

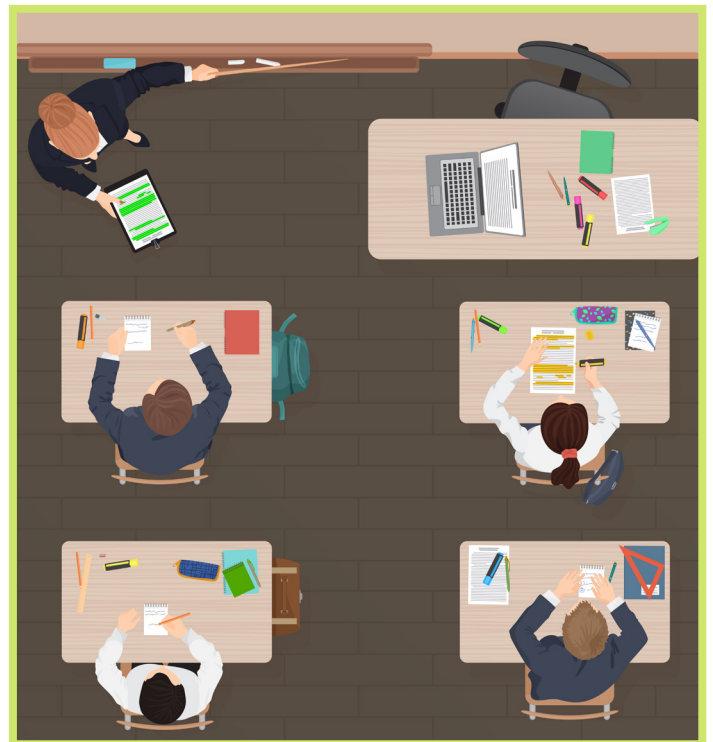
## Engaging school students

### Engaging school students and getting more apprentices into the industry!

Getting more apprentices and young people into the industry is a two-way street! It is just as important to engage with schools and the students preparing for their next steps as it is to encourage employers to come on board and offer an apprenticeship role within their organisation. School students aren't taught the benefits of apprenticeships as they are university. Students still expect to finish their A-levels and go off to university and don't always know about the other options that are available to them. A member of the council recently visited a school and only 3 out of over 100 students had even considered the option of an apprenticeship.

Unfortunately, the word apprenticeship can be considered an 'old fashioned' term, and people including students, parents and teachers, don't always know about the wide variety of different apprenticeships that are now available. Within any industry there is such a vast range of courses that students can go on from entry level to degree level, and it is really important for people to engage with students, teachers and parents in schools so they all understand this.

Amy from Webmart recently joined the BPIF Apprentice Council and is keen to start representing apprentices in schools by informing students about her personal experience. As well as being part of the BPIF Apprentice Council, Amy has also been involved with the Oxfordshire Apprenticeship Ambassador Scheme. This role has given her the opportunity to go around and talk to different schools in the Oxfordshire area about her experience as an apprentice, what the



process is, and how working at Webmart has helped her to develop to her career. The key is to make sure that students feel like they can speak to someone on a peer to peer level, who has only recently gone through choosing what to do after they leave school. The more people that are aware of the different options available to students and what impact it can have on their career the better – although it is important to remember that a career path isn't always straight forward, and people can always choose to change direction.

The more engagement that can be made in schools, the more opportunity there is for students to remember what is on offer to them and get them interested in the industry.

## A day in the life of our new Apprentice Council Members

Amy Elrington, Webmart



Truthfully, no day at Webmart is the same!

My role, as a Client Services Executive, is to find new clients and work with the team to bring in new business. So, it is important for me to be proactive and build relationships with clients by making phone calls, networking and sending emails to introduce myself and build up a network of people that could be interested in the print, marketing and technology services that we offer.

My day usually starts at 8.30am but can vary if I am travelling – some days I need to catch the train to London to visit clients and other days I have to prepare to give clients a tour of our office. I aim to start my day by looking at my calendar and prioritise my to do list to form a focus and my days objectives.

When I am meeting with clients I offer them different ideas of what they can achieve with print and how we can uniquely add value to their businesses. One of the great things is that all our clients will require something different, so I am always learning and working with the team to get more innovative ideas back to the clients.

When I am not working directly with a client, I am always being encouraged to continue with my professional development by reading different articles, researching different courses that I could go on or networking events that can keep me up to date with the industry. This goes towards one of my course modules and I can also share what I have learnt with clients – so it's a win, win!

As I said, no day is the same, but knowing that I can take control of my own day, be independent and still have support when I need it is great.

## A day in the life of our new Apprentice Council Members

Jen Miller, Webmart



The best part of working in the print industry is definitely that there's always something new to learn, and that's definitely something you notice when you're a Project Manager, doubly so when you work for Webmart – which I do.

Being a PM means I need to keep my finger on the pulse, and this often means starting well before 8.30am and finishing well after 5.30pm – whether it be an in depth discussion with a client about the finer details of their upcoming campaign, or an emergency delivery I like to be around to make sure that happens!

In this high energy environment it's important to be organized, and I do this by writing and checking off lists, so many lists, but that's just me! So I start my day by reviewing the previous days' list and creating a new one for the day, crossing things off as I go.

I do a lot of following up and double checking to ensure everything is where it needs to be in the process for each project I'm responsible for, so I spend a good chunk of time calling clients to chat about artwork requirements, deadlines and costs. I also work just as much with suppliers/negotiating changes and working with them to ensure the product is perfect and on time.

Aside from all of this, I'm just starting to visit more clients face to face, as it builds a better working relationship for us when they can meet their production contacts, as well as their Account Managers.

In between the visits, calls, and lists I'm regularly spotted by the coffee machine getting my usual double espresso to go!

# Peer Mentoring

## What is Peer Mentoring?

Peer mentoring is a form of mentorship that usually takes place between a person who has lived through a specific experience (peer mentor) and a person who is new to that experience (the mentee). Peer mentors provide opportunities to individuals.

### BPIF Apprentice Council

The BPIF have an apprenticeship council where they meet twice a year to discuss their thoughts and opinions on matters, and how to improve people's job experience as an apprentice.

In 2017, the BPIF Apprentice Council came up with the idea to start a peer mentoring scheme for all new apprentices, with current/past apprentices as the mentors. It would be a 'distant mentoring' approach, meaning you'd communicate via email or calls. However it would not be mandatory therefore neither the peer mentor nor mentee would feel that they were obligated to do it.

The BPIF listened and now the scheme is being set up. The BPIF have said that they will match people on their requirements and experience and you can opt out at any time. (Both mentor and mentee). Existing apprentices will provide the following benefits:

1. Relatable source of guidance
2. Improved skills and knowledge
3. Networking opportunities
4. Increase of confidence
5. Feeling part of a bigger group
6. Offers more focus on certain areas
7. Always feel like you can go somewhere for help
8. Stops you feeling like you're in it on your own
9. Will develop the mentors CV
10. Improve job satisfaction

The way it will work is that the BPIF will be contacting employers and learners in the upcoming months offering them the chance to opt-in to the scheme. Either being a peer mentor themselves or as a mentee if they're new. But if you know you're already up for it then contact us in the meantime and let us know.

For more information, or to volunteer as a mentor, please contact Ceri Priddle at [ceri.priddle@bpif.org.uk](mailto:ceri.priddle@bpif.org.uk)



## My first Apprentice Council Meeting

I had my first Apprentice Council meeting on the very same day I was part of a panel discussion at PrintWeekLive – to discuss the benefits & experiences as an apprentice within the industry.

If I had to choose a word to describe it, I'd choose 'inspiring'.

It was great to see minds from different areas of both the industry and the country come together and share ideas and discuss new initiatives for BPIF and other apprentices. We were immediately welcomed and felt very at home right away – I can't wait for the next one!

*Jennifer Miller, Project Manager, Webmart*

# Safeguarding

## Safeguarding, what is it, and how can we improve it?

Safeguarding is defined as 'ensuring an individual is not the subject of abuse, harassment, violence, bullying or danger.'

With that in mind, the BPIF Apprentice Council got together to discuss ways we have experienced and learned about safeguarding in our respective workplaces, and how we think it could be improved. From completing an online course with an employer, to group discussions and videos to create awareness and understanding – between us we definitely had a varied experience in learning about it!

After a quick brainstorm of what we thought might be even better than this – we came to

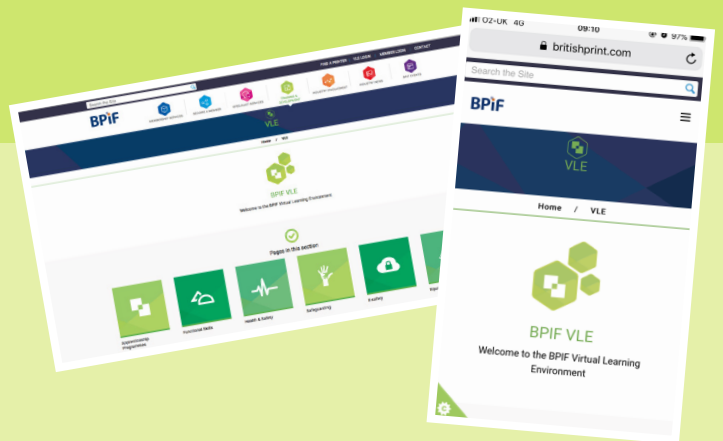
the conclusion that the education regarding safeguarding, whilst still being engaging and informative, should be standardized for all levels of learner, but with optional mentoring should anyone need further guidance. We also had the idea that perhaps a social media account where people could submit confidential questions if they had them, so they could receive guidance on a platform they were familiar with and felt comfortable using.

What do you think? How would you like to hear about new safeguarding techniques and how would you want to receive guidance? Feel free to drop us an e-mail with your ideas to [bpifapprenticecouncil@bpif.org.uk](mailto:bpifapprenticecouncil@bpif.org.uk)

## BPIF VLE

The BPIF's Virtual Learning Environment (VLE) provides you as an apprentice with guidance, support and resources for Levels 2, 3 and 5. It has some great useful content, such as samples of exams for Levels 2 and 3, as well as a range of workshop slides, handouts, videos and articles from your learning days for Levels 5. So if you are currently completing any of these levels you have the opportunity to access a wealth of materials which will be very useful to you!

The VLE is also packed full of useful information around Health & Safety, Safeguarding, Equality and Diversity, E-Safety and what to do if you have an issue or concern you'd like to report or discuss with someone. You will also find the relevant contact information on there should you need to talk to someone.



If you haven't already done so, check out the VLE here: [www.britishprint.com/vle](http://www.britishprint.com/vle)

You will all have your own secure login to the VLE which allows you access from work or home. If you are unsure of your login details, contact your BPIF Training Co-ordinator and they'll be happy to help!

## Key Dates

**27 June** - 'Apprentice 18', Ravensbourne College

**16 July** - Application for PrintWeek Trainee of the Year close

**19 September** - Apprentice Council Meeting