

APA ACTION ON DIVERSITY PARTNERSHIPS WITH WESTMINSTER CITY COUNCIL AND INSPIRE: HOW TO GET INVOLVED.

inspire! Education
Business
Partnership

oneEBP

APA

The advertising industry in the UK, including commercials production lacks diversity in terms of ethnicity, social background and geography – the ability of young people to access the industry is affected by all these factors.

WHY DOES IMPROVING DIVERSITY MATTER?

It matters not just for the benefit of society and the individuals within it who would benefit from greater opportunity but for the benefit of the advertising industry through:

- Greater competition to get into the industry from a wider talent pool.
- New and diverse thinking is important to the industry
- It better enables advertising to better understand the diverse population to which it is advertising.

APA MEMBERS SUPPORT

We know from talking with many of you that you would like to do something/more to help give people from different backgrounds opportunity within the industry, so our aim is to provide you as busy companies a simple and practical means of helping if you wish to do so and support for your efforts.

THE PLAN

We have teamed up with Westminster City Council and Inspire! to let young people know that there are opportunities for them in the advertising production industry and to further encourage diversity in the advertising production industry:

One Education Business Partnership is Westminster City Council's department that endeavours to get all young people in the borough work ready. It has expertise in helping employers provide young people with the opportunity to learn about work. One EBP works with young people aged 14-19, working with 2500 employers and schools supporting 5000 young people per year to prepare for working life.

Inspire! Education Business Partnership Inspire! Education Business Partnership provides similar services in Hackney, Camden and Islington. Each year Inspire! supports around 4,000 young people from north and east London to gain first-hand experience of working life by undertaking an unpaid work placement with a local employer.

The aim of the partnership is to give young people the opportunity to learn about the industry and how it works and to have sufficient information to pursue a career within it if their aptitude and ability are suitable. We will focus on the objectives of knowledge and confidence, in both the industry and how to progress.

WORK EXPERIENCE PLACEMENTS

THE PRACTICAL STEPS:

We envisage work experience placements lasting one or two weeks. We understand that providing useful work experience is a challenge, often dependent for its value on the volume and nature of the productions you have on at the time. One EBP or Inspire! will help with support for you and advise you on structuring work experience to ensure the young person gets the most out of it and that it works for you.

1. They will visit you to carry out a pre-placement check, looking at health and safety arrangements (e.g. ensuring Employer's Liability Insurance is up to date) and discussing how you might best support your student during the placement. They will also support you in developing a job description and ensure you have everything in place to host a young person. You will also need to allocate a named contact / supervisor for the young person for the duration of the placement.

2. Working with schools, they will then identify the appropriate young person, agree start dates and will be available to provide on-going advice and support throughout. You will also have the opportunity to meet your chosen student in advance if you would like to do so.

3. APA members who express an interest in the scheme will be advised as to how best to structure the work experience to maximise its value - to the student most importantly, but also to the company.

MENTORING

This will be an opportunity for individuals who are professionals within the advertising production industry to mentor young people who are interested in following similar career paths, working for the creative industries in the future. This includes young people who are 'NEET' (Not in Education, Employment or Training), or are at risk of becoming so upon leaving school. Mentoring arrangements are tailored to need, with mentors delivering one-to-one support for young people at least once a term over the academic year.

During meet-ups, mentors and mentees will discuss an action plan, explore career options and routes into the industry and set ambitious but achievable goals.

With the benefit of training and support from **One EBP/ Inspire!**, mentors and coaches also develop their own communication and leadership skills, which they can apply to in their own working life, and enhancing relations with their own teams and staff. A mentor also helps the student to develop confidence and raise their aspirations.

IT IS SIMPLE TO GET INVOLVED

Contact Jonny or Satbinder, as below and explain that you would like to support the programme, by providing work experience, or being a mentor or both. They will help you through the process and support your efforts.

Jonny Boux (Inspire!) - jonathan.Boux@inspire-ebp.org.uk

Ananda Chatterjee (One EBP) - achatterjee@westminster.gov.uk

The logo for Inspire! Education Business Partnership. It features the word "inspire!" in a green, lowercase, sans-serif font. To the right of "inspire!" is a small pink exclamation mark. Further right, the words "Education", "Business", and "Partnership" are stacked vertically in a smaller, pink, sans-serif font.The logo for oneEBP. It consists of the text "oneEBP" in a white, lowercase, sans-serif font. To the right of the text is a stylized graphic made of three overlapping, colorful triangles (pink, green, and orange) that form a larger, abstract shape.The logo for APA. It features the letters "APA" in a white, uppercase, sans-serif font, centered within a solid red square.

APA ACTION ON DIVERSITY PLACEMENT OPTIONS

Inspire are currently looking for hosts for the following student groups and dates:

Pre 16 students – Students who 14-15 years old currently studying GCSE's and are looking to gain a general placement to gain insight into the world of work.

HACKNEY SCHOOLS:

- 11th - 15th July 2016
- 11th - 22nd July 2016
- 22nd July - 5th August 2016

CAMDEN SCHOOLS:

- 27th June - 8th July 2016
- 4th - 15th July 2016
- 11th - 15th July 2016

Post 16 students – Students who post 16 years old currently studying either BTEC vocational courses or A Levels with an interest in a particular sector of work.

HACKNEY:

- 20th - 24th June 2016
- 27th June - 8th July 2016
- 11th - 22nd July 2016
- 18th - 29th July 2016

If you are interested in hosting a work experience placement with Inspire, please get in touch with Joanne Barker jo.barker@inspire-ebp.org.uk



APA

Advertising Producers Association