



Written for apprentices, by apprentices

Highlights:

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Gary – back and Forth

GTA!!

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, featuring new stories, and event reports 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.

Celebrating a Year of IDEA – by Chris Jones

IDEA Ltd, in association with the Institute of Directors Suffolk Branch, held a networking reception in Shelley's restaurant, Suffolk New College, Ipswich on Wednesday 19 May 2010, to celebrate its first successful year of operation.

Since its launch by the Prime Minister in 2009 IDEA has received national and regional recognition for its

contribution to the skills development of young people in these turbulent economic times.

The recent award of a Group Training Association (GTA) in collaboration with e-skills, the ICT sector skills council, will allow IDEA and its business partners the opportunity to deliver a further 100 apprenticeship

opportunities across the East of England with the next group of learners due to begin their training in August 2010. Information and Communications Technologies (ICTs) are becoming ever more pervasive in our daily lives. Despite this, expanding learning opportunities and career progression remain an issue in the ICT sector and for individuals

wanting to develop a career in ICT. Addressing this is the rationale behind IDEA Ltd, a public/private sector partnership involving BT, Cisco, universities and the further education sector.

The event gave IDEA supporters, apprentices and their employers the opportunity to network over a drink and learn

more about IDEA's work and aspirations in a convivial atmosphere.

There was promise of "no long speeches!", however Dr. Funnell gave a very heartfelt speech, expressing thanks to all the supporters, and congratulations to the current apprentice cohorts.

This was followed by David Muller, Principal of the College, who gave his view on the Apprenticeship.



Andrew Walls and Ben Fosh debate semantics with an IDEA shareholder



Andrew Goodchild, Face of Backing Young Britain East Anglia

WANT TO FIND YOUR VOICE?

Have you ever felt invisible in meetings or social gatherings?

Do you wish that your voice was being heard?

Do you struggle making small talk or interacting in groups?

Dukes Consultancy is dedicated to helping individuals and professionals to gain the skills needed to become a more effective communicator, leader or speaker.

Dukesconsultancy.co.uk

DON'T FORGET!

IDEA group on Facebook –
For all your answers and Events

Tours of the splendid new college building were also available.

Commenting on the event Dr Peter Funnell, Chief Executive of IDEA Ltd said:
“I am delighted by the success IDEA has achieved in a short time in opening up new learning opportunities. This could only be

achieved through effective collaborative working and the contributions of many individuals and agencies. Our event on 19th May will acknowledge and celebrate this.”

He went on:
“During 2010 and 2011 we will expand our current offer into higher

education including new Foundation Degrees and student internship opportunities working with our founding partners. Through these and other initiatives IDEA aims to continue to make the fullest possible contribution to skills development locally, regionally and nationally.”

The event provided wine and hors d'oeuvres, served by the talented catering apprentices from Suffolk New College. We do not like to be critical or negative in this publication, so we shall say that 85% of the food provided was enjoyable (we avoided the questionable fish substance served on spoons).

From the apprentice's perspective, it was a great opportunity to talk with each others' employers, and many of the supporting staff that we had not yet met. In particular, many of the NVQ invigilator staff were present, and it was useful to trade certain views of the grading criteria. Friends were

made, business cards were exchanged, and at closing time a tactical retreat was made to the ever-popular Isaac's Bar.

Pictures of the event can be found [here](#), courtesy of Chris Jones and Adam Oliver.



Active Apprentices

Left to Right: Chris Jones, Andrew Goodchild, Ben Fosh, Gary Peters, Andrew Taylor, Andrew Walls.

Gary Peters – Back and Forth, Inside and Out



Gary Peters
Editor, Author, Legend

FOUNDATION DEGREE?

Not sure what to do
when your
apprenticeship finishes?

IDEA will soon offer a
Foundation Degree.

Details to follow.

Register your interest at
the IDEA Website below.

We're on the Web!

See us at:

www.ideawebsite.co.uk

What did you do prior to IDEA?

Before the IDEA offer, I attended Suffolk New College, studying a BTEC National Diploma in ICT. I achieved a DDM, and I miss good old T-Block! I heard about the IDEA scheme about half way through the summer after I graduated, and immediately responded to the interview request. At this point I was warned

that I would be part of the pilot scheme, but I was used to this since my graduating year was a pilot for the NVQ at the college, so nothing new there (except the new-ness of it).

Since I had achieved the key skills and technical certificate from the two year course, my IDEA

Apprenticeship would only be a one-year placement instead of two.

And how has your placement been going?

My placement has been at CSD, stands for [Customer Service Direct](#). This is a partnership between BT and Suffolk

County Council, which provides IT support for Council subsidiaries and properties in Suffolk, including schools, libraries, and registry offices.

There are four other apprentices here with me, but they are all in different departments. This works nicely, because we all have different contacts in

the company, so we always know somebody who knows somebody. My team placement began in Real Time Applications, in which I spent my first few months doing live observations of system behaviour and flow usage. I then underwent secondments to a variety of communications teams, mainly working on the

internal Wiki system. The success of this led me on to a project called "Innovation Now", an internal social networking system, supporting but Ning Corporation. I am now in my "final" position in Real Time Education, involving process redesign and report summaries. Despite the dull sounding description, it is actually fun and fulfilling work,

which gives me noticeable daily accomplishment.

How has the IDEA scheme been outside of you placement?

IDEA has constantly offered me opportunities for personal development and I have signed up for as many of these as I could. IDEA itself allowed me to work as a

team in January with two other apprentices, planning and executing the two week induction of the second IDEA Cohort, at Adastral Park. This was a very tough objective, with a solid month of planning. However we were extremely happy with the overall outcome, and it was all worth it as we watched the

new apprentices develop over even those short two weeks.

IDEA has also allowed us to attend certain Innovation events, such as "[Innovation Martlesham](#)" and [Year of Skills](#), and we have represented the IDEA Scheme at a number of events such as the One Year Celebration, and met a number of MP's pre-election.



Ben Fosh and Gary Peters hard at work at a STEM event



Southampton Solent University

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IDEA group on Facebook – For all your answers and Events

BT, a massive supporter within the Federation, have also included us a lot, with events such as Bring Kids to Work, Apprentice Alumni events, and Challenge fund raising events. I also took the opportunity to become a [STEM](#) ambassador, in which I help at events to encourage younger children to be more interested in Science, Maths

Engineering and Technology. CSD have also provided a number of opportunities, such as organising sports fund raising tournaments, and presenting at [Suffolk Skillz](#) events. Of course I cannot go any further without mentioning this, the [Newsletter](#), which has been an incredible experience writing and reading all the feedback. I look

forward to passing this on to those who are willing to carry on it's brilliant success.

And how about the nasty bit of the year – the Assignments?

The NVQ is a great method of education, as it can be tailor-made to suit the individual's role in the apprenticeship. Of the five apprentices here at CSD, very few modules are being taken by more than one apprentice. You can

choose the modules to fit your particular role, and CSD have been very supportive in our endeavours for evidence. The easiest unit by far has been the Interpersonal & Written Communication unit, thanks to our reliance within the company on Email communication, and also the [Newsletter](#)

work. By contrast, the mandatory unit of Health and Safety has been a nightmare to collect evidence, since you cannot use the same evidence twice, it's hard to be imaginative and keep things different but still meeting the criteria.

And once all that is done, what do you plan to do next?

Although my contract with CSD officially terminates on 12th October this year, I will be leaving end of August in order to take my place at [Southampton Solent University](#), where I will be taking a three year course in Magazine Journalism and Feature Writing. This course features a placement at a local publishing entity, and

will hopefully take me to my goal of becoming a recognised Sports journalist. Thanks to my placement so far I feel I have picked up and developed certain interpersonal skills to aid my University endeavours, such as my communication, confidence, and grammatical writing skills. I attribute this

to my work with this newsletter, and also influence from our long standing friends at IDEA, [Adam Oliver](#) and [Teresa Dukes](#), who taught us not to be afraid, and to stand up and be counted.

So we can expect to see you in ten years as Editor-in-Chief of GQ magazine! Any advice for the current/future apprentices?

Work as a team whenever you can, even if it's a solo project, get your peers opinions and ideas. Always think about your target audience. Maintain contact with each other no matter what, even if it's just a once-a-month "hello". Have confidence in yourself and believe that you can do it. Trust your own abilities, and stand up for your own opinions and beliefs. Don't dream about it, live it.

GTA Success – *By Peter Funnell*

IDEA Ltd is celebrating its success in establishing a national Group Training Association (GTA) for Information and Communications Technology (ICT) apprentices. The GTA, which is led by e-skills (the national ICT sector skills council) and has Microsoft as a key partner alongside IDEA, will be funded by the National Apprenticeship Service and will support the innovative delivery of new apprenticeships across the country.

Commenting on the success Dr Peter Funnell, IDEA Chief Executive said:

"We are delighted by this success, which reflects the innovative nature of the work we begun last year in creating new apprenticeship opportunities for young people through the IDEA apprenticeship scheme (IAS). Our initial focus has been Suffolk, and this will remain our priority, but now with the GTA we can look to extend our offer across the East of England and nationally working with partners."

IDEA has benefited significantly from the active support of BT in the development of its initial apprenticeship scheme, which launched in September 2009, and is delivered for IDEA by Suffolk New College. The GTA will build on this initial success and extend the offer.

The next cohort of the GTA apprentices is due to start in September 2010.



Proud Apprentices display IDEA credentials

Editors' Comment

Many thanks to Gary for consenting to a rigorous probing interview, and for spearheading this Newsletter.

Although interest has been shown by a number of you, we still need to determine who will take over running this newsletter after September. Please register your interest by contacting Chris Jones, Gary Peters, or Howard Smith.

Special thanks to: Chris Jones, Gary Peters, Adam Oliver, Peter Funnell, Howard Smith, CSD

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