

Training and Qualifications Manager

background information

Background

Station House Media Unit (shmu) is a registered charity and limited company. Established in 2003, shmu is the only cross-platform community media resource operating in the North of Scotland. With an annual turnover of just over £1m in 2020-21, and 30 members of staff, shmu has a proven track record of securing, successfully managing and delivering programmes, service level agreements, contracts, and grant-funded initiatives. shmu is a community managed, needs-led organisation contributing to social, economic, and digital inclusion in its target communities by engendering personal development and community capacity building through participation in the processes of community media production.

shmu, one of the core cultural organisations in the North East, is at the forefront of Community Media development in Scotland, supporting residents in the seven regeneration areas of Aberdeen in radio and video production, traditional and on-line publications, music production and digital inclusion. The organisation also supports other disadvantaged communities, both geographic and interest based, with an employability and training arm, and a programme for offenders in the region's prison, HMP & YOI Grampian, both pre and post-release.

We also deliver programmes at a regional level, offering opportunities for participants across the North East to benefit from the organisation's work. This includes the delivery of the annual BFI Film Academy for young people who have an interest in working in the film industry; the Moving Image Arts programme – an AS Level Film qualification which we have delivered for the last three academic years (funded by Screen Scotland); we are an Activity Agreement provider for Aberdeen and Aberdeenshire Council, providing support for young people at Stage 1 of the employability pipeline; and we provide Stage 2 & 3 employability provision as an SDS Employability Fund provider for 16-25 year olds across Aberdeen and Aberdeenshire who have failed to secure a positive destination when leaving school.

Accredited Provider

Station House Media Unit have been an SQA accredited centre since 2012 and delivers a suite of qualifications including: the Employability Award at SCQF (level 3&4), Preparation for Employment (level 4&5), Personal Development Awards (level 3), National 3 Media, NPA in TV Production (level 5), NPA in Radio Broadcasting (level 5), NPA Film and Media (level 5 & 6) and NPA Journalism (level 6). Currently we both assess and verify all courses internally with members of staff qualified in Radio, TV, Journalism and Employability.

We deliver accredited courses across a number of programmes and locations:

shmuTRAIN runs employability programmes for young people up to the age of 25, including pupils who are about to leave school, and those who have left and are not in employment, further education or training. Our programmes prepare young people for the world of work by supporting them through the Employability Award but also using the NPA in Radio and/or TV courses to develop skills such as communication, presentation, confidence, teamwork and time management.

Our **Youth Media** strand delivers Radio, TV, Music and Journalism to young people living or attending school in one of the regeneration areas of Aberdeen. Young people attend our premises after school and on weekends to take part in a range of activities; producing and presenting their own radio shows, creating content and producing their own youth magazine, film club where participants not only watch but analyse feature films. Our Radio, TV and Journalism SQA accredited courses are linked to these activities for those who want to formalise their learning. We also support young people to secure Dynamic Youth Awards and Saltire Awards and are introducing Hi5 awards for primary school age participants.

The **Moving Image Arts** qualification, funded by Screen Scotland, was designed in Northern Ireland, and has been piloted in an out of school setting in Edinburgh through our close partner organisation Screen Education Edinburgh. For the last two years, shmu has been delivering this AS-level qualification (equivalent of a Higher - SCQF level 6) within the curriculum in Scotland, offering the opportunity for senior phase pupils from across the

region to study at our base in Aberdeen for two afternoons a week. Participants who have completed the course have successfully moved on to a number of Film related degree courses across the UK and in addition we have integrated a visit to RGU in Aberdeen to create direct links with their degree programme.

As can be seen above, shmu offers an innovative and wide-ranging programme of youth activities which encourage young people, prioritising those living in the regeneration areas of Aberdeen, to actively participate and engage with our enhanced youth media platforms (radio, film, music and journalism); increasing confidence and self-esteem and encouraging communication with the wider world in a creative, balanced and informed way. You will find a visualisation of the organisation's Youth Service's programmes that are currently supported by shmu in the attached document '**Progression Pathways.pdf**'.

We also support our volunteers and adults engaged with our services to undertake accredited qualifications from our suite of SVQ Awards, encouraging skills development, positive learning experiences, increased confidence and self-belief.

Foundation Apprenticeships - background

Through our Employability and Training arm we work closely with both Skills Development Scotland and Developing the Young Workforce and as such were approached to consider the then newly formed Foundation Apprenticeship in Creative and Digital Media (C&DM FA). We worked closely with Aberdeenshire Council FA Support Team to support the development of the course in the local authority and secured a contract and commenced delivery of the C&DM FA in June 2019.

In our first year of operation, we delivered the course in Westhill Academy; supporting 17 pupils over the 19-20 academic year – delivering both the NPA and the SVQ components of the course and securing a 100% pass rate for those taking part – a remarkable achievement which is even more impressive considering that we went into a national lockdown due to the Covid-19 pandemic in March 2020, two months before the end of the course.

In late 2019, we were approached by the Local Authority to deliver a pilot programme, using the FA framework to engage with pupils who are struggling within mainstream education. This led to a pilot programme (now named the Raising Attainment FA), working with thirteen selected young people from Peterhead and Portlethen Academies, attending our HQ in Aberdeen for two full days a week. This programme had a transformative impact on the pupils taking part, and although this programme was also cut short due to the first national lockdown, of the thirteen pupils who attended the pilot FA in CDM, five secured the full FA, four secured all four NPA units. The remaining four had insufficient evidence to be assessed, however we know from the schools that those pupils continued with their schoolwork in a more engaged manner following their time on the FA course. Several of the pupils who completed the course also secured places in further education.

Due to the success of our Raising Attainment FA, the Scottish Government has invested in further pilot programmes, and we are now delivering two Raising Attainment FA's (C&DM and IT:Software Development), which ran from May to December 2021.

In the 2020-21 academic year we were contracted to deliver the 'mainstream' C&DM FA in two schools, Westhill and Banff Academies. Despite the year being impacted by a second lockdown all the pupils who are taking part are engaging well and we supported 85% of those who participated to secure the full award.

Our Foundation Apprenticeship in Creative & Digital Media was delivered in 6 schools in Aberdeenshire during the 2021-22 academic year, supporting 72 pupils to undertake the qualification, which we are in the process of assessing. We have recently secured a contract to deliver the CDM Foundation Apprenticeships to 10 schools across 6 cohorts to approximately 70 pupils in the 2022-23 academic year.

We are also in the process of tendering to deliver the IT Software and IT Hardware Foundation Apprenticeship in the 2022-23 academic year. This course will be led by our Business Development Manager, who leads our Digital strand, however it is expected that our Learning & Qualifications Manager will play a key role in overseeing quality assurance of this new qualification.

Creative & Digital Media FA - Course Structure

The Foundation Apprenticeship (FA) in Creative and Digital Media is made up of the following units:

NPA National Progression Award in Creative and Digital Media (delivered in school):

- *Creative Industries: An Introduction – Scotland*
- *Creative Industries: Understanding a Creative Brief*
- *Media: Understanding the creative process*
- *Storytelling for the Creative Industries*

Diploma in Creative and Digital Media (SVQ) (delivered in our base in Aberdeen or another workplace)

- *Work effectively with others in the Creative Industries*
- *Ensure your own actions reduce risks to Health and Safety*
- *Communicating using digital marketing/sales channels*
- *Use digital and social media in marketing campaigns*

Industry Challenge Project

These units give the pupils a broad understanding of the Creative Industries in Scotland and the theory and processes behind media production.

Our programme takes an integrated approach to course delivery. The NPA component comprises ‘classroom-based’ units that support students to develop an understanding of the technologies, processes and practices used within the Creative Industries. They then use this knowledge to complete the work-based units (SVQ) and Industry Challenge.

We have an excellent relationship with the Aberdeenshire FA team and have a process set up for supporting all the FA pupils. Ahead of the course start date we have correspondence that is sent out to parents/carers and pupils to give them a background to who we are and a brief description of what to expect on our course. The FA Team and schools provide us with pupil’s details which includes ASN information. Last year this also included information on pupils’ digital access. This was invaluable information which allowed us to fully support pupils when delivering remotely. We work closely with support staff in school to discuss the best ways to support specific pupils. Our youth work approach to delivery means we put the pupils at the centre of what we do, delivering a structured programme in as flexible a way as possible to allow all to achieve their full potential.

At the beginning of our Creative & Digital Media FA programme, we provide the pupils with an overview of the full FA, taking the time to explain the course content and how we plan to deliver and assess it. Throughout the course as we move to deliver a new Unit, we revisit this, going into the detail of the course content for the new Unit and explaining how it will be delivered and assessed.

Delivery staff have regular planning and development meetings with our Learning & Qualifications Manager where they discuss the course content and delivery to ensure quality assurance and to ensure that the programme is on schedule and to discuss any issues or challenges. This meeting is also an opportunity to discuss pupils progress and any concerns staff may have. We are flexible and youth work oriented in our approach, so delivery staff already have a number of tools to support pupils, but we also partner with support staff in school to provide the wrap around support that pupils may need.

Our delivery staff have developed excellent relationships with key staff in all the schools we work in and have the ability to meet with teachers and support staff before or after sessions as well as in formal meetings. Any concerns we have are always fed back to our key contacts in school so we can work together to tackle them.

The FA CDM covers an introduction to all 16 of the recognised Creative Industries, we tend to focus on media in Radio/Podcasting and Film/TV as it links well with the facilities we have however, as the FA covers all the Creative Industries our delivery staff can have a specialism in any creative industry or a broad understanding and passion for the Creative Industries generally.

Work Experience Placements

We have delivered the FA CDM for three years, however, due to Covid-19 restrictions and added pressures on employers we were unable to deliver external employer work placements in the last 2 years. During this time, we delivered the work experience element of the programme through shmu using our own platforms of shmuFM and shmuTV with pupils working on live projects at shmu. As the number of pupils on the FA CDM has increased last year and in the coming year it was agreed that this was the most effective way of ensuring pupils receive a consistent and quality experience of working in the creative industries.

The Future

As can be seen by our Progression Pathways document, we passionately believe in young people and in supporting them to expand their horizons and reach their potential. Our FA programme is an important part of that vision, which starts with our Primary School early intervention 'Speak Out' work, through our informal Youth Media initiative, into our Senior Phase support, with either the FA option for those looking to take Creative Media forward as a career, or our Training Academy for those requiring support to move on positively from school into a positive destination.

Our plan is to grow this area of work of the organisation, developing an FA Delivery Team who will support the further expansion of our contracted provision in Aberdeenshire – including the development IT:Hardware and IT:Software FA's in the 2022-23 academic year. We also have plans for the development of Foundation Apprenticeships in Aberdeen City, providing targeted support to young people living in the regeneration areas of the city.

We have also been approached to consider the development of a national approach (a shmu franchise), with our model of delivery of the Creative & Digital Media FA being delivered by partners across Scotland, with shmu retaining oversight and moderation responsibilities. Initial discussions have taken place with partners in Edinburgh (Screen Education Edinburgh), Glasgow (GMAC Film) and Inverness (Eden Court) with the potential to begin this national delivery approach in the academic year 2023-24.

shmu Training and Qualifications Manager

This post will have lead responsibility for the development and delivery of our formal SQA accredited qualification programmes across the organisation and will play a pivotal role in realising our ambitions for the future of the organisation's accredited provision.

The Training and Qualifications Manager will act as the SQA Coordinator, ensuring that all the organisation's accredited programmes are designed, managed and delivered to the highest standards through robust quality assurance and performance management in accordance with our own policies and SQA guidelines.

The postholder will support the operational staff team to deliver our suite of accredited programmes across the organisation, ensuring the qualifications undertaken meet the needs of those who undertake them.

The role will also involve management of our Foundation Apprenticeship programmes, overseeing promotion of this opportunity and maintaining positive relationships with schools and relevant staff team within the local authorities. The postholder will monitor, evaluate and report on all operational aspects of the Foundation Apprenticeship programme and will be responsible for the completion of all tracking and reporting information required by Aberdeenshire Council and Skills Development Scotland. The Training and Qualifications Manager will also be responsible for the development and implementation of our FA Equalities and Diversity Action Plan.

We believe in supporting the members of our team to achieve their full potential and offer:

- support to undertake relevant training and qualifications
- regular support and supervision
- flexible working hours and a TOIL system
- initial paid holiday entitlement of 34 days (inclusive of any public/bank holidays which you may choose to request)
- a company sick pay scheme, effective from the first day of employment
- a stakeholder pension, with an annually reviewed employer contribution (currently 4%)
- a hybrid/office occasional working model to allow for working from home.

We appreciate the importance of good mental health and wellbeing amongst our team and strive to provide a working environment which supports people to achieve this.