

Media Trip Organisers Pack

Visit to 'theidol.com' in Penrith

This trip will provide learners with the opportunity to experience the Media Arts in an employment setting. Focusing on digital media and technology solutions, this trip provides a range of team-based activities that enable learners to talk to local employers about their careers, explore educational pathways into the field, and up-skill themselves in a live working environment.

Rationale

This intervention underpins the 'Creative and Cultural' sector within the Cumbria Careers Strategy developed by the Cumbria Local Enterprise Partnership (CLEP). To align with this, the intervention aims to bridge the gap between creative learners and the employment world by showcasing local employers within the Media Arts industry and further increasing learners' likelihood of pursuing a career within it through higher and further education.

The broad intervention aims are as follows:

- Provide an opportunity to include 'learning' in a non-traditional education setting.
- Support learners to develop new skills, apply existing skills to new tasks and challenge their existing skill-sets via participation in workshops at a level higher than their current educational level.
- Increase learners' individual confidence and positivity towards their future.
- Increase learners' social and cultural capital in relation to new environments.
- Learners will have meaningful interactions with HE Alumni through individual face-to-face contact with a university graduate. The rationale for this is that, in the local CFE dataset, only a third of Cumbrian learners said that they knew someone who has been to University.
- Increase the likelihood of learner progression to university or degree apprenticeships in Media Arts.

Specific trip outcomes:

- Learners will gain an insight into the contemporary "office culture" of theidol.com.
- Learners will participate in hands-on activities and think creatively as part of a team.
- Learners will explore the variety of careers at theidol.com and the wider Media Arts industry.
- Learners will have developed a new connection with theidol.com, equipped with the information and resources necessary to approach them for future work experience.

Planning the trip...

This page can be used to help you to begin planning the trip. You may use this page to find contact details for the organisation, and an outline of the budget costings and considerations.



Destination details...

Theidol.com are a financial technology company and insurance comparison specialists. Their cross-functional team comprises of: Product Owners, Business Analysts, Customer Services, Compliance, Marketing and Web Developers. You can learn more about theidol.com on their website: www.theidol.com

Address: The Edge, Eden Business Park, Penrith, CA11 9FB

Facebook: @theidol.com **Twitter:** @theidolteam **Instagram:** @theidolteam

Who to contact...

Name: Nicola White - Officer Manager

Email: marketing@theidol.com

Costs to consider...

Below we have included an example of expenditure when this trip was arranged in the academic year 2019/20.

Item	Description	Cost
Coach to desination	16 seat travel from Workington - Carlisle - Penrith	£185.00
Lunch	Contribution to theidol.com catering - £3.00 per head	£51.00
Total Spend		£236.00

Planning the trip...

Timetable

Here is an example timetable which was used in February 2020.

A blank timetable is included in this pack for you to plan your own day.

Time	Activity	Description
08:15	Travel to destination	Register and meet learners
10:00	Welcome & Introductions	Arrival and ice-breaking activities
11:00	Careers Speed-dating	Exploring careers at theidol.com
12:00	Lunch	Free time
12:30	Hackathon Challenge	Team-building and creative thinking task
14:15	Q&A session	Exploring educational pathways
16:00	Departure	Return travel

Use the following **organisers checklist** to track your planning process. In the rest of this pack, we have included templates for registers and timetables as well as examples of evaluation tools, risk assessments and discussion points.



Organisers Checklist...

- ☐ Transport arranged
- ☐ Date confirmed with theidol.com
- ☐ Timetable completed
- ☐ Student register and emergency contacts completed
- ☐ Risk assessment completed
- ☐ Evaluation tools planned

Discussion points...



Below we've included some questions that were asked on the day, including discussion points which took place on the bus and during activities throughout the trip.

What do you want to gain from today?

How valuable was the experience and would you consider taking on work experience here?

What is one thing you have taken away from today's experience that will benefit you in making future decisions?

When talking to the employers, what surprised you most about the careers you learnt about? Was there anything you weren't expecting?

What skills do you think are needed for the Media Arts industry?

What area of Media Arts are you interested in and why?

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Risk Assessment considerations...

Below we have listed some of the considerations to take into account when conducting your risk assessment or the trip. These were some of the considerations most unique to the trip, including safety procedures outlined by the external hosts. These may be subject to change depending on the nature of your activities.

Hazard	List of controls, safety procedures
Misuse of gym and leisure equipment	Consent required by theidol.com staff to use leisure equipment. Briefing provided at the start of the day will inform learners that gym equipment is not to be used throughout the day. All staff are to monitor this.
Choking, allergies and intolerances	Organising staff to collect dietary requirements and allergies prior to trip and inform theidol.com as soon as possible. Staff to retain copy of details during trip and ensure that learners have necessary medical equipment on hand (e.g. Epi-Pens). Staff aware of emergency numbers.
Fire	Briefing provided by staff at the start of the day highlighting what to do in the event of fire. Meeting points and exit routes explained. Close supervision required.
Slipping/Tripping	Theidol.com staff to check venue space once set up for learners; remove, protect and mark danger. Ensure avoiding loose matting, cables and other hazards.
Noise - disruption of business operations	Briefing required by organisation at the beginning of the day. Organising staff to monitor this throughout the day and manage volume where necessary.
Inadequate Supervision	Ensure adequate supervision for duration of the trip. Ratio of 10 learners to 1 member of staff. Check number of learners on board coach at pick up and drop off, and on entering and leaving the event. Keep a register for reference.

Trip Timetable



Below we've included an example of the timetable used on the day. We have also included a blank timetable on the next page for you to complete your own.

Time	Activity	Description
08:15	Depart from Workington (Pick up point 1) <i>Meeting time: 08:00</i>	Registers to be taken
09:15	Depart from Carlisle (Pick up point 2) <i>Meeting time: 09:00</i>	Registers to be taken
10:00 - 10:15	Arrival and Registration	Arrive into theidol.com. Collect badges.
10:15 - 10:25	Housekeeping	Health & Safety briefing, introducing live working environment and facilities
10:25 - 10:35	introduction to theidol.com	A talk focusing on theidol.com as a company and their office culture
10:40 - 11:00	Ice-breaker: Human Bingo	Staff and learners are given a bingo sheet with different personal attributes. Everyone must find as many people as possible who match the box.
11:00 - 12:00	Careers Speed Dating	Each station comprises of staff members from different departments. Learners work around carousel in pairs to ask questions about their roles in 5 minute intervals.
12:00 - 12:30	Lunch	Provided by theidol.com
12:30 - 14:15	Hackathon	Learners work in teams to develop an original IT product considering: Problem, Solution, Marketing and Audience. Idea to be pitched and awards given.
14:15 - 14:45	Roundtable Q&A wit staff	An opportunity for learners to ask about the teams' educational and career paths. Questions can be prepared in advanced.
14:45 - 15:30	Hackathon Awards & Depart	Learners given prizes for Hackathon. Reflection and evaluation to take place before departure.

Timetable Template

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hello future.



For more information:

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