



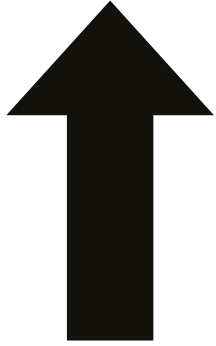
***HOSTING INDUSTRY PLACEMENTS IN THE  
MEDIA, BROADCAST AND PRODUCTION  
SECTOR***

***29 JANUARY 2025***

***TL***



HM Government



***WELCOME***



***TL***

# ***TODAY'S TEAM***



**Kelly Goudge**

Webinar Host

Head of Events

SDN



**Chris Cherry**

Webinar Presenter

Industry Placement Specialist

SDN

## ***AGENDA***

- 1 What are T Levels**
- 2 What are industry placements**
- 3 Employer insights**
- 4 Q&A**
- 5 Next steps / support available**

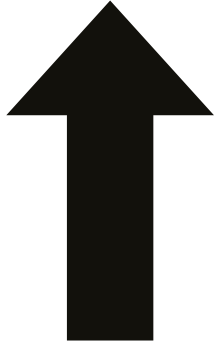
***FORMAT***

# **Broadcast**

**Your microphone will be muted**

**Use the Q&A function for questions**

**Feel free to use the chat box**



# ***WHAT ARE T LEVELS?***



***TL***

# THREE EDUCATION AND TRAINING OPTIONS, POST-GCSE



## A LEVELS

Subject-based qualifications

two years at local college or school

## T LEVELS

2-year technical programmes at Local colleges, schools, training providers  
80% classroom based  
20% in a placement

Includes **industry placements** to build attitudes and behaviours and to develop practical skills

## APPRENTICESHIP Level 2/3

at least 12 months work-based training

80% on the job  
20% off the job

*Followed by possible progression to :*

**Higher Education**

**Skilled Employment**

**Higher level apprenticeship / technical training**

# THE T LEVEL PROGRAMME

**2 years**

**80%**

Up to 1400  
hours

## TECHNICAL QUALIFICATION

Core

English and  
maths

Occupational  
specialism

Other  
requirements

**20%**

At least  
315 hours  
350 hours  
average

Technical skills and  
knowledge

Practical skills for  
employment

Meaningful  
contribution in the  
workplace

## INDUSTRY PLACEMENT



# WHICH T LEVELS WILL THERE BE, AND WHEN?

## AUTUMN 2020

- Digital production, design and development
- Design, surveying and planning for construction
- Education and childcare

## AUTUMN 2021

- Building services engineering for construction
- Digital business services
- Digital support services
- Health
- Healthcare science
- Science

## AUTUMN 2022

- Finance
- Accounting
- Maintenance, installation and repair for engineering and manufacturing

- Engineering, manufacturing, processing and control
- Design and development for engineering and manufacturing
- Management and administration

## AUTUMN 2023

- Agriculture, land management and production
- Legal services

## AUTUMN 2024

- Animal care and management
- Craft and design
- ***Media, broadcast and production***

## AUTUMN 2025

- Marketing

## Future

- Catering

# WHAT FOLLOWS T LEVELS?

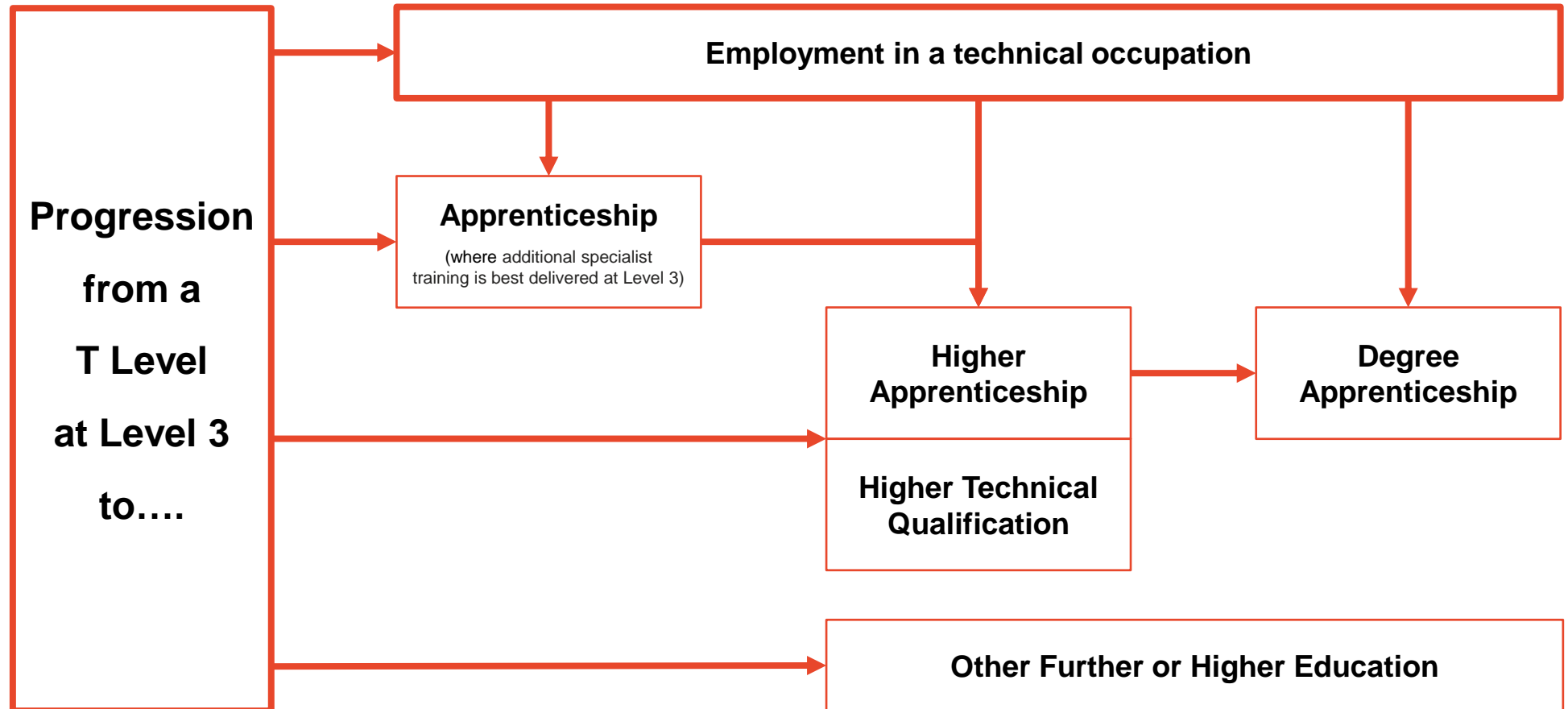
*Building your pipeline of technical professionals*




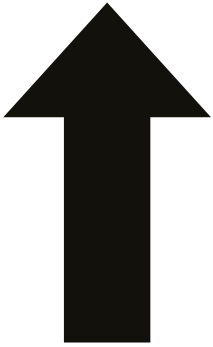



Level 3  
Technical  
Occupations

Level 4 / 5  
Higher  
Technical  
Occupations

Level 6+  
Professional  
Occupations





***WHAT ARE  
INDUSTRY  
PLACEMENTS?***

## ***WHAT ARE INDUSTRY PLACEMENTS?***

- Time spent by a 16-19 year old student, learning and working in an organisation
- **In a real environment** – with an employer making a meaningful contribution to the organisation
- Minimum of **315 hours** (approx. 45 working days)
- **Occupationally-specific** – developing students' practical and technical skills

# WHY OFFER AN INDUSTRY PLACEMENT?

SKILLS  
FOR LIFE

## Smarter recruitment

- A solution for entry-level jobs
- Cost-effective recruitment
- Bring young people into the industry

## Support your staff

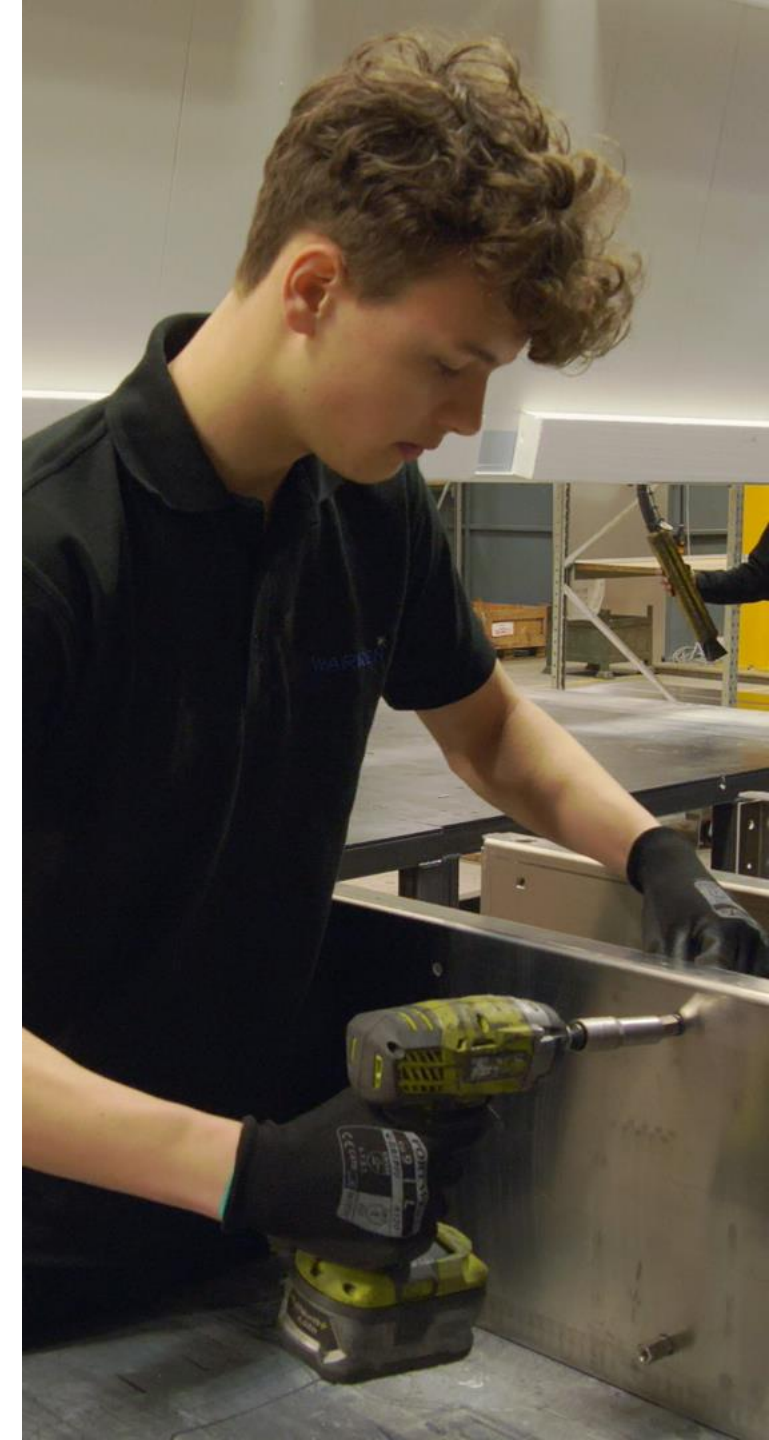
- Management and mentoring skills
- Fresh perspective
- Extra help with projects

## Support your community

- Improve diversity
- Create shared value in your community
- Enhance image and profile

## ***WHAT DO INDUSTRY PLACEMENTS EMPLOYERS NEED TO OFFER?***

- Projects and tasks for students that will help them to learn employability, practical and technical skills
- A safe work environment
- Equipment and resources for the work
- Induction
- Someone to supervise and someone to mentor
- Feedback and review



# INDUSTRY PLACEMENT DELIVERY APPROACHES

APPROACH	HOURS	DESCRIPTION
<b>Work taster activities</b>	Up to 35 hours	Short-term activities like shadowing, site visits, or team meetings.
<b>Pathway or route-level</b>	All placement hours	Placement covers broader sector roles, not just the student's occupational specialism.
<b>Part-time work</b>	All placement hours	Allows students to count occupationally relevant part-time work as placement hours.
<b>Multiple employers</b>	All placement hours	Placement hours can be with up to 2 employers or shared across up to 3 employers in a supply chain or network.
<b>Hybrid (remote)</b>	50% (Digital route) 20% (All other eligible routes)	Some placement hours can be completed remotely, e.g., not at employer premises with virtual check-ins.
<b>Skills Development Projects</b>	Up to one third of placement hours	Students complete projects in small teams or work in simulated environments under employer supervision.



# ***APPROACHES IN PRACTICE***

## **Media, broadcast and production**

- Splits placement across 2 employers.
- 1/3 of hours on small group project on provider site (employer 1).
- 2/3 hours spent with an external employer on the employer site (employer 2).
- They incorporate some remote hours into their placement with both employers – but total remote hours cannot exceed 20%.

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# EXAMPLE LEARNING OBJECTIVES (AVAILABLE FOR ALL T LEVELS)

**T LEVEL:**

**Media, Broadcast and Production**

**OCCUPATIONAL SPECIALISM:**

**Content Creation and Production**

## Objective

Generate and refine production, programme or event outlines into a deliverable or pitchable idea for media broadcast or production

## Typical activities

**Activity 1** Analyse the requirements of a client brief, discuss with them the look and feel of an activity, the scope, messaging and resource requirements for a deliverable project.

**Activity 2** Agree with the client, or producer/director the dynamic of a production. For example, comedy, humour, formal message, information or promotion. Will the delivery be panel interview, acted scenes or vlog style.

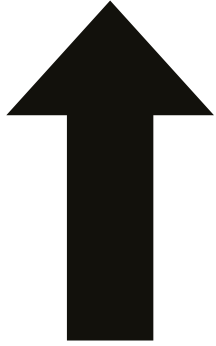
# EXAMPLE LEARNING GOALS

## Employability Skills

<b><i>Communication</i></b>	Active listening, use of visual, oral and written methods, engaging with individuals, sharing, building rapport, adapting style and tone
<b><i>Teamwork</i></b>	Working with others with different skills, expertise and experience to accomplish a task or goal

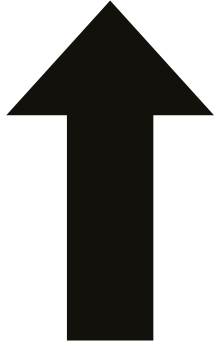
## Technical Skills

- Skills in following all required standards, codes of conduct and health and safety requirements/legislation including risk assessments
- Create a plan to meet the requirements of the ideas/brief
- Create new iterations of ideas based on stakeholder feedback



# ***EMPLOYER INSIGHTS***

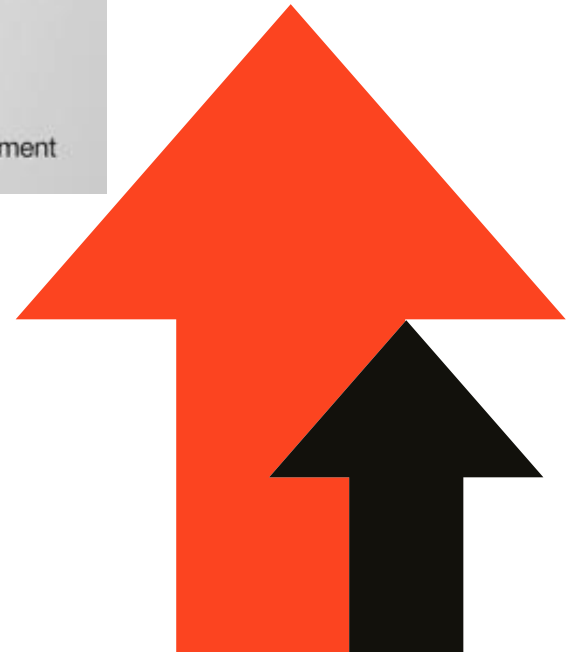
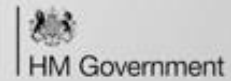




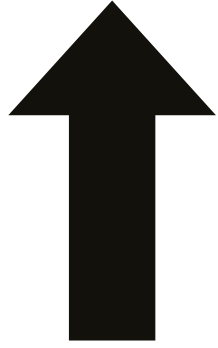
**CASE STUDY:  
CREATIVE AND DESIGN**

**DigitalOx**

**T-LEVELS**



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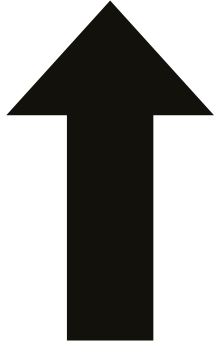


# ***STUDENT INSIGHTS***





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**Q&A**



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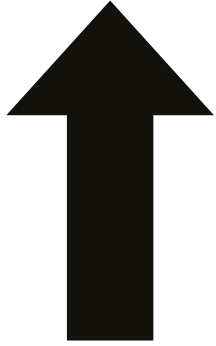
***POLL*** ***Based on what you have heard about industry placements:***

- 1 Are you more likely to implement industry placements?*
- 2 Are you more confident to implement industry placements?*
- 3 Has this webinar been useful and practical for your industry placements planning?*



**POLL** *Based on your current circumstances and your understanding of T Levels, is your organisation likely to offer Industry Placements?*

- 1 *Yes - we are already hosting T Level Industry Placements*
- 2 *Yes – in the next six months*
- 3 *Yes – in seven to twelve months*
- 4 *Yes – more than a year from now*
- 5 *Not in the foreseeable future*
- 6 *No*
- 7 *Don't know*



***NEXT STEPS  
AND SUPPORT***



# RESOURCES AND CPD

- Tools, resources and case studies
- CPD webinars
- Face to face event:

Mini [Conference](#): Unlock the Future of Creative and Design with T Level Students (London) (13 March)

<https://employers.tlevels.gov.uk/>

## T Levels and industry placement support for employers



### [About industry placements](#)

Find out more about what industry placements and T Levels are, and how they could work in your business.



### [Business benefits and case studies](#)

Discover the benefits of hosting an industry placement at your company, including the £1,000 employer incentive.



### [Plan industry placements](#)

Guidance to help you plan, including information about legal compliance, working with providers and paying students.



### [During industry placements](#)

How to work with students while they are on a placement, and end-of-placement reviews.



### [Skill areas and courses](#)

Discover the skill areas that industry placements cover and find out what placement students can offer.



### [Workshops and webinars](#)

Online events to help you understand, plan and prepare to offer industry placements.

# FUNDED BESPOKE HANDS-ON SUPPORT

If you would value a call with an industry placement specialist to help you decide, plan or prepare to host placements, do get in touch.

We can arrange:

- A **1-2-1 call** - to chat through any issues, barriers or questions you may have.
- An **online Group Session** - allowing you to bring together relevant members of the team to chat through what's involved, how to host placements in your organisation, and help you overcome any challenges.



# THANK YOU

<https://employers.tlevels.gov.uk/>



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#### Disclaimer

This advice is general guidance and is not legal advice. It should not be acted on without a full understanding of your current situation. You can access the latest government guidance on industry placements at [www.tlevels.gov.uk](http://www.tlevels.gov.uk). SDN Enterprises Ltd (trading as SDN) has tried to ensure that the information and advice we give is accurate. However, SDN will not accept liability for any loss, damage or inconvenience arising as a consequence of any use of or the inability to use any information or advice given.

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