



Staff Development Policy

Vision of Professional Development for Creative Alliance

Creative Alliance specialises in enabling talented people from different backgrounds and experiences to succeed. We help them get into and then get on in creative, digital and marketing roles within any company. We do this by providing careers education, apprenticeships and training courses for people to help them get their foot in the door. We provide Work Based Learning and apprenticeship programmes for a range of different roles including digital marketers; digital content producers; graphic designers; theatre technicians; event organisers; photography assistants; customer service practitioners and many more. Since 2005 Creative Alliance have worked with hundreds of employers to help grow their businesses. This includes providing advice for employers about employing an apprentice or training existing staff to strengthen the skills within their organisation.

We aim to make learning an essential part of professional life at Creative Alliance to continue in always providing the highest quality services to our customers and achieving our organisational needs. To do this, we must have skilled and effective staff. It is our policy to develop our staff and to provide development opportunities for all members of the team, such that they are able to accomplish the organisations objectives now and in the future. This policy will take into account both individual and team development.

Sector Knowledge & Experience

Creative Alliance hold a wide range of internal meetings regularly throughout the year. One aspect of these meetings is to maintain and improve employees sector knowledge – to share updates, best practise examples, legislative changes and any areas of concern. In addition to this the Senior Management Team will regularly send email updates to the team featuring any articles or announcements that will be helpful and informative.

Employees are encouraged to engage with industry networks via a variety of social media platforms. For example, all employees are encouraged to have a LinkedIn profile where they can connect with current and future clients, find and share sector related news and articles and also nurture a professional approach to networking both for themselves, the organisation and the learners that they engage with.

Teaching and Training Knowledge

Creative Alliance is committed to providing a quality learning experience for all its learners. We aim to do this by:

- Identifying key processes and systems and developing effective organisational procedures
- Ensuring our learners are at the centre of all our activities
- Fostering ownership and commitment amongst staff
- Ensure we offer high quality, effective assessment / training provision
- Supporting our team through personal and professional development

The role of a Development Coach at Creative Alliance is to decide if a learner has demonstrated the necessary knowledge, skills and understanding to pass their apprenticeship. The Development Coach will provide training & assessment services to learners following our apprenticeships. Their work involves undertaking training & assessment (and associated support) through a blend of both workplace visits and through the use of our e-portfolio system OneFile. Professional competence in the area they are assessing is essential, which typically will have been gained through working in that industry for at least two years.

Our Quality Assurance Policy ensures that internal processes are in place to monitor the delivery of all programmes and to confirm there is consistency and that quality meets all Awarding Body standards. The Quality Assurance lead will carry out internal observations of teaching and learning which will inform staff appraisals and development recommendations. All Development Coach staff are encouraged to keep up to date with sector developments specific to their area of expertise. This will be reviewed and discussed at appraisal or through one-to-ones if required.

Induction

All new employees will receive a copy of their job role when they first visit Creative Alliance. They will be given time to tour the premises, meet the team and ask any questions about the job role and the organisation. When new employees start work, they will usually spend the first week working through an induction process. The induction schedule will have been prepared in advance and will be printed out ready for the new employee to peruse. All necessary information will be provided throughout the induction process including specific information relating to Health & Safety, Policies & Procedures, job specific considerations and time with other colleagues to better understand the organisation and the way job roles work with each other.

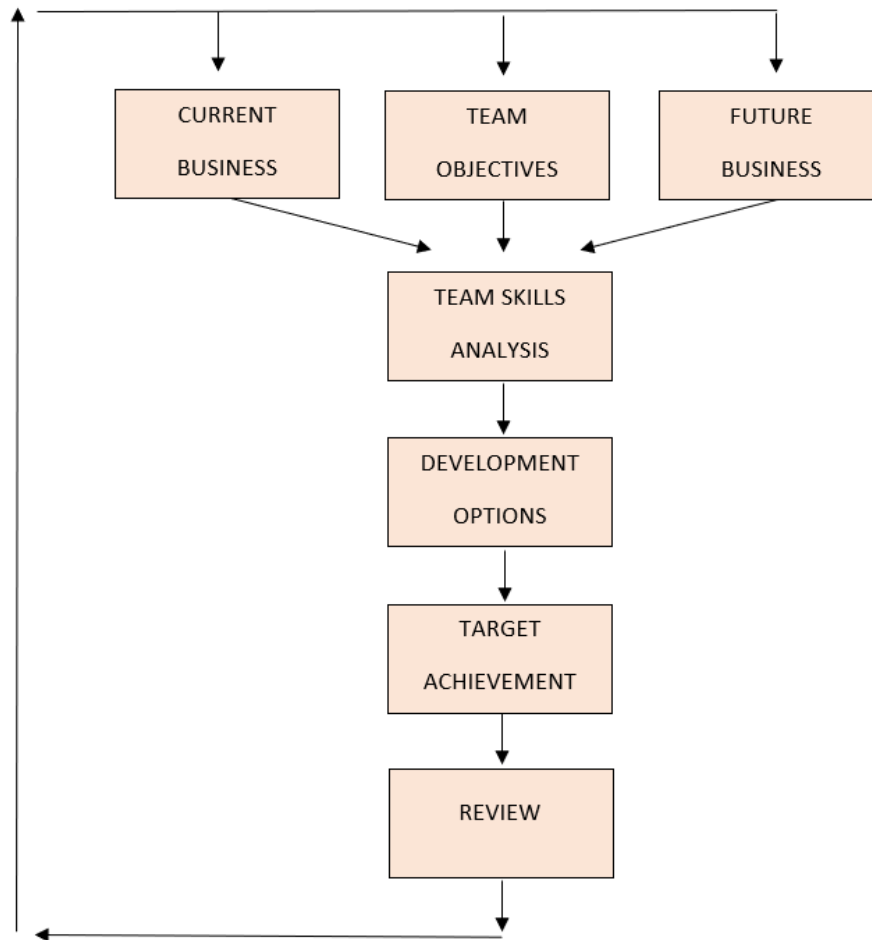
Identifying Areas for Professional Development

A full probationary meeting will be held with the Director six months into employment. Supervision sessions will be held regularly to reflect on performance, identify targets and discuss anything that might support the new employee in carrying out their role effectively.

Appraisals are held annually and undertaken by the Director, to provide feedback on performance, identify ways to improve performance, support the employee in developing new skills and realising their potential, set objectives for the next 12 months and identify any training needs. Our system of appraisal involves a level of self-appraisal and provides an opportunity for self-reflection on performance and a structured opportunity to raise issues for discussion. Learning objectives will be focussed for the individual and developed to best meet customer and organisational needs. Creative Alliance has an Appraisal Policy and Procedure document that should be consulted prior to appraisal commencement.

Should an employee feel that job specific training needs have been identified outside of this, they should discuss with their Line Manager who will raise the matter with the Director to explore possible training options. The Director will consider all requests in light of the job role requirements, both present and future, and can authorise such training with consideration of budgetary constraints. Creative Alliance has a Training Policy that should be consulted prior to training being implemented.

The following flow chart summaries the process by which we will recognise and develop the skills needed to achieve the organisations objectives:



Supporting Professional Development

To support staff in professional development staff will be able to (subject to resources, and agreement with the Director):

- Attend specific training courses relevant to future objectives
- Purchase training materials relevant to future objectives
- Have access to industry specific publications
- Borrow Creative Alliance equipment for home use
- Share with each other the knowledge, skills and views that they acquire

Team Development

Regular staff development session will be organised. These sessions will provide a collective opportunity for development and to ensure that our present and future skills and competency requirements are recognised and addressed. Some sessions will be subject specific, to ensure a collective focus. Sessions will occur once every 3 months and should be expected to last for around 2 hours. The Director will lead on establishing the agenda for the meeting and delegate accordingly.

Creative Alliance Staff Apprenticeships

Employees are encouraged to review their own qualifications in respect to their current job role. If they identify a lack of qualifications, they can discuss the option of undertaking an apprenticeship in that job specific area with their Line Manager. The apprenticeship would need to be advantageous both to their professional development and the needs of the organisation now and in the future. For example, if a member of the Marketing Team identified that they have no actual qualifications in that area, they could explore with their Line Manager, the potential to undertake an appropriate marketing apprenticeship. Line Managers will discuss any requests with the Director to seek approval. Of course, when Creative Alliance employees become apprentices the organisation will adhere to all aspects of apprenticeship requirements and support the employee apprentice to achieve their potential.

Monitoring Professional Development

Regular one-to-ones between team members and their Line Managers will review progress against agreed development targets.

A record of all personal development activity undertaken by employees will be retained by the person responsible for HR. Copies of certificates will also be retained within employee personnel files. This record can be referred to prior to the appraisal process to help identify the employees learning journey.

Policy Prepared by:	Sarah Harding (for Creative Alliance)
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