

BIG BROADCASTING BREAK FOR 20 NORTH WEST YOUNGSTERS

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20 young people from across the North West have beaten off competition from nearly 300 applicants to embark on a brand new Apprenticeship that will see them breaking into the world of broadcast production. The apprentices will study and work in TV, radio, post production, on-line and new devices such as mobile technology/ gaming.

The first of its kind to be offered in the UK, the Apprenticeship is aimed at making the industry more accessible and inclusive to young people who may not normally get a chance to work in this sector. The apprentices will get the opportunity to work with companies such as the BBC, ITV Granada, Lime Pictures and the Red Production Company.

The Apprenticeship will help provide the skilled workforce needed for the development of mediacity:uk at Salford Quays which will include the BBC's new headquarters in the north of England as well as hundreds of other media based businesses.

Funded by the Learning and Skills Council (LSC), BBC, Skillset and Northwest Vision and Media, the development of the Apprenticeship has involved leading media organisations and agencies across the North West working together to make their vision a reality. Other partners include Connexions, Oldham College and City College.

- The BBC worked alongside industry professionals and all the agencies to review current qualifications and create the new one that meets the needs of the industry.
- Northwest Vision and Media, the screen agency for the North West, carried out research into demand and need for the qualification.

- Skillset, the sector skills council for the media industry, wrote the standards for the new qualification.
- Connexions, the careers advice and support service for young people, identified and selected the young people from across the region who had the potential to join the scheme.
- Oldham College, the lead partner in the Greater Manchester centre of vocational excellence (CoVE), carried out the work on developing the curriculum, and City College, another of the partners in the CoVE, will deliver the college based learning for the apprentices.

Margaret McClelland, Development Executive, BBC North Project, said:

“The BBC has been delighted to spearhead this industry initiative from its initial conception through to the identification and recruitment of a new generation of exciting young talent from across the North West. This is a fantastic example of a true collaborative approach delivering results, with each of the partners playing a pivotal role.

“Recruiting young people from different backgrounds, different cultures and with different life experiences will ensure that our programming continues to be innovative and truly resonates with all our audiences.”

John Korzeniewski, Regional Director for the LSC in the North West, commented:

“Apprenticeships have a vital part to play in raising the nation’s skills, with the recent Leitch Review highlighting the importance of boosting the number of young people in Apprenticeships and making this route accessible to all.

“The launch of this exciting Apprenticeship is a glowing example of private and public sector partners working collaboratively to meet employers’ future needs and plugging a potential skills gap in the region’s rapidly growing media industry.”

The 18-month programme, commencing on 24 September, will offer the selected young people the chance to develop a wide range of skills through a combination of college based learning and work experience to include the essentials of journalism, technical skills and production. The apprentices will work towards an NVQ Level 3 qualification.

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For more information contact :

LSC : Angela Smith T : 01772 250505 | M: 07850 538948

BBC: Claire Rainford T: 0161 244 4889 | M: 07802 945 178

Northwest Vision and Media: Denise Pearson : 0161 244 3745

Skillset: Rajiv Maharaj T: 020 7713 9812 | M: 07968 010 325

Connexions: Suzanne Rhead : 0161 245 4917

Notes to editors:

Picture caption and details of the 20 apprentices:

Front row, left to right:

Amy Liston, Salford

Theon Thompson, Manchester

Sarah May Barker, Moston, Manchester

Terence Hargreaves, Bolton

Ben Murphy, Oldham

Jessica Houghton, Leigh

James Heaney, Ardwick, Manchester

Joshua Morgan-Green, Southport

Back row, left to right:

Pierre Modua, Salford

Lewis Haye, Ardwick, Manchester

Liam Kay, Moston, Manchester
Ryan Ingham, Manchester
Will Malley, Worsley, Manchester
Thomas Swift, Salford
Tashaneish Crawford, Moss Side, Manchester
Craig Priestley, Preston
Saskia Diecidue, Prestwich, Manchester
Holly Dower, Clayton, Manchester
Michael Callaghan, Wigan

Not pictured : Shaun Adams, Manchester

Learning and Skills Council:

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

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