



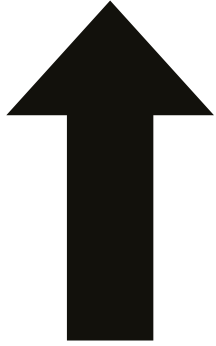
***DESIGNING INDUSTRY PLACEMENTS THAT
WORK IN THE CREATIVE INDUSTRIES***
Media Broadcast and Production

25 March 2026

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HM Government



WELCOME



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TODAY'S TEAM



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FORMAT

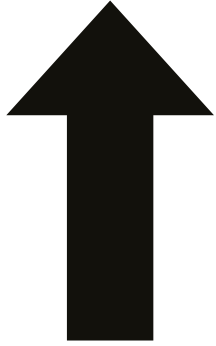
Webinar

**Use the Q&A function for questions to
panel members**

Feel free to use the chat box

AGENDA

1. What industry placements are
2. Why creative placements can be different
3. What works in practice
4. How providers and students experience placements
5. How to design something that works for you
6. Next steps and support



WHAT ARE T LEVELS?



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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

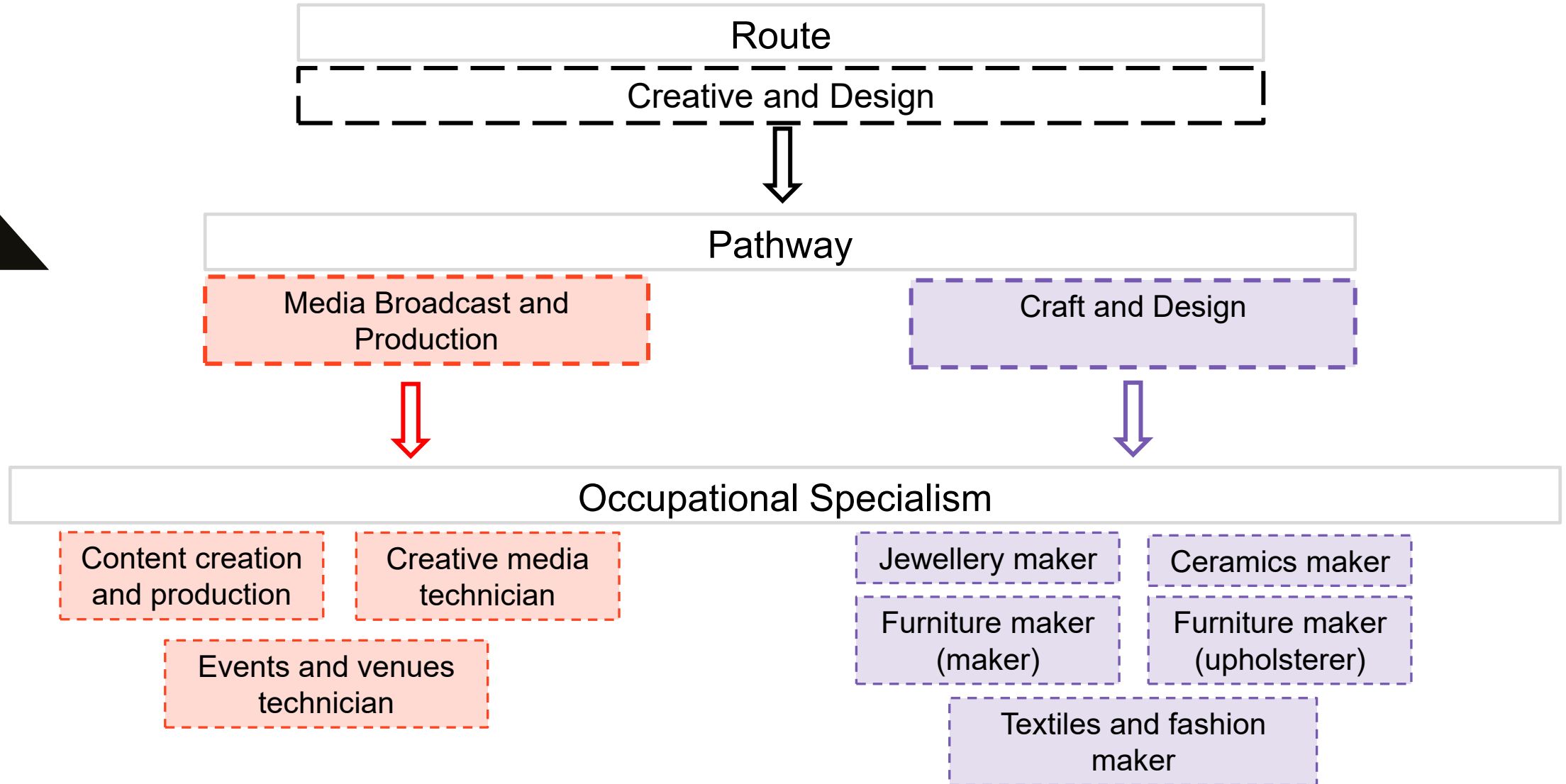
Followed by possible progression to :




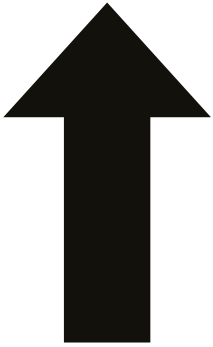

Higher Education

Skilled Employment

Higher level apprenticeship / technical training

ROUTE, PATHWAY AND OCCUPATIONAL SPECIALISM





***WHAT ARE
INDUSTRY
PLACEMENTS?***

INDUSTRY PLACEMENTS

- Time spent by a 16-19 year old student, learning and working for one or more employers
- Minimum of 315 hours (approx. 45 working days)
- Provide the opportunity to work with an external employer, undertaking real work.
- Enable the student to apply and develop the technical skills and knowledge learnt in the classroom
- Support progression into skilled employment
- Accessible for every student

WHY CREATIVE INDUSTRY PLACEMENTS DON'T ALWAYS FOLLOW A STANDARD MODEL



- Work is project-based, not task-based
- Roles are often fluid and evolving
- Many organisations are small, fast-paced or freelance-led
- Work patterns can be irregular (not 9–5, not weekly)
- Opportunities often come in bursts, not steady flow
- Success is about contribution, creativity and collaboration

How can we design placements that reflect how this industry actually works?

EMPLOYER SPOTLIGHT



- Creative industry leader and T Level contributor
- Shaped MBP T Level (IFATE)
- Worked with NCFE & Pearson
- Designed creative programme

Wizdom Layne
WeareImpact



DESIGNING INDUSTRY PLACEMENTS: APPROACHES THAT WORK

Core models (starting points)	Creative adaptations (in media, broadcast and production)
<ul style="list-style-type: none">• Day release – regular weekly pattern	<ul style="list-style-type: none">• Project-based placements (e.g. campaigns, shoots, productions)
<ul style="list-style-type: none">• Block – set period of full-time placement	<ul style="list-style-type: none">• Flexible scheduling around live work
<ul style="list-style-type: none">• Mixed – combination of both	<ul style="list-style-type: none">• Split placements across teams or organisations
	<ul style="list-style-type: none">• Blended delivery (on-site + remote where appropriate)

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These models are starting points — placements can be adapted to reflect how work happens in your organisation.

TYPICAL ROLES T LEVEL STUDENTS COULD SUPPORT IN MEDIA, BROADCAST AND PRODUCTION

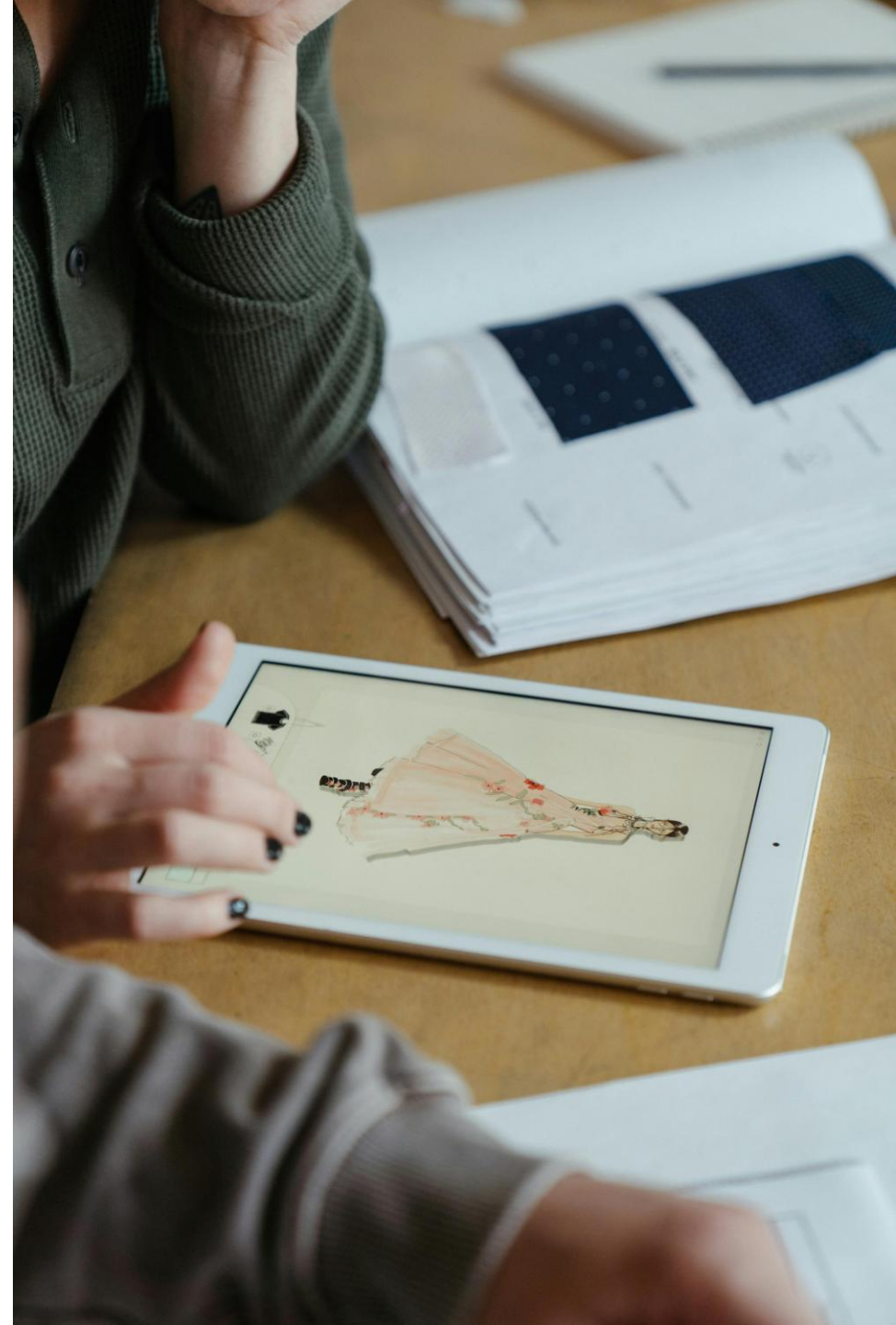


- Production runner - supporting shoots, logistics, set prep
- Content creator - assisting with social, filming, editing
- Social media assistant - scheduling, drafting, analytics
- Studio assistant - equipment setup, organisation, support
- Research / development support - idea generation, background research

Students contribute to real work while developing skills and confidence over time

WHAT EMPLOYERS NEED TO OFFER?

- Real tasks/projects
- Safe working environment
- Supervision + mentoring
- Feedback and review



WHAT DOES THE PROVIDER DO?

- Support you to offer and deliver industry placements
- Assist with necessary paperwork or checks
- Plan and design the placement with you
- Match suitable students to you
- Prepare students
- Review progress and how the placement is working
- Be available if there are queries or concerns

PROVIDER AND STUDENT SPOTLIGHT

- What does working with a provider look like in practice?



Jamie-Lee Allen
Media Lecturer



Ela Salts
T Level Student



***AUDIENCE QUESTIONS
TO SPEAKERS***

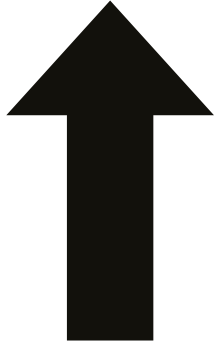
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MAKING IT WORK: 5 PRINCIPLES

- Start with the work, not the hours
- Design around projects, not job roles
- Be flexible with models
- Work closely with a provider
- Focus on contribution, not perfection

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?*



NEXT STEPS AND SUPPORT



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.

- Bespoke one-to-one support
- Tools, resources and case studies
- Book workshops and webinars

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

EMPLOYER SKILLS & T LEVEL INDUSTRY PLACEMENTS CONFERENCES



These conferences **are employer-led, practical and focused on** what works in real organisational settings. They highlight employer success stories, proven delivery models and partnership approaches to support high-quality, scalable T Level industry placements aligned with workforce planning.

The event is open to employers new to placements or looking to strengthen and expand their current offer, and is particularly useful for senior leaders, HR, L&D and operational teams. **No charge to attend.**

Wednesday 22 April – LONDON (BMA House, Tavistock Square, WC1H 9JP)

Thursday 30 April – MANCHESTER (Clayton Hotel-City Centre, 55 Portland Street, M1 3HP)



“It has been a brilliant day, really informative and provided a lot of things to think about and hopefully develop our T-level offer in the future” – conference attendee



TAILORED 1-2-1 SUPPORT

Contact our team of T Level placement specialists to:

- Talk through the practicalities of hosting placements and your planning
- Work through a particular barrier or challenge
- Prepare staff e.g. support and training for line managers / mentors

1-2-1 call or online group session

employers@strategicdevelopmentnetwork.co.uk



THANK YOU

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



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. 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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