DCG's Broomfield Hall has long boasted an exceptional reputation for high-quality, relevant and progressive training in land-based professions. It works closely with employers across the sector to address skills gaps, develop fresh talent and promote continuing professional development.

## Flowerworld Academy set to flourish

**An exciting new Employer Academy has blossomed into action as DCG has joined forces with one of the UK's largest florists – in a partnership which is set to boost students' employability skills and job prospects.**

A dedicated facility which forms part of Morrisons, Flowerworld uses around four million stems of flowers to provide stores with 400,000 bouquets of flowers every week using hand-tying methods as well as machinery.

The 460-strong Derby-based team is at its busiest during seasonal events like Valentine's Day and Christmas: in fact, production more than trebles to 1.3 million bouquets a week in the run-up to Mother's Day.

It was during just such a demanding time that Flowerworld's collaboration with DCG took root, as the firm recruited students for paid part-time work before Christmas. Now the partnership has been placed on a more formal footing with the launch of the Flowerworld Employability Academy.

A ten-strong group of Floristry students has been the first to benefit from the Academy. Students on the Diploma in Floral Practical Skills took part in a series of workshops delivered by Flowerworld experts on themes such as interview techniques, workplace expectations and how to complete eye-catching CVs and job applications. Each workshop involved a combination of employer and student-led activities.



In addition, the group had the chance to visit the Flowerworld facility where they toured each department, received briefings on how the site operates and produced their own hand-tied bouquets.

From September 2020, the Academy will be broadening its scope and reach so that DCG students from a wider spectrum of subject areas can take advantage of the firm's know-how. It will play an important role in promoting general employability skills such as customer service and it is hoped that Academy activities can be tailored to match different study programmes or career pathways.

The association has benefited DCG in other ways too: the 2019 Academy Award celebrations featured blooms provided by Flowerworld which were transformed into stunning displays by Floristry apprentices.

*Above: DCG's Floristry students were the first to benefit from the Flowerworld partnership but the Employability Academy is now set to help those taking many different subjects to improve their career prospects*

*Left: Students on a tour of the Flowerworld facilities*





# Acclaimed show garden blooms once more

An award-winning show garden created by DCG's Horticulture and Construction students has been brought back to life to delight holiday-makers at a leisure park.

After the team scooped a silver merit medal at the BBC's *Gardeners World Live*, key features of the garden were rebuilt to grace Lakeside Park near Louth, the flagship site of the Don Amott Parks company.

The firm was lead sponsor for 'The Revelation Garden', at 25m by 15m the most ambitious show garden yet developed by DCG and the largest exhibited at the NEC show.

Don Amott enthused: "I can't believe how talented and creative the DCG staff and students are and we were so proud that they won such a well-deserved medal. By rebuilding the Revelation Garden at Lakeside Park, we have showcased how highly we value horticulture skills. It is a wonderful focal point for everyone to enjoy."

The centrepiece of the garden was four life-size wooden horse sculptures hand-carved by an artist in Asia and mounted within a water feature at the entrance.

Visitors then walked through 6ft golden gates into four gardens depicting the emotions of reflection, peace, love and joy.

This was the fourth year that the DCG team had been honoured with medals at the show.



## Growing business ideas

Aspiring entrepreneurs are given the green light to pursue their business dreams through their studies at Broomfield Hall, DCG's Land-based and Leisure College.

With some 42% of the environmental and land-based workforce having self-employed status, enterprise skills are integral to all College study programmes.

Some students like Mitch Gent (*pictured*) even set up their commercial ventures while still studying. Mitch launched his equine products business as he worked towards a Level 3 qualification in Equine Management. He and two friends started out by selling equine products on a local market stall before establishing Manor Equestrian, which now trades online and from an outlet near Eastwood.



The business sells everything from tack and grooming products to riding hats and competition wear. It also has trade stands at shows countrywide and at major international

equestrian events like Burghley Horse Trials.

Mitch says: "The knowledge I gained at Broomfield Hall has helped me, 100%. I'm often asked for horse care advice by customers and I'm able to help them, thanks to what I learned at DCG."

## Placements deliver animal magic

A wide range of organisations support DCG's Animal Care and Equine students with work placement opportunities. Among many success stories:

- One of DCG's most stalwart partners, **Castlefield Kennels** provides weekly placements where students learn how to take responsibility for clients' beloved pets and gain broader skills like problem-solving. Student feedback is 100% positive and such is their appreciation that they now undertake regular fundraising for the kennels: a recent bake sale and raffle collected £147 for new weighing scales. Castlefield's ongoing contribution was also recognised formally at DCG's Academy Awards in both 2019 and 2020.
- Valuable insights into feline welfare are provided via DCG's association with **Cats Protection**. Students enjoy work experience on the frontline with local Cats Protection branches. They also gain fresh perspectives: a recent talk by Cats Protection Community Education Officer Alice Gylee-Evans covered the importance of volunteers, fundraising and donations in sustaining the organisation's work.
- For positive role models, Equine students need look no further than competition rider and show producer **Becky Mullan-Feroze**. With placements at her busy competition yard, Becky focuses on the work rates and dedication expected within the industry. A familiar face on campus – as a competition judge and Land-based Employment and Skills Board member – she was also recognised in the latest Academy Awards.

## Employer Academies



## Land-based Employment and Skills Board

DCG's Land-based Employment and Skills Board includes representatives from Becky Mullan-Feroze, Blue Chip Feed, Castlefield Kennels, Cats Protection, EMJ Equestrian, Flowerworld, the RSPCA, Sally Wood Equestrian and Simbed.

# MOTOR VEHICLE

As the wheels of the automotive industry begin to turn faster again, DCG is delivering skills solutions which help employers adapt to changes as they arise. The key is to develop fresh talent to meet the challenges of the latest technology and regulations that are sweeping the sector and to prepare for a future of renewed business growth.

## Taking an exciting new career direction with Halfords Autocentre

**The UK's leading retailer of motoring products and services, Halfords, teamed up with DCG to help a talented employee switch from the retail shop front to the Autocentre shop floor.**

The move forms part of a rolling company scheme giving Halfords' retail colleagues a chance to change direction and retrain as vehicle mechanics if they want to take a new career path.

Suhayl Bhikha is one of the ambitious employees to benefit. While he was highly praised in his role as a customer service adviser at Halfords' Wyvern retail site, he wanted a fresh challenge and applied to become a trainee mechanic – and DCG apprentice – when he saw an internal email offering a route into a potential new career.

Now he is on two-year apprenticeship programme at the Halfords' Autocentre based next door to his old job – and working towards his Level 2 Autocare qualification. He spends one day a week at DCG's Johnson Building for workshop and classroom studies while

regularly receiving College appraisals and assessments. Throughout, he is mentored and trained on the job by experienced colleagues at Halfords.

Dave Nichols, who looks after the day-to-day running of the Halfords Autocentres' apprentice programme, started as an apprentice himself 25 years ago. The company has 313 Autocentres and more than 120 apprentices on its books.

He said: "We chose DCG for the qualification it provides, and for its expertise and facilities. We had done some work with DCG in the past, for part-time employment, and we were impressed by the quality of people who came through."

**“We chose DCG for the qualification it provides, and for its expertise and facilities. We had done some work with DCG in the past, for part-time employment, and were impressed by the quality of people who came through.”**

**Dave Nichols, Halfords Autocentres**

"We've done a lot of work with our retail arm to give people opportunities to move around in the business and to give the right people the opportunity to move onto an apprenticeship. A lot of people may have been doing really well in retail but the next step was to go into a management role. Some of our colleagues don't want to do that, it's not the right pathway for them. This is a very real alternative for progression within the business."

Suhayl feels he is learning something new every time he goes into College. He said: "It's good – very interesting. The company and DCG work well together. There's a different challenge every day, whereas next door it was pretty much the same thing all the time. I applied for the apprenticeship because Halfords look after you and I wanted a career. I'll get my qualification and decide from there what's next for me."

Halfords offers apprentices the opportunity to take Level 3 under its own internal training scheme which allows them to become accredited and then to become an MOT Tester. The company is due to take on a new cohort of apprentices, with the possibility of a further role coming up at its Derby West Autocentre.





# Pedal power for bike maintenance scheme

**Motor Vehicle students are helping promote more environment-friendly forms of transport – by lending their skills to an innovative cycle maintenance project.**

Managed by Cycle Derby and delivered by local charity Bike Back Derby, the project has seen 135 students joining an enrichment programme that equips them to maintain and repair bikes.

They gain the skills to build a bike from scratch and achieve a recognised Institute of the Motor Industry (IMI) qualification to add to their CVs and increase their job prospects.

They have even set up their own maintenance shop for other DCG students and staff while bikes restored to full working order are being given back to the community to promote further sustainable travel.

The project was established after DCG approached Cycle Derby to discuss student transport issues, amid feedback that many students either did not have bikes or had bikes that were in need of repair.

The £24,000 cycle maintenance project was financed by the Department for Transport's Access Fund via the D2N2 Local Enterprise Partnership.



# Geared up for work experience

**A well-structured work experience programme is an integral part of all the full-time Motor Vehicle programmes at DCG, with students spending at least 40 hours gaining insights in the workplace.**

Thanks to collaborations with both main dealer and independent garages, strenuous efforts are made to ensure that students develop a wider view of the motor trade in action through experience with different types of companies.

As part of their duties, students might help prepare used cars for sale, complete final checks on new cars and work on general vehicle maintenance and repairs.

With SEAT UK, a rota has been put in place to allow aspiring mechanics to participate in meaningful work experience with a global company. They spend time in the workshops alongside a mentor technician who shares knowledge and skills that reinforces what they are learning in College.

The scheme has attracted highly positive feedback from the employer and students.

Meanwhile, Derby-based CSM Garage Services Ltd – one of DCG's most forward-thinking partners – gives students invaluable perspectives on how an independent company operates and how it differs from the way a main dealer works. Over several years, students have been able to participate in a productive programme of work experience in the CSM workshop, learning from highly skilled staff.

# Become a nominated MOT tester

**Aspiring MOT testers can progress their careers with a short DCG study programme leading to an Institute of the Motor Industry (IMI) qualification.**

Aimed at skilled mechanics with at least four years of full-time employment in the service and repair of class 4 and 7 vehicles, the IMI MOT Tester programme is the first step towards achieving a Certificate of Competence to become a nominated tester. It will enable mechanics to broaden the services they offer to motorists.

The programme content is based on National Occupational Standards developed by the IMI in conjunction with the MOT industry and the Driver and Vehicle Standards Agency (DVSA). It covers not only pre-test checks and the MOT test itself but also themes such as working safely in a vehicle test centre and communicating with colleagues and customers.

Study involves five days plus a two-day accreditation. Those

completing the qualification can then apply to undertake the DVSA final observed assessment to gain their Certificate of Competence.

DCG is an IMI-recognised employer, which reflects its expertise as well as its commitment to ethical conduct and continuing professional development.



# Motor Vehicle Academy

DCG's Motor Vehicle Academy benefits from the input of employers such as Autoexchange Ltd, Cathedral Auto Centre, Chellaston Garages, JH Motors, Motorgreen Group Ltd, Speedy's Wheels and Tyres, and Vertu Motors – SEAT.

# PROFESSIONAL CONSTRUCTION

In the post-lockdown economic recovery, the construction industry is set to play a crucial role – and well-qualified, resilient and dynamic professionals are needed to deliver projects in difficult times. Building on its strong employer networks, DCG is equipping its students with the skills to meet the challenge of change.

## Teamwork delivers a competitive edge

**One of DCG's most prolific Employment and Skills Boards is celebrating a decade of success in bridging the gap between education and employment in professional construction – in ways which have attracted national recognition.**

Made up of renowned local, regional and national companies, the Professional Construction Employment and Skills Board is DCG's longest established Board and has helped over 200 students to crystallise their ambitions, advance their career plans and excel in the industry.

Many have continued into degree-level education and higher apprenticeships, poised to take up managerial roles.

Board members provide a vast range of support to students including insight days, mentoring, masterclasses, site visits and work experience. They even give DCG staff a chance to refresh their skills by spending time in the industry.

Coinciding with its ten-year anniversary, the Board also celebrated a national commendation for DCG, reflecting how it has improved the learning experience of Professional Construction students.

College staff were recognised in the Association of Colleges' Beacon Awards for their problem-based approach to learning, teaching and assessment and the way they enlisted employers' help with the curriculum.



This approach saw students working in teams to a brief set by employers. The pilot programme involved designing part of a new wildlife centre and included visits to similar projects plus employer-led masterclasses.

The focus was on finding solutions to industry-relevant – rather than

theoretical – challenges. The new-look curriculum sparked excellent feedback from employers, teachers and students alike and led to a dramatic increase in higher grades.

It also broadened students' career aspirations and developed their skills in areas like creative thinking.



Morrison Design Ltd is one of several prominent companies to have established a fruitful allegiance with DCG. Its Director, Peter Newman-Earp, chairs the Employment and Skills Board and the company regularly welcomes work experience students to give them a taste of professional life.

Associate Director Anthony Page is pictured with two DCG alumni – architectural technicians Suzanne Butler and Dean Wain – who secured roles with the firm after impressing during their studies.

He says: "The link is helping to provide Morrison Design with good young staff who are effectively going to be the future of the company. They get a good place to start from if they want to go on to become an architectural technologist or a fully-fledged architect."



# Surveying the future

**Keen-to-recruit employers can draw on a new pool of surveying talent to fill important roles, courtesy of DCG's industry-relevant programmes.**

In one example, chartered surveyors Armsons took on Alisha Jhangeer as a trainee quantity surveyor after she completed work experience with the firm.



Armsons Director Jonathan Heath regularly visits the Roundhouse to give industry talks and stage practice interviews, which is how Alisha was singled out.

She believes her DCG studies left her ideally positioned to succeed on placement and in her new role. She explains: "In the classroom, you learn the information that you need and then, when you go on site, you really see how that knowledge is used."

Alisha is now taking the Chartered Surveying (Quantity Surveyor Pathway) degree at Nottingham Trent University as part of her training.

Another success story is that of Luke Green who has become a trainee quantity surveyor

on a higher apprenticeship with Bowmer + Kirkland after completing work experience there.

Luke says: "I appreciated the mixture of on-site and office-based work and the fact that you have multiple options for your career."

His mentor was Emma Hibbert, a member of DCG's Employment and Skills Board, who adds: "Taking on DCG students allows us to see what their work ethic is like. It also enables the student to find out if the role is right for them."

Luke is now supported by the company to study at university one day a week as he works towards becoming a fully qualified quantity surveyor.



## Firm foundations for fulfilling careers

**The diverse career paths on offer in professional construction were outlined to DCG's latest cohort of students when representatives from a wide range of companies joined the annual Insight Day.**

The event provided an insight into a future full of potential as students met not only employers but also DCG alumni who are already succeeding in the workplace. The day included expert advice on how the students could make their CVs stand out.

Among the alumni taking part was Ethan Gaunt who completed work experience at engineering design consultants Jackson Purdue Lever and was then offered a full-time job as a junior technician.

Ethan said: "One of the best things about DCG is its links with industry. My initial 12 weeks' work experience with Jackson Purdue Lever went well and in the second year of my diploma I spent one day a week with the firm. The company then took me on straight from College."

Ethan's mentor and Jackson Purdue Lever Director, Stuart Lever, added: "We value our partnership with DCG and we've kept on everyone who has come to us for work experience."

## New T Level designed with employer input

**One of DCG's priorities for the coming year is the introduction of the new T Level in Design, Surveying and Planning for Construction. A sub-group of the Employment and Skills Board has been established to help ensure the programme is high-quality, robust and purposeful.**



Offering a post-16 alternative to A-levels and apprenticeships, T Levels are designed in collaboration with employers. They combine classroom theory, practical learning and a minimum of 45 days 'on-the-job' experience to give students important perspectives on the world of work.

The Construction T Level is perfect for young people interested in careers in architecture, construction design, building information management, building or quantity surveying, site management, construction project management, site engineering, civil engineering and building services engineering.

It features a core component covering subjects such as science, design, building technology, measurement, information and data, sustainability, health and safety, project management and law, including a project set by employers. Students can choose a specialist pathway in Year 2, covering either Design, Surveying and Planning or Civil Engineering.

## Professional Construction Employment and Skills Board

DCG's Professional Construction Employment and Skills Board includes representatives from Arc Mechanical and Electrical, Armsons, B&K Building Services, BAM Construction, Bowmer + Kirkland, Couch Perry Wilkes, F P McCann, G F Tomlinson, Greenhatch Group, HS2, Jackson Purdue Lever, Morrison Design, Pick Everard, Rodgers Leask Ltd, Stepnell, Whitehouse Construction and YMD Boon.

# PUBLIC SERVICES

Dedicated to making a difference, students completing Public Services programmes at DCG stand out from the crowd for their skills, versatility, confidence and reliability. By working with leading employers, DCG is nurturing individuals who can cope with high-pressure situations, whether on the frontline or behind the scenes.

## Marshalling support for community action

**DCG takes great pride in its status as a corporate citizen. All its study pathways include activities for students to make positive contributions to local communities, taking their learning outside the classroom and instilling qualities such as confidence, communication and professionalism.**

Public Services students are right at the forefront of this drive, engaging with community projects in ways that add an extra dimension to their CVs and showcase their leadership, customer service and problem-solving skills to potential employers.

- Cricket Derbyshire Foundation called on DCG's help with the T20:20:20 sponsored walk, which saw fundraisers take the 20-mile route from Trent Bridge in Nottingham to the County Ground in Derby.

Students were involved in marshalling the route and water stations while members of DCG's Work Experience team even completed the walk themselves, supporting the Foundation's positive lifestyle programme for young people countywide.

- The packed programme of spectacular family entertainment that makes up Derby Festé benefits from the organisational and stewarding skills of DCG students. They help with the setting up of various events at the festival, which features a host of performers and generates more than £800k a year for the local economy. This gives them important experience of the behind-the-scenes operations which go into a hugely popular event.

- A group of 40 Public Services

***"It's so important to come out and help clean up the city centre. It's something to give back to the community, and it's getting us all out here, meeting new people and making a difference."***

**Public Services student Oliver Swindell, who joined the Derby city centre deep clean**

students volunteered to provide stewarding services at the World Skills Show UK, a high-profile showcase for vocational learning, apprenticeships and career pathways. Held at the NEC, the three-day event attracts thousands of school pupils and the DCG students play a significant role in ensuring the activities run smoothly.

*Left: students' planting projects help brighten up the city streets*

*Below: Planning makes perfect – Public Services students undertake extensive preparations before embarking on community initiatives*

As part of their studies, they commit to supporting local and regional events, often in the evenings and weekends, which contributes to their work experience portfolio. Activities range from helping with the logistics of charity races to assisting Police Safer Neighbourhood Teams in reducing anti-social behaviour.

Among many inspiring and stimulating Public Services projects:

- Students roll up their sleeves for 'deep clean' campaigns, with groups of up to 90 joining the City Council's Street Pride teams and Derby Homes in sprucing up the streets. They have painted bollards and benches, planted flowers and even given the iconic Derby Ram statue a new lease of life. They have also distributed promotional leaflets. Students now regularly undertake their own clean-ups in neighbourhoods such as Oakwood and Normanton.





# Crash course in safety

**Powerful messages about the perils facing young drivers were shared by Derbyshire Fire and Rescue Service, with Public Services students playing a vital role.**

The students took on the parts of crash victims as the Service re-enacted a road accident scenario caused by a driver using a mobile phone behind the wheel. They also helped to steward the event, staged at Broomfield Hall as part of the Dying to Drive campaign. Hair and Media Make-up students even applied fake injuries to the volunteer 'victims' to make the scenario true to life.



The fire crews demonstrated how they release casualties from vehicles while explaining the consequences of dangerous driving. As well as promoting road safety in ways which

resonated with young people, the event gave students who have their sights set on Fire and Rescue Service careers a better idea about the types of challenges they might face.

Dying to Drive is just one of many opportunities for Public Services students to meet professionals working on the frontline. Among recent experiences:

- Students helped newly recruited police officers in their training, working with Derbyshire Police on witness interviewing exercises and as role play actors in riot scenarios.
- East Midlands Ambulance Service NHS Trust gave a talk providing insights into the many different career pathways available.
- Majors from the 7th Infantry Brigade highlighted the skills requirements, challenges and rewards of British Army careers in a guest lecture, while one group of students spent a week at the Army's Swynnerton Training Camp in Staffordshire.
- The Royal Marines kept students on their toes with fitness sessions.

## Projects are all in a good cause

**Fundraising and volunteering for charity is a hallmark of DCG's Public Services programmes, equipping students with extra employability skills and promoting their sense of citizenship.**

As the Public Services Charity of the Year, Rainbows Hospice for Children and Young People has benefited from student activities such as bake sales and bucket collections during Rainbows events. Hospice staff return the compliment by contributing to DCG activities including workshops underlining the importance of maths and English skills in the workplace.

The YMCA in Derby is another beneficiary of the volunteering crusade: one group of students prepared and served lunch for around 80 people as part of the Association's monthly meal initiative which brings together local residents, homeless people, businesses and other charities.

Public Services students were also among a 250-strong group from Broomfield Hall to join a fundraising campaign supporting a five-year-old girl in need of life-saving treatment. They took part in the 'funky bounce' challenge for Audrina Hatton-Wright, who was diagnosed with a rare childhood cancer called neuroblastoma.



## Dream policing career for 'elite' student

**Charis Oliver believes the work experience she undertook during her studies gave her the edge in navigating the competitive recruitment process to join the police.**

Having progressed from a Level 3 Public Services qualification to an honours degree at DCG, Charis has now secured her dream role with Leicestershire Police. Her achievement is all the more impressive because she initially thought she wasn't cut out for the challenges of higher education.



After gaining triple distinction star grades at Level 3, she admits to having misgivings about taking her studies to the next level. She explains: "I really enjoyed my further education programme but I didn't think that I was bright enough to go on to higher education. My lecturer convinced me that I was up to it and I am so glad that I listened to her. It was hard work but I really enjoyed it."

Charis progressed to the Foundation Degree in Criminal Justice and then to the BA (Hons) Security and Offender Management, completing work experience such as covert security testing at airports which she feels strengthened her career prospects.

She also shone in her academic endeavours. Described by tutors an 'elite higher education student' with determination and a real thirst for knowledge, Charis won the Higher Education prize at DCG's 2019 Peak Awards.

## Public Services Employment and Skills Board

DCG's Public Services Employment and Skills Board includes representatives from the Army Careers Centre, Derby County Community Trust, Derby Homes, Derbyshire County Cricket Club, Derbyshire Fire and Rescue, Derbyshire Police, East Midlands Ambulance Service, Maritime and Run for All.

# RAIL

As the railway industry targets greater efficiency and flexibility, high-calibre individuals are needed for roles covering everything from infrastructure to day-to-day operations, research to leadership. DCG works with leading employers to broaden the appeal of rail careers and to help the industry attract and develop professionals with potential.

## All aboard for rail industry careers

**Reflecting the enormous variety of career pathways within the sector, DCG's Rail Industry Employment and Skills Board influences the learning experiences and ambitions of students right across the College curriculum.**

The Board was established to meet the need for a more diverse and highly skilled workforce within rail-related businesses and help reinforce the status of the East Midlands as a world leader in rail.

It aims to optimise training provision, improve employment opportunities and raise the industry's profile as a career choice for young people regardless of the subjects they study.

Board members have therefore engaged with students not only from Engineering and Construction disciplines but also from curriculum areas such as Business, Digital and Land-based Studies to secure a steady flow of talent into the industry.

Chaired by Rachel Turner, Head of New Trains at East Midlands Railway, the Board comprises industry experts from a cross-section of the sector. It enables DCG students to benefit from insight days, workplace visits, placements and workshops on subjects such as interview skills.

A recent highlight was a Careers Insight Day at DCG, staged with the help of six employers from the Board. Activities included a maths challenge which involved designing a business plan for running a train service.

One student, Kelvin Amissah, was singled out by Porterbrook staff for his exceptional performance on the task and he is now receiving professional mentoring from the firm to help him shape his career plans.

*Above: where better to identify the rail pioneers of the future than at a college steeped in railway heritage? DCG's flagship campus centres on the world's first and oldest surviving railway roundhouse.*



### James joins the fast track with TrainFX

**Aiming high with award-winning success, TrainFX systems engineer James Whitchurch has his career firmly set on the right lines. James won both the Student of the Year and the Engineering prizes at DCG's 2019 Peak Awards, having been singled out for his ability and professional confidence.**

James originally joined DCG's Engineering Academy on a full-time Level 3 programme but was supported by staff to apply for a Higher Apprenticeship with the rail technology company.

Having started his apprenticeship, he returned to the Roundhouse on day release to complete his studies and is now taking an Engineering degree through DCG while progressing his systems engineering career with the firm.

Peak Award judges commended him as a 'star student' with a searching mind and a capacity to extend tasks well beyond what is required in the curriculum.

James, who says DCG brings "real-life engineering experiences into the classroom", received his award from Chris Bussell, Dean of Life and Natural Sciences at the University of Derby.





# A journey to wellbeing

**Business students found the ideal platform for their marketing and enterprise skills – by teaming up with East Midlands Railway (EMR) to promote the importance of mental health.**

They undertook a series of activities at Derby station to support EMR's RUOK Day, which encourages passengers to speak up if they feel stressed or anxious. The aim was to offer a friendly face, take the time to listen and provide information about where people could access additional support relating to mental wellbeing.

The students gave out leaflets suggesting people should pose the 'Are you OK?' question to their friends, families and colleagues. They also organised an Act of Kindness wall where positive and supportive messages were posted to leave people feeling better about themselves and their lives.



## Going higher with Overhead Line Engineering

**Specialist rail design engineering company Overhead Line Engineering (OLE) has re-introduced its higher apprenticeship programme to inject new ideas and latest work techniques into the business.**

Derby-based OLE works on overhead line engineering projects across the UK for high speed, regional, metro and tram operations. The company was keen to 'grow its own' design engineers and turned to DCG to identify young people who would fit the bill.

Former Engineering students Grant Winder and Hazel Swain have now joined the company and are completing Product Design and Development Engineer (degree) higher apprenticeships via DCG.

OLE Project Manager Denise-Marie Chapman said: "As a small business with an experienced team of design engineers, we are keen to grow by recruiting higher apprentices who come with new ideas and the latest ways of working."

"Grant and Hazel fitted into our culture straight away and it is wonderful to have younger people in the work environment."

"We run monthly workshops and training sessions to broaden their knowledge and develop their problem-solving skills."

"We are also putting them through Personal Track Safety certification so they can gain as much on-site work experience as possible to support their office-based roles."

She concluded: "As a Derby company, we were keen to work with DCG to recruit young people from the local communities and build the skills pool within the city's established rail industry."

## iRail showcase for a dynamic industry

**Key players in the East Midlands rail industry have discovered even more innovative ways to attract new talent and nurture students' enthusiasm for STEM subjects.**

A vital element in this drive is the regular iRail event, a showcase and outreach programme which benefits hundreds of young people across the region and in which members of DCG's Rail Industry Employment and Skills Board have a central role.

Students from various subject disciplines at DCG take part in the dynamic line-up of activities which are aimed at promoting the rewards that a rail career can bring. These include a Science, Technology, Engineering, Arts, Maths (STEAM) Challenge as well as industry visits to sites such as Bombardier and East Midlands Control Centre.

Alongside the main iRail event, a rail industry awareness workshop is organised for teachers too, recognising how they act as important influencers for young people and are often a first source of careers advice.



## High-tech ideas resonate with students

**An intriguing glimpse into the future of rail technology is on offer to students, courtesy of DCG's close links with Resonate.**

The firm, which specialises in rail and connected transport solutions, opens its doors to students for an annual visit showcasing the latest in 21st century intelligent traffic management. The young people gain eye-opening insights into how digital technology is used in the industry and how efficient, integrated transport systems will become the backbone of sustainable smart cities.

They also have a preview of upcoming technology before it goes to market and participate in workshops to gain a feel for what it is like to work in a sector undergoing rapid transformation. The visits form part of Resonate's strong alliance with DCG: the company is represented on the Employment and Skills Boards both for Rail and for Digital and Science.

## Rail Industry Employment and Skills Board

DCG's Rail Industry Employment and Skills Board includes representatives from AEGIS Engineering, Alstom, Angel Trains, Atkins Global - SNC Lavalin, Bombardier, Collis Engineering, CoMech, Derby Railway Engineering Society, East Midlands Railway, Elite KL, Loram UK, National Skills Academy for Rail, Network Rail, Porterbrook, Progress Rail, Rail Forum Midlands, Resonate, Sheffield Hallam University, Siemens Rail, TÜV Rheinland, TidyCo and TrainFX.

# SPORT

When it comes to achieving the right results, DCG has delivered success for Sports students and businesses alike. Recognising the power of sport to develop communities and transform lives, it has focused its energies on employer partnerships which are truly fit for the future.

## Places Leisure Employer Academy builds a winning team

**Places Leisure has taken its partnership with DCG into a new league – by launching an Employer Academy for Sports students based at Broomfield Hall.**

The first four students to join the Places Leisure Employer Academy have been working for one day a week alongside staff at three leisure centres the company runs on behalf of Amber Valley Borough Council.

Based at the William Gregg VC Leisure Centre in Heanor and the Alfreton and Ripley Leisure Centres, they support the delivery of fitness instruction,

personal training and group exercise programmes. They are also developing their understanding of behind-the-scenes duties such as administration, equipment checks and class preparation.

Amber Valley Contract Training and Development Manager Karen Morden has been a longstanding member of DCG's Sport and Leisure Employment and Skills Board, which brings together key employers who co-design and co-deliver the Sports curriculum.

She said: "We decided to develop our relationship with DCG further to provide better structure to our work experience programme. We hope the Employer Academy will help students see the bigger picture about the wide



range of job roles and progression routes available to them.

"Our message to students taking part in the Academy is that key employability skills such as customer service and communication are just as important as sport-specific qualifications. Developing these skills will open even more doors to them as they progress."

It is hoped that, in future, there may be the opportunity for Employer Academy students to undertake casual paid employment too.

## On the ball with Soccerstars

**Another action-packed Employer Academy is keeping young football enthusiasts aiming for their goals. SoccerstarsUK, which specialises in youth development from grassroots to elite level, has teamed up with DCG to provide work shadowing and mentoring opportunities to Sports students.**

Following an application and interview process, students selected are now helping children to acquire new soccer skills and develop their existing abilities – all in fun, controlled and enjoyable learning environments.

Alongside their mentors, who include FA-qualified coaches, the students have supported sports activities in settings such as primary schools where they work with classes from reception to Year 6. They have even contributed to the company's Soccer Tots programme which offers sporting experiences for toddlers.

The Soccerstars connection has equipped students with wide-ranging skills in working with children of different ages, especially valuable for those who want to go into coaching or community sports development.





# Clear route ahead for talented young cyclists

Young athletes steering towards professional cycling careers are being given fresh impetus – thanks to an exciting new performance academy at DCG.



Developed in collaboration with the HUUB Ribble junior and development road cycling team, the academy draws on the support of expert coaches, trainers and mentors to prepare riders not only to compete at national junior level but also to explore the possibility of a future career in the sport.

Sponsored by triathlon kit designers HUUB and based at DCG's Broomfield Hall, it reinforces the city's reputation as a centre of excellence for cycling.

Students joining the HUUB Ribble Performance Academy combine further education qualifications with expert coaching, training and mentoring. This includes 1-2-1 coaching from elite track and road racer Jacob Tipper and an individualised daily training programme. There are opportunities to compete in national competitions at weekends and the vision is for academy members to become part of the HUUB Ribble performance squad.

Academy Manager Keith Atkinson said: "We were keen to find a college partner who could help us combine education with coaching, mentoring, training camps, facility access and race support for young riders.

"The Academy will support talented juniors and allow them to continue to evolve as bike racers in a fully supportive environment. The structured approach helps stem the tide of talented young riders falling away from the sport."

## Partnership is fit for purpose

Experts in putting the fun back into exercise, the team at 24 Fit is also helping students shape up for rewarding careers.

The family-run business, launched by husband-and-wife duo Kev and Ellie Flinton in 2011, offers fitness classes in Derby and beyond as well as healthy living and nutrition advice to help people feel their best.

Represented on DCG's Sport Employment and Skills Board, 24 Fit has embarked on a programme of activities not only for Sports students but also for those studying creative and digital disciplines.

Kev has run College workshops showcasing how to teach exercise to music, including some of the latest dance-infused workouts. Students are also invited to 24 Fit classes such as Zumba, Pound and Clubbercise to meet the trainers and learn more about what goes into the set-up and running of each session.

## Jess scores highly for dedication

Inclusion student Jess Drew has proved to be ahead of the game with her contributions on placement and as a volunteer with Burton Albion FC.

Jess has undertaken over 500 hours with Burton Albion Community Trust (BACT), including supporting soccer schools for children by coaching and refereeing during College holidays.

Her contribution, which forms part of her studies on DCG's Work Ready programme, is so noteworthy that she was the winner of the 'Against all Odds' category in the latest Impact on the Community awards run by Trent & Dove Housing.

Matt Hancock, Head of Community at Burton Albion, said: "Jess's hard work and commitment to the soccer schools that we run is invaluable and we're delighted for her. She's an avid Burton Albion fan and demonstrates all of the core values that we look for in people that represent BACT."



## Employer Academies



## Sport Employment and Skills Board

DCG's Sport Employment and Skills Board includes representatives from Derby City Council, Derbyshire County Cricket Club, Places Leisure, RS Coaching, Soccerstars UK, Sporting Communities and 24 Fit.

# TRAVEL AND TOURISM

As the travel and tourism sector strives to recover from drastic upheavals in the wake of the pandemic, high-quality training will become even more significant to help build a more sustainable, agile and resilient industry. DCG's collaborations with employers show a clear way forward.

## Scanning career horizons with Capita

**An Employer Academy which raises the profile of careers in business travel has gone a long way in just four years.**

Capita Travel and Events, whose head office is in Derby, teamed up with DCG to dispel the myth that the leisure side of the industry is the only destination for ambitious Travel and Tourism students.

Their endeavours have led to nine young people securing jobs with Capita, handling travel, accommodation and events requirements for business clients both in the UK and abroad.

Capita Head of Talent Gareth Gilleeney explained: "We started working with DCG to raise awareness of the business travel industry and create a talent pipeline for our company. This has developed over the years so we now have the opportunity to influence the

curriculum to reflect our business sector. We also have a busy programme for students that broadens their horizons beyond their initial thoughts that there are only jobs available in leisure travel and tourism.

"The Employer Academy programme has been very successful, with several students joining our team."

The Academy holds information days, sets special projects and offers work experience for all

DCG's Level 3

Travel and Tourism students. At the end of their studies, they are invited to Capita's assessment days, with the opportunity to apply for full-time jobs.

Among the latest recruits is Ella Handley who changed her original plans to pursue an airline cabin crew career. She says: "I went on the Capita work

placement and knew immediately that business travel was what I wanted to do. I now work as a conference consultant and love the job. I would never have known about these opportunities if it wasn't for DCG working with Capita."

Paige Malt, one of the first students to join the company as an apprentice, is now working in conferences and events which has taken her to places as far flung as Switzerland and Las Vegas. She enthuses: "This is a fantastic place to work and there are so many perks, including familiarisation trips to see potential venues for our clients all over the world."

Meanwhile, Molly Taberner has already been promoted to the multi-skilled role of business travel consultant. She explains: "There are many different aspects to the job and many opportunities to progress so I am pleased I opted for Travel and Tourism at DCG. The focus was always on career opportunities and the attitudes that we needed for the workplace, so I felt much better prepared for working life."



Capita Travel and Events Head of Talent Gareth Gilleeney is pictured with former DCG students (from left): Rebecca Reilly, Holli Pratt, Paige Malt, Ella Handley and Molly Taberner.

**“ We find that DCG students are far more committed and skilled, progressing more quickly than if they had come to us straight from school. ”**

**Capita Head of Talent Gareth Gilleeney**

## Room at the Inn for hotel experience

**One of DCG's newest Employer Academies is with Jurys Inn, giving Travel and Tourism students the chance to see what goes into the running of a well-known hotel group.**

At the start of the academic year, Level 2 students take the Skylink bus from the Roundhouse to East Midlands Airport where they visit Jurys Inn, the only on-site hotel there. They are treated to an in-depth tour of the hotel to view everything it has to offer, from well-resourced event and meeting rooms to the relaxing spa and pool.

They also meet the Jurys Inn team to learn what it is like to work in a busy hotel environment and to gain broader industry insights. A work placement rota is now in place for the group, and students have delivered rave reviews about their learning experiences there.



# Learning from the past, looking to the future

As Derby is poised for the opening of a new must-visit destination – the Museum of Making – there has never been a better time for DCG's students to explore cultural and heritage tourism.

Through the Derby Museums Employer Academy, Travel and Tourism students have been given a glimpse of this landmark attraction set to open its doors later this year.

Standing on the site of the world's first factory, the Silk Mill, the museum will showcase Derby's 300-year history of making, celebrate the area's rich history of innovation, and inspire the creative pioneers of tomorrow.

On a tour of the grade II listed building, Level 1 students were treated to a preview of what is in store and deepened their understanding of the enormous efforts that go into developing a major new attraction: over 1,000 people have been involved in the £17m museum project.

Through the Employer Academy, Derby Museums – which also manages the city's Museum and Art

Gallery and Pickford's House – already provides a programme of guest lectures and tours. When the Museum of Making opens, students can look forward to close connections with staff and visitors there, including working to challenging live briefs set by the museum.



Artist impression courtesy of Bauman Lyons Associates

## Evie stays motivated by working in tourism

As a Travel and Tourism student, Evie Wisniewska was so inspired to think big by DCG that she has already reached managerial level early in her career.



Now Operations Manager at The Stay Company, she is responsible for the marketing, letting and upkeep of the apart-hotel development in Derby.

She says: "DCG gave me the self-belief that I could set my sights high in this industry and I am so grateful for the support of my teachers. The work experience I had at College prepared me to gain a managerial job with wide responsibilities so early in my career."

Evie's DCG studies led her to a BA (Hons) International Tourism Management. On graduation, she worked as Business Development Officer at Skills Coaches before taking up her current role.

## Placements open up a world of opportunities

DCG's excellent relationships with companies across the travel and tourism sector pave the way to exciting work experience openings for students.



The impact of the allegiances with companies such as East Midlands Airport, Capita Travel and Events, and TUI was underlined at an information event where current and former students shared their experiences of the schemes that have supported their career progress.

Promoting opportunities available on the Level 3 Travel and Aviation study programmes, the event showcased the success story of current student Mollie Chambers, who spent one day a week on placement at TUI in Ilkeston from January 2020 until lockdown.

She commented: "I've really enjoyed the work experience and have been encouraging others on the Level 1 and 2 programmes to stay on at College and get these opportunities too."

Fellow students Demi Wright and Charlotte Hutton also spoke of their work experience through DCG's partnership with East Midlands Airport which they hope will eventually translate into full-time security jobs.

Co-ordinator of the programme at EMA, David Gale (pictured with Charlotte and Demi), said: "We have a great working relationship with DCG and the students experience a wide range of roles at the airport to introduce them to all the career paths available."

## Employer Academies



## Travel and Tourism Employment and Skills Board

DCG's Travel and Tourism Employment and Skills Board includes representatives from Capita, Cathedral Quarter Hotel, Derby Museums, Donington Manor Hotel, East Midlands Airport and Jurys Inn (Derby City and East Midlands Airport).

# APPRENTICESHIPS: WORKING WITH YOU AND FOR YOU

Apprenticeships can deliver real, measurable benefits to an organisation – filling skills gaps while boosting efficiency and competitiveness. They are a cost-effective way to invest in future managers, increase business growth and attract new talent.

As a longstanding champion of apprenticeships, DCG works with organisations of all sizes and across all industries and professions locally, regionally and nationally to solve their recruitment problems, develop a resilient workforce and help them achieve long-term business growth.



Now is a good time to join those companies already benefiting from apprenticeships. In light of the COVID-19 outbreak, additional Government financial support is currently available: firms can receive funding for each new apprentice they hire as they set out on the road to recovery.

DCG can help firms navigate their way through the system. It prides itself on delivering an end-to-end apprenticeship solution which takes employers all the way from the initial planning stages to the apprentices' final assessments and beyond.

To strengthen this service, DCG has established sector-specific Apprenticeship and Recruitment Skills Hubs offering a one-stop-shop to cover employers' needs. The Hubs are spearheaded by staff with specialist industry knowledge who are responsible for liaising with employers to analyse their needs and identify apprenticeship opportunities.

The practical support starts with a high-quality recruitment service which is provided at no cost to the employer. It includes:

- advertising apprenticeship vacancies
- providing access to a large talent pool for speed and efficiency
- finding prospective apprentices through robust screening and interviews
- delivering pre-employment training for apprentices in key employability skills
- arranging interviews and/or selection days to ensure employers can match the right candidate to the right job in their business
- offering sign-up to apprenticeships for existing staff within an organisation

As the employer's apprenticeship training partner, DCG will then:

- provide high-quality, flexible training which suits the organisation's own workplace procedures and systems



- develop an individual learning plan for each apprentice
- arrange assessment of the apprentice's competence in the workplace
- monitor the apprentice's progress, providing further support where necessary
- offer regular and comprehensive feedback

DCG's expert teams can also advise employers on the latest funding available for apprenticeships – and the way the Apprenticeship Levy works – to ensure maximum return on investment.

For further information, please contact us:

Telephone: **01332 387400**

Email: **[apprenticeships@derby-college.ac.uk](mailto:apprenticeships@derby-college.ac.uk)**

Web: **[www.derby-college.ac.uk/apprenticeships](http://www.derby-college.ac.uk/apprenticeships)**



# Coming soon: traineeships

DCG is developing exciting opportunities for employers to make the most of traineeships – a more flexible form of sector-focused skills development programme that includes a work placement.



Lasting from six weeks to a year – with most completed in less than six months – traineeships help young people prepare for an apprenticeship or job if they do not already have the appropriate skills and experience.

For employers, traineeships do not involve the same long-term commitment as an apprenticeship. In partnership with DCG, they can design a programme that suits their needs and allows them to get to know a young person's abilities and attitude before deciding whether to recruit them as an apprentice.

Those organisations which make new work placement opportunities available through traineeships could also receive Government incentive payments per learner.



## At your service with recruitment solutions

**For employers seeking affordable, motivated staff who can cover casual shifts and work flexible hours, DCG has a recruitment service that provides an ideal solution.**

It works with a number of large organisations in Derby to match them with enthusiastic students who want to earn extra cash through part-time employment while they are studying. The service has proved particularly popular with employers from the hospitality and events industries.

For the students involved, it ensures they are the first to learn about part-time, seasonal and sessional employment opportunities and gives them a vital introduction to the jobs market.

In just one example, in the run-up to Christmas 2019, almost 540 students expressed an interest in part-time work with Flowerworld, part of Morrisons, and 95 were taken on to help with the production and distribution of bouquets and displays.

The service can also match employers who are seeking to fill full-time positions with candidates who have completed their DCG programmes.

- Interested in what DCG Recruitment can do for your company?  
Email:  
[dcgrecruitment@dcg.ac.uk](mailto:dcgrecruitment@dcg.ac.uk)



# ROUNDHOUSE THINKING



ROUNDHOUSE THINKING

Offering high-end executive education and management training, Roundhouse Thinking brings an important extra dimension to DCG's partnerships with employers.

With a portfolio of around 200 training programmes, it aims to help businesses harness new and transferable skills, address complex challenges, galvanise their performance and drive growth and profitability.

Its services span everything from bespoke leadership programmes to accredited qualifications and from team away days to remote learning opportunities for study on the go. All are designed to deliver first-rate skills solutions for employers who want to ensure their people develop, grow and achieve more.

Employers choose Roundhouse Thinking for:

- a comprehensive selection of subjects to foster the leaders and managers of tomorrow
- tailor-made training to match each organisation's strategic vision, values and culture
- inspirational, up-to-date and relevant content for an outstanding learning experience
- expert trainers and business coaches who really know their subjects



- gold standard customer service: the team is passionate about listening, understanding and putting employers' needs first
- courses delivered throughout the country – including Derby, Birmingham, Sheffield and London – or on an employer's own premises to fit around busy schedules
- leading-edge remote learning opportunities for advancing knowledge on demand, anywhere and at any time
- cost-effective solutions to suit each organisation's budget

Clients who have benefited from the passion, expertise and professionalism of the team vary from

major global names to SMEs and sole traders. During 2018-19, Roundhouse Thinking's diverse programmes attracted over 3,300 delegates from 120 organisations.

*“All parts of the Roundhouse Thinking course were informative and beneficial, not only in helping me to achieve my personal goals but also for my company.”*

**Delegate from the Effective Leadership Skills programme**



For further information, please contact us:

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## The Derby College Group

**The Roundhouse**  
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Derby  
DE24 8JE

**The Johnson Building**  
**Motor Vehicle Academy**  
Locomotive Way  
Pride Park  
Derby  
DE24 8PU

**The Hudson Building**  
**Construction Skills Academy**  
Locomotive Way  
Pride Park  
Derby  
DE24 8PU

**The Joseph Wright Centre**  
**Post-16 Academic & Arts College**  
Cathedral Road  
Derby  
DE1 3PA

**Broomfield Hall**  
**Land-based & Leisure College**  
Morley  
Ilkeston  
Derby  
DE7 6DN

**The Community College**  
2 Pimlico  
Ilkeston  
Derbyshire  
DE7 5JS



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