



Written for  
apprentices, by  
apprentices

## Highlights:

Introduction

Feature –  
Suffolk Skillz

Andrew  
Goodchild and  
the Chamber of  
Commerce



## DON'T FORGET!

IDEA group on  
Facebook –  
For all your answers  
and Events

## Welcome to the IAS Newsletter!

The IAS newsletter has been put forward to initiate an up to date documentation of apprentice's experiences in their placements. Each week will feature new stories, and up and coming events which may be of great use to an apprentice's development.

The contribution of all apprentices is essential to the future production of this newsletter, so please, contribute in any way you can.

### **Suffolk Skillz... yes... with a "Z"** – by Chris Jones

We work hard at CSD. Some of us more than others anyway. Some of us have days which are more busy than other people's busy days.

Regardless of this pseudo-cynicism, no matter how busy Gary and I find ourselves, we like to take opportunities to volunteer for good causes. One of the recent examples of this was a BT yearly event known as Suffolk Skillz. Yes, that is

Suffolk Skillz with a "Z" to make it more appealing to the target audience. The event caters to High School students, its purpose to educate them about potential careers.

March 2010 ran over three days, and respectively catered years 7, 9 and 11 over Tuesday through to Thursday.

Now, bear in mind that both Gary and I were approached for this event a fortnight before, and I had booked a weeks holiday in this preparation time, so it was a rush job when combined with a number of other CSD related deadlines.

The well run event featured ten businesses including Customer Service Direct, Suffolk

County Council, BT, NHS, Suffolk Fire Authority, Suffolk Constabulary, Felixstowe Port, and Milton Hotels.

Each company was required to start the day off with a three minute presentation of their company, although the pressure was on with time, as there was a countdown clock on the stage, and the audience

were told to clap and boo the presenters off if they overran their time slot. This happened about 90% of the time, but you should all be proud to know that the CSD presentation run exclusively by Gary and myself was kept below the time limit, and time was still found to get a rise out of the crowd, literally, as a spur of the moment decision led an impromptu Mexican Wave through the crowd.



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During the preparation through the week they had, a PowerPoint was developed, which changed drastically each day until 30 slides had cut down to 20, and hours of rehearsals made sure Gary knew what he was saying.

Of course, being a genius, I was more than ready :p

run a Web Development workshop, focusing on audience needs. A brilliant designer program called Balsamiq (free to use on the Web) was used as a rough design program, which students of all ages enjoyed using.

Over the three days, breakfast and lunch was provided, although we have to use the term “breakfast” fast-and-loose, as the bacon rolls...

well, the rolls had the consistency of Hockey pucks. The bacon was good though, as Gary demonstrated by sandwiching bacon between bacon and eating his bacon bacon with bacon. That's lots of bacon.

Once over, the troops had to return back to work. Upon receiving the pictures (included), many laughs were heard around the office, in

In fact, once we were under way with the first presentation, Gary got so confident he even muscled his way in to someone else's presentation! Take a look at the photos on Facebook (Chris's profile) and you will notice Gary quite obviously taking part in the Council presentation! The traitor.

Once the slides were finished on time, thanks to the help of the crowd, who did not stop to allow extra time even for someone who fell off the stage, the students were then taken round each company in turn. Each company had a cubicle in which a 45 minute challenge was to be run, based on the company's objectives. The CSD team



particular the unfortunate timing of some of the pictures of the stage presentation.

Looking back, myself and Gary had a brilliant time getting involved.

Gary said on the subject “BT has a great reputation of running events like these, and we are always honoured to be asked to get involved. These events are really important, and need our support”.

Let us finish with the advertising. Suffolk Skillz is going to run again in September, so will be needing companies to take part. If you think this is something you are interested in, that your company could benefit from, get in touch with BT.

A tip for your company if they are interested: It is great publicity, and if the company sends an apprentice to do the three minute stage bit, the students are more likely to



## BUNGEE SUPPORT!

It's not too late to give your support to the brave Bungee-er-ing people.

Shane Allum, Lizzie Wold, Ryan Adams, and Andrew Goodchild are among the sterling examples of apprentices raising money for the BT Challenge Africa event this year.

Please get in touch with one of them if you are willing to sponsor their 160ft plummet, due to commence 1<sup>st</sup> May

pay attention to the company. Someone closer to the age group gets a much better reception than somebody who knows the company back to front.

And finally, don't under any circumstances ask about how the last Mexican wave went, because it is a sore subject. And don't ask how much money was spent in the new WHSmith store on Adastral Park.



## **Andy does the Commerce** *by Andrew Goodchild*

On February 26<sup>th</sup> 2010 I was asked if I could represent IDEA at the Youth Chamber Capital Careers Event at the Chamber of Commerce in London. After a few weeks of waiting for the event I left Felixstowe at 8:30am for the long trip to London, getting the 9:30am train to London Liverpool Street.

After arriving in London my first port of call was to try and find the actual venue, knowing roughly the area of London I was supposed to be in I got the Underground to Bank. After leaving the underground this was where my troubles began. I

began walking around the streets of London for 5 minutes trying to find the correct building but all looked exactly the same. Eventually I found the correct building down Queens Street where I met Adam Oliver, BT's head of Inclusion and Age & Disability Research, whilst they

were having a short break between presentations. Adam introduced me to the BT apprentices Tanweer Hamid, Leo Palmer and Bilal Baig, who I would be working with during the day.

During this break I also got introduced to

Lorraine Tighe, who was a contestant on last years "The Apprentice", I talked to her briefly about what IDEA was and what I was doing in my placement, she seemed impressed and asked if she could do a case study on me and IDEA.



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After this it was time to give my first presentation of the day. I had two slides at the end of BT's presentation. The presentation itself went well, considering I didn't have much time to prepare. After the first presentation it was time for lunch. The chamber had prepared a lot of food for us all such as sandwiches, wraps and lots of fruit.

During lunch I had a lot of time to get to know the BT apprentices better, find out about what they did at BT, and how they were getting on. Lunch was soon over and it was time to give more presentations. The more presentations we gave the more my confidence grew. After our last (my 5<sup>th</sup>) presentation it was time

to leave, but before this the Chamber again provided us with drinks before we left, and after talking with my fellow apprentices and Adam it was time to go.

After taking a quick detour to Harrods (*Can't you just picture Andy in Harrods? – Ed*) I made my way back to Liverpool Street,

where I just made the 6:42pm train back home, finally getting home around 8pm, absolutely knackered!

get the opportunity to work with them again at some point in the future.



All in all it was a great day out and fantastic working with Adam Oliver and the BT apprentices. I really hope I

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## *Editors' Comment*

Many thanks to Andy Goodchild for representing IDEA in London, he did a great job and we are all very proud of his five presentations. Andy has proved since January that he is a great addition to the apprentice scheme and has always put himself forward for any opportunity.

It is through events such as Suffolk Skillz, and with the support of the Chambers and local companies, that we can help inspire today's youth. "Be all you can be" might be a tagline from the US Army, but it is just as relevant in today's employment ladder.

Please continue to volunteer and support these events.

*Special thanks to: Andrew Goodchild, Adam Oliver, CSD, BT Innovate and Design, Lorraine Groundwell, Tony Martin, Rebekah Butcher, David Kirkby*