

# Bauer Academy

## Apprenticeships Portfolio



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## Why choose us

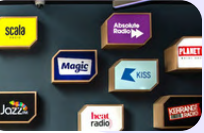
- ▶ 99% pass rate – Ofsted rated “good” all areas (February 2020)
- ▶ 5-star reviews from employers and learners
- ▶ 15 apprenticeship standards from level 3 to level 7, all can be fully levy-funded

# About us

**Bauer Academy are Bauer Media's in-house training provider, offering work-based learning solutions and apprenticeships to over 60 external clients, as well as to Bauer's people across 14 countries.**

Originally established as a pipeline for new talent, we are now a government-registered learning and development Centre of Excellence with a team of **passionate industry experts.**

We design and deliver courses, workshops and apprenticeships in the areas of **leadership, journalism, content creation and media production.**



## Our learning solutions

Whether you're looking to upskill your people or connect remote teams, our bespoke workplace learning creates **lasting cultural transformation.**

We offer a range of inspired **learning solutions** that cultivate an inclusive, vibrant learning community for people to thrive in the workplace.

## Our unique approach

- ▶ We approach learning from an employer's perspective, blending industry and academic expertise
- ▶ Our training methods are tried and tested and evolve to reflect best practice
- ▶ We are experts in co-creating learning programmes best suited to employer needs



# Our Apprenticeships

## Our philosophy

We focus on work-based learning, adopting a **'learn, apply, reflect' philosophy** that creates learning cultures where latest thinking is applied in the workflow, and learning communities where people are brought together across organisational boundaries.

Our approach is proven to improve individual and team performance whilst **creating strong learning communities** and cultures.

## Co-creation

We have expertise in **co-creation**. When working with an employer, the tailored and flexible nature of our co-creation service provides a unique opportunity for content to be designed and delivered to **meet the specific requirements** of any organisation.

To suit your team's culture and schedule, we deliver training via interactive remote delivery or face-to-face in a location of your choice.

Regardless of format, we guarantee practical and engaging learning experiences with long-lasting impact.



## Open and closed cohorts

We typically work with employers in groups of 10–15 apprentices – this allows us to fully co-create our apprenticeship programmes so that they align with each employer's needs (this is often referred to as a **'closed cohort'**).

We also have opportunities for employers to enrol smaller numbers or single learners onto programmes that start at various points across the year (this is typically referred to as an **'open cohort'**). Please visit our website to see current open programmes.

Visit our website for more information: [baueracademy.co.uk](https://baueracademy.co.uk)

# Our Apprenticeship Portfolio

Level	Apprenticeship Programme	Key Modules
3	<b>Content Creator</b>	Podcasting, Video Editing and Production, SEO Knowledge, Social Media Production, Image and Photography, Brief and Pitch Bootcamps
3	<b>Multi-Channel Marketer*</b>	Marketing Methods and Principles, Research and Planning, Customer Journey, Campaign Implementation and Management, Copywriting, Regulations and Legislation
3	<b>Effective Leadership</b> (based on Team Leader/ Supervisor Standard)	Interpersonal Awareness, Performance Management, Emotional Intelligence, Organisational Strategy, HR and Compliance, Culture and Diversity
3	<b>Junior Advertising Creative</b>	Multimedia Storytelling, Creative Problem-Solving, Industry Awareness, Idea Generation, Confident Communication, Effective Collaborations
3	<b>Production Assistant</b>	Production Planning, Production Development, Content Creation, Editing & Post-Production, Briefs & Creative Solutions
3	<b>Advertising and Media Executive</b>	Creative Problem-Solving, Understanding the Advertising Landscape, IPA Foundation Certificate, Effective Communication and Interpersonal Skills, The Digital Landscape
3	<b>Emerging Leaders</b> (based on Business Admin Standard)	Interpersonal Skills, Emotional Intelligence, Creative Collaboration, Project management, Industry Knowledge and Regulations
4	<b>Associate Project Manager</b>	Project Communication, Leadership and Governance, Budgeting and Cost Control, Project Stakeholder Management, Business Care and Benefits Management
4	<b>Sales Executive</b>	Sales Planning, Customer Engagement, Customer Needs Analysis, Time Management, Negotiation, Customer Experience Management
4	<b>Media Production Co-ordinator</b>	End-to-End Workflow Process, Project Management, Organisational Knowledge, Compliance, Health & Safety, Industry Awareness, Post-Production Processes
5	<b>Coaching Professional</b>	Coaching for Performance, Coaching through Change, EQ and Social Intelligence, Coaching Styles and Values, Legislation and Ethics
5	<b>Journalist</b>	Mobile Journalism, Cross-Platform Skills, Video Production, Media Law, Digital Storytelling, Ethics & Regulation, Data Journalism
5	<b>Operations / Departmental Manager</b>	Developing High Performing Teams, Change Management, Creative Problem-Solving, Project Management, Managing Conflict
7	<b>Senior Leader</b>	Cultivating High Performing Teams, Organisational Strategy, Creativity, Innovation & Entrepreneurialism, Organisational Resilience and Sustainability, Change Management
7	<b>Senior Leader with Digital Strategy</b>	Cultivating High Performing Teams, Organisational Resilience & Sustainability, Creativity, Innovation & Entrepreneurialism, Leveraging Digital Tools including Artificial Intelligence, Organisational Strategy for Digital Change
7	<b>Senior Journalist</b>	Multi-Platform Content Creation, Research & Sources, Media Law & Ethics, Data Analytics, Leadership Styles

\*this Standard is currently under revision

# Content Creator

## level 3



**Storytelling is the lifeblood of every brand, and regardless of the sector you work in or the size of your business, developing and creating content that engages an audience is critical to success.**

This programme is designed to help learners develop the latest content creation skills across multiple platforms, using the latest technologies. These platforms include audio, video, print and digital. The training also covers the end-to-end processes that lead to the creation of brilliant content, including development of a brief and ethical considerations.

Individual learning plans will be created to ensure that all learners are stretched and challenged, depending on their levels of experience.

## Contents

- ▶ **Creating engaging multi-platform content**
- ▶ **Researching, creating and presenting creative pitches and proposals**
- ▶ **Copywriting for print, online and social**
- ▶ **Image & photography basics and best practice**
- ▶ **Recording and editing your own video and audio content**
- ▶ **Social media and search engine optimisation (SEO) basics and best practice**
- ▶ **Creating your own website**

## Learning Journey

This training programme is based on the [Content Creator Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a professional discussion and a project or campaign evaluation report.

**On completion** of the programme, learners will gain the Level 3 Content Creator Apprenticeship Qualification.

Typical training period of

**13 months**

followed by an End Point  
Assessment period of up to

**3 months**

# Multi-Channel Marketer

## level 3



**This programme is perfect for those in the early career stages of their marketing career, or those who are new to their business and/or industry.**

This programme will equip learners to create customer-focused marketing that drives demand for products or services through brand and product awareness. Learners will design effective digital strategies using the latest digital technologies, ensuring that they are completely up-to-date with trends and best practice.

The course develops key communication and creative problem-solving skills, such as adapting communications for a range of stakeholders and audiences. Delegates will gain a deeper understanding of planning a digital campaign, customer relation management and commercial strategy, as well as SEO and analytics. Learners will use both creative and analytical skills to solve problems and come up with new insights and trends that can inform marketing activities.

## Contents

- ▶ **Marketing Methods, Principles, and Practices**
- ▶ **IT and Digital**
- ▶ **Regulation and Legislation**
- ▶ **Marketing Communications and Copywriting**
- ▶ **Customer Experience and Customer Journey**
- ▶ **Research and Campaign Planning**
- ▶ **Campaign Implementation and Management**
- ▶ **Data Analysis and Marketing Evaluation**

## Learning Journey

This training programme is based on the [\*\*Multi-Channel Marketer Apprenticeship Standard\*\*](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a written project with presentation and questions, and a portfolio-based interview.

**On completion** of the programme, learners will gain the Level 3 Multi-Channel Marketer Apprenticeship Certificate.

Typical training period of

**14–18 months**

followed by an End Point

Assessment period of up to

**5 months**

# Effective Leadership

## level 3



**The Effective Leadership programme is designed to develop people who have direct reports and lead teams – for example first line managers, team leaders, commercial, operational and project managers.**

They could be based across a variety of disciplines including content creation, administration, IT, HR, editorial, marketing, production, sales/commercial and digital.

The programme is perfect for those whose job roles require them to provide direction, instructions and guidance to others. Delegates will develop their skills in leading people, managing projects and building professional relationships.

## Contents

- ▶ **Project management**
- ▶ **Emotional intelligence in business**
- ▶ **Coaching – models and formats to get the best out of your team**
- ▶ **Effective personal development for you and your team**
- ▶ **Performance management (incorporating the basics of employment law)**
- ▶ **Interpersonal awareness – building and developing positive working relationships**

## Learning Journey

This training programme is based on the [Team Leader /Supervisor Apprenticeship Standard.](#)

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a presentation with questions, and a professional discussion underpinned by a portfolio of evidence.

**On completion** of the programme, learners will gain the Team Leader/Supervisor Level 3 Apprenticeship Standard certificate.

Apprentices may **choose to register** as Associate members with the Chartered Management Institute and/or the Institute of Leadership & Management, to support their professional career development and progression.

Typical training period of

**12–13 months**

followed by an End Point Assessment period of up to

**3 months**



# Production Assistant

## level 3



**Production Assistants contribute to the research and development of production ideas. They may also provide support to colleagues in technical areas such as camera, lighting and sound, and offer solutions to production problems. They research and identify resources, logistics and equipment based on the production requirements and constraints such as budgets.**

Production Assistants need to be adaptable and able to learn quickly on the job; building their knowledge and skills of screen and audio activities as they move across production teams. They will typically work with a wide range of external stakeholders throughout the production process including clients, cast, crew members and suppliers. A Production Assistant will be responsible for supporting and assisting the production team throughout the end-to-end production process. As such, they will have the autonomy to carry out their own duties, and will need to take responsibility for the quality of their work.

## Contents

- ▶ **Production planning, commissioning and research**
- ▶ **Production development, including pitching**
- ▶ **Industry awareness, organisational principles and working practices**
- ▶ **Content creation – audio and visual**
- ▶ **Editing and post-production**
- ▶ **Briefs and creative solutions, presentations and feedback**
- ▶ **Technical support, using radio and TV tools and equipment**

## Learning Journey

This training programme is based on the [Production Assistant Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of three components: a research project, professional discussion, and a set test exercise.

**On completion** of the programme, learners will gain the Level 3 Production Assistant Apprenticeship Certificate.

Typical training period of

**12 months**

followed by an End Point  
Assessment period of up to

**3 months**

# Advertising and Media Executive

## level 3



**This programme is ideal for anyone with commercial responsibility for media campaigns and those involved in the day-to-day progress of the advertising process, from receiving the brief, client management and stakeholder liaison, through to measuring how effective the campaign or project has been.**

Delegates will develop key skills such as taking effective briefs, understanding client objectives, finding creative solutions and project management. They will gain knowledge of the industry and future trends, helping them to be prepared, innovative and proactive in their approach to campaigns and creative solutions. Learners will complete the 'core' apprenticeship and then move on to specialise in one of two main parts of the advertising process: producing the advertisement (creative), or distributing the advertisement (media).

## Contents

- ▶ **Effective communication and interpersonal skills**
- ▶ **Understanding the advertising landscape**
- ▶ **Market/product/service knowledge**
- ▶ **End-to-end process and campaign workflow**
- ▶ **The digital landscape**
- ▶ **Customer relations, post-campaign analysis and evaluation**
- ▶ **Technical support, using radio and TV tools and equipment**
- ▶ **In addition, specialist pathways will cover creative (producing ads) or media (distributing ads)**

## Learning Journey

This training programme is based on the [Advertising and Media Executive Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two assessment methods. Method 1: project showcase on a work based project with a slide deck, oral presentation and Q&A. Method 2: professional discussion and practical observation both supported by a portfolio of evidence.

**On completion** of the programme, learners will gain the Level 3 Advertising and Media Executive Apprenticeship Certificate.

Typical training period of

**16 months**

followed by an End Point  
Assessment period of up to

**3 months**

# Emerging Leaders

## level 3



**This programme is designed to future-proof new and emerging talent, preparing individuals to rise to the demands of ever-evolving workplaces whilst building resilience, creating innovative and inclusive working cultures, and enhancing wellbeing.**

It is aimed at those who are in their early career stages or who are new to a business and/or industry. This programme is suitable for those involved in different parts of their organisation, interacting with internal or external customers, working across teams and solving problems. Delegates will explore up-to-date productivity and management practices to help build effective relationships and be adaptive, resilient and technically competent. They will develop communication and creative problem-solving skills by engaging in practical training.

Please note, this programme is not recommended for managers and existing leaders within a business, or those who have a depth of experience.

## Contents

- ▶ **Lead Yourself: Professional Behaviours**
- ▶ **Effective Collaboration: Communication, Emotional Intelligence and Interpersonal Skills**
- ▶ **Tech Tools for Efficient Working**
- ▶ **Organisational and Industry Knowledge, including Regulations**
- ▶ **Creative Thinking and Innovation**
- ▶ **Stakeholder Management and Change Management**
- ▶ **Project Management and Financial Principles Basics**

## Learning Journey

This training programme is based on the [\*\*Business Administrator Apprenticeship Standard\*\*](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of three components: a knowledge test, a project/improvement presentation, and a portfolio-based interview.

**On completion** of the programme, learners will gain the Level 3 Business Administrator Apprenticeship Certificate.

Typical training period of

**12–13 months**

followed by an End Point  
Assessment period of up to

**3 months**

# Junior Advertising Creative

## level 3



**Creativity is the lifeblood of the advertising industry. In increasingly competitive global markets, it is the brands with creative, original, engaging advertising that really stand out from the crowd.**

This practical work-based programme will help learners develop fresh thinking, brilliant storytelling capabilities and a resilient and open-minded approach by putting creativity, imagination and playfulness at its core. Learners will gain a solid foundational knowledge of the industry including key trends, audience behaviours, emerging platforms, regulations and advertising ethics. This programme also develops the interpersonal skills needed to thrive in the industry, including confident communication and collaboration techniques.

## Contents

- ▶ **Creativity – idea generation, problem-solving, development, execution and evaluation**
- ▶ **Understanding the brief**
- ▶ **Confident communication skills, including pitch and presentation skills**
- ▶ **Multimedia storytelling**
- ▶ **Effective Collaborations – with creative production/post-production teams, clients and colleagues**
- ▶ **Industry awareness – including trends, audience behaviours, emerging platforms, regulations and advertising ethics**
- ▶ **Personal effectiveness – including time management, resilience, working under pressure, challenging others and responding to feedback**

## Learning Journey

This training programme is based on the [Junior Advertising Creative Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a project with presentation and questions, and a portfolio-based discussion.

**On completion** of the programme, learners will gain the Level 3 Junior Advertising Creative Apprenticeship Certificate.

Typical training period of

**12 months**

followed by an End Point  
Assessment period of up to

**3 months**

# Associate Project Manager

## level 4



**Every project, regardless of scope or sector, needs to be managed to ensure its success. Associate Project Managers therefore need good planning, organisation, management and communication skills.**

This programme is tailored to enhance the capabilities of project managers who aim to achieve specific outcomes by working efficiently with their team. An effective project manager will be skilled in identifying what needs to be accomplished, how it can be accomplished, and how long it will take while keeping costs in check. The programme will also help project managers to build a motivated and cohesive team by establishing clear reporting lines, roles, and responsibilities to ensure that everyone is working together toward the project's success.

## Contents

- ▶ **The Structure of Organisations and Projects**
- ▶ **Project Management Methods and Best-Practice**
- ▶ **Governance and Project Lifecycles**
- ▶ **Stakeholder and Communications Management**
- ▶ **Risk and Issue Management**
- ▶ **Collaboration and Teamwork**
- ▶ **Planning for Success**

## Learning Journey

This training programme is based on the [Associate Project Manager Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a presentation and a professional discussion supported by a portfolio of evidence.

**On completion** of the programme, learners will gain the Level 4 Associate project Manager Apprenticeship Certificate. As part of this programme, learners will study for and must achieve the APM Project Management Qualification (PMQ).

Typical training period of

**18–22 month**

followed by an End Point  
Assessment period of up to

**4 months**

# Media Production Co-ordinator

## level 4



**This programme will benefit anyone working within, or looking to work within, the creative media industries in a production management role. This could be as part of a production team delivering a film, TV or animated series, commercials, radio/audio production companies or in specialist post-production departments including VFX.**

A Media Production Co-ordinator is responsible for supporting and delivering the operational elements of productions. This may include logistics, finance, personnel, equipment and/or content for productions, both on and off set, studio or on location. Specific roles and responsibilities may vary from production to production, depending on the genre. They will interact with and support the Production Manager or VFX Producer and the wider production or post-production team with clients and crew. On larger productions they may work in a team with production assistants working to them.

## Contents

- ▶ **Industry awareness, including end-to-end workflow process**
- ▶ **Organisational Knowledge**
- ▶ **Project Management**
- ▶ **Legal, Regulatory and Compliance Requirements**
- ▶ **Resource Planning**
- ▶ **Creative Problem-Solving**
- ▶ **Effective Communication**

## Learning Journey

This training programme is based on the [Media production Co-ordinator Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

**Regular on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a production project and a professional discussion

**On completion** of the programme, learners will gain the Level 4 Media Production Co-Ordinator Apprenticeship Certificate.

Typical training period of

**12–18 months**

followed by an End Point  
Assessment period of up to

**4 months**

# Sales Executive

## level 4



**This training programme focuses on planning, end-to-end sales interaction and managing sales internally within a business. It enables learners to develop their understanding of the digital landscape and how to maximise digital solutions to gain a commercial advantage.**

It will cover fundamental stages of the sales cycle, including the retention and growth of existing accounts, business generation, qualifying opportunities and closing sales.

Delegates will also develop their skills to build customer relationships, establishing rapport and creating trust and confidence through demonstration of detailed product, competitor and market knowledge.

## Contents

- ▶ Sales planning and preparation
- ▶ Customer engagement
- ▶ Customer needs analysis
- ▶ Proposing and presenting solutions
- ▶ Negotiation and closing sales
- ▶ Gathering intelligence
- ▶ Time management, collaboration and team-work
- ▶ Customer experience management
- ▶ Digital skills

## Learning Journey

This training programme is based on the [Sales Executive Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

**Regular on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of three components: a work-based project, a presentation (including a Sales Pitch with a Q&A), and a professional discussion.

**On completion** of the programme, learners will gain the Level 4 Sales Executive Apprenticeship Certificate.

Typical training period of

**14 months**

followed by an End Point  
Assessment period of up to

**4 months**

# Operations / Departmental Manager level 5



**In an ever-changing climate and against a backdrop of increasing challenges, such as building agile hybrid teams, managers need to be adaptive, resilient, flexible and technically competent to effectively lead through new ways of working. This programme is designed to develop key emerging skills including effectively managing remote and dispersed teams, and demonstrating agility in managing change and dealing with uncertainty.**

Ultimately, this programme develops world-class leadership that is responsive to new workforce dynamics and business needs. It is designed to give meaningful development by providing practical training, theoretical knowledge and industry awareness that can be implemented quickly. It is aimed at experienced managers, providing an opportunity to build on existing skills and expertise.

## Contents

- ▶ **Operational Management**
- ▶ **Change Management**
- ▶ **Collaboration and creative problem-solving**
- ▶ **Negotiating, influencing and managing conflict**
- ▶ **Developing high performing teams**
- ▶ **Remote management**
- ▶ **Project Management**
- ▶ **Data analysis and strategic planning**
- ▶ **Finance**

## Learning Journey

This training programme is based on the [Operations or Departmental Manager Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a presentation with questions and a professional discussion underpinned by a portfolio.

**On completion** of the programme, learners will gain the Level 5 Operations / Departmental Management Apprenticeship Certificate.

Typical training period of

**15–18 month**

followed by an End Point  
Assessment period of up to

**4 months**



# Coaching Professional

## level 5



**Across all types of organisations, coaching is an effective tool for improving performance and creating a culture that better equips people and teams to succeed. Coaches develop individuals and teams to enhance their professional performance and maximise their potential.**

A Coaching Professional interacts with others to bring a fresh, independent perspective. They build self-belief in others, encouraging them to be curious, self-aware, and better equipped to collaborate and innovate. Coaching skills are particularly valuable in increasingly remote and changing work environments, as they enable others to deal with change and overcome barriers of remote working. Learners will be able to realise the benefits of coaching and leading in a non-directive manner, and their skills will help foster an environment where people and organisations thrive. The programme will help delegates branch into one-to-one coaching, team coaching or leadership coaching.

## Contents

- ▶ **Key coaching models and techniques**
- ▶ **Theories of learning and reflective practice**
- ▶ **Emotional and social intelligence**
- ▶ **Diversity and inclusion, including bias theory**
- ▶ **Organisational culture and leadership styles**
- ▶ **Communication skills, relationship management and building trust**
- ▶ **Relevant legislation and codes of ethics**

## Learning Journey

This training programme is based on the [Coaching Professional Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of three components: a workplace observation with questions, an interview supported by a portfolio of evidence, and a knowledge test.

**On completion** of the programme, learners will gain the Level 5 Coaching Professional Apprenticeship Certificate.

Typical training period of

**12 months**

followed by an End Point  
Assessment period of up to

**3 months**

# Journalist

## level 5



**This programme is perfect for junior reporters or trainees and more experienced journalists looking to upskill across new platforms. Covering a range of topics and trends, this programme will ensure that journalists are fully equipped with the skills to perform in a fast-changing media landscape.**

Delegates will learn a range of digital skills including mobile journalism, social media skills, video and audio production, which will allow them to take their content to the next level. As well as digital skills, learners will also have the choice of following different pathways to suit their job roles, with options for those working in broadcast and print/digital newsrooms.

## Contents

- ▶ **Interviewing skills**
- ▶ **Data journalism**
- ▶ **Cross-platform skills**
- ▶ **Skills for online and print, including editing, digital storytelling, mobile journalism and social media**
- ▶ **Video, audio and photography skills**
- ▶ **Key reporting and writing techniques**
- ▶ **Media law, ethics and regulations**

## Learning Journey

This training programme is based on the [Journalist Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Learners will be able to choose from a range of elective modules for broadcast or print/digital journalism.

**All modules are assessed by exam**, except for the E-portfolio and the Photography portfolio (some elective options also have a coursework element). To pass, learners must achieve grades A–E in all modules. All learners will also have regular progress reviews with their programme lead.

Apprentices will achieve the **National Council for the Training of Journalists (NCTJ) Level 5 Diploma** in Journalism. To achieve the diploma, learners must pass four mandatory modules, as well as selecting elective modules to meet the required 'credits'.

Once the learner has achieved the diploma, they will then undertake the **End Point Assessment (EPA)**. This challenging assignment can take whatever form the candidate chooses – video, print, multiplatform – but must demonstrate all the key knowledge, skills and behaviours which the learner has acquired over the course of the diploma. The learner's behaviour in the workplace will also be assessed in an interview with their line manager.

Typical training period of

**14–16 months**

followed by an End Point  
Assessment period of up to

**3 months**

# Senior Leader

## level 7



**The Senior Leader programme is designed to prepare delegates for the changes in leadership expectations, including the cultural shift towards agile working, better management of information and analytics, and utilising new digital technologies. Through our programme, learners will be equipped to navigate these shifts effectively.**

This training will enable business leaders to develop modern, strategic leadership skills and enhance personal effectiveness and resilience whilst building on their existing practical skills in management with the latest theoretical knowledge. From empowering teams and implementing organisational strategy, to navigating new ways of working and change management, the topics covered in this programme will ensure that learners are better equipped and better placed for career progression opportunities.

## Contents

- ▶ **Lead yourself first**
- ▶ **Creativity, innovation and entrepreneurialism**
- ▶ **Cultivating high performing teams**
- ▶ **Organisational strategy**
- ▶ **Organisational resilience and sustainability**
- ▶ **Finance**
- ▶ **Change management**
- ▶ **Building collaborative relationships**
- ▶ **Work-based project**

## Learning Journey

This training programme is based on the [Senior Leader Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

**Regular on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a strategic business proposal (including a presentation with questions), and a professional discussion based on a portfolio of work completed during the programme.

**On completion** of the programme, learners will gain the Level 7 Senior Leader Apprenticeship Certificate.

Typical training period of

**18–22 months**

followed by an End Point  
Assessment period of up to

**5 months**

# Senior Leader with Digital Strategy

## level 7



**This programme benefits business leaders and those in managerial positions looking to develop strategic leadership for an increasingly digital world and workplace. This programme focuses on the shift to hybrid working, giving leaders the knowledge, skills, behaviours, and tools to maximise the performance of every team.**

Supported by theory and the latest industry insight, leaders learn how to exploit opportunities and mitigate risks in response to fast-paced digital developments. Artificial Intelligence is a constant theme, ensuring leaders understand how AI relates to all aspects of their leadership journey. This programme equips senior leaders for the perceptible change in what good leadership looks like, against the backdrop of digital developments, cultural shifts and unprecedented economic and social change.

## Contents

- ▶ **Lead yourself first in a digital world**
- ▶ **Creativity & Innovation**
- ▶ **Leveraging Digital Tools including Artificial Intelligence**
- ▶ **Cultivating high performing teams in a virtual / hybrid workplace**
- ▶ **Organisational strategy for digital change**
- ▶ **Organisational resilience and sustainability**
- ▶ **Finance**
- ▶ **Change management**
- ▶ **Developing collaborative relationships**
- ▶ **Strategic business proposals for work-based projects**

## Learning Journey

This training programme is based on the [Senior Leader Apprenticeship Standard](#).

The programme is made up of **8 modules delivered bi-monthly** (every 2 months there will be 4 remote workshops that last 3 hours each). To provide an immersive and varied experience, the learning journey is made up of multimedia course content, project work, group work, webinars and independent learning. Learners will also gain access to industry summits on digital advancements and emerging trends.

**Regular on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a strategic business proposal (including a presentation with questions), and a professional discussion based on a portfolio of work completed during the programme.

**On completion** of the programme, learners will gain the Level 7 Senior Leader Apprenticeship Certificate.

Typical training period of

**18–22 months**

followed by an End Point  
Assessment period of up to

**5 months**

# Senior Journalist

## level 7



**Designed to respond to emerging global trends and challenges facing newsrooms and media outlets today, this programme is aligned to journalists with a minimum of 2 years' experience who are looking to progress to the next stage in their career.**

Delegates will gain up-to-date industry knowledge and skills needed to create multi-platform content in a fast-paced landscape. Valuable management and leadership training will enhance their ability to mentor and develop junior staff, and to make strategic decisions. The programme provides a thorough understanding of the law, relevant codes of practice and ethical principles, as well as data analytics and presentation. Learners will be able to follow different pathways, including those for broadcast, print and digital, and PR and communications.

Level 7 programmes are equivalent to studying at postgraduate level (although you don't need to have an undergraduate degree to take part). As such, this is an excellent opportunity to upskill and reskill journalists operating at a senior level.

## Contents

- ▶ **Industry knowledge, trends, techniques and challenges**
- ▶ **Multi-platform content creation**
- ▶ **Research and Sources**
- ▶ **Media law and ethics**
- ▶ **Management and leadership styles**
- ▶ **Data analytics, analysis and presentation**
- ▶ **Specialist masterclasses will be provided for broadcast and print**

## Learning Journey

This training programme is based on the [Senior Journalist Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning.

**Regular on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

**The NCTJ National Qualification in Journalism (NQJ)** forms part of this qualification. Assessment for this mandatory diploma includes three elements – media law and ethics exam, e-logbook of evidence and practical skills-based exams

Once the learner has achieved the NQJ, they will then undertake the **End Point Assessment (EPA)**. On completion of the programme, learners will gain the Level 7 Senior Journalist Apprenticeship Certificate.

Typical training period of

**18 months**

followed by an End Point  
Assessment period of up to

**3 months**

# Enrolment Process

## 1 Discovery Calls

Before we begin with any paperwork, the employer will have a discovery call with a member of our Commercial Team to discuss the programme(s) and how we work at Bauer Academy.

## 3 Application Forms

Concurrently to the training framework agreement, the Commercial Team will send out our online application form and skills scan for the learners to complete and then run our initial eligibility checks.

## 5 Line Manager Guidance

All line managers will receive a welcome pack from our Client Team ahead of enrolment. Employers with closed cohorts will also receive a live briefing on Microsoft Teams with our Client/Performance Team. All line managers will be invited to live line manager briefing sessions across the duration of the apprenticeship.

## 7 Individual Training Plan

Based on the initial assessment calls, our Academy Programme Lead will create an individual training plan for the learner and organise a follow-up training plan call with the learner and line manager to discuss.

## 2 Training Framework Agreement

Our Operations Team will issue our training framework agreement to the employer, which must be signed before training can commence. This agreement has been carefully audited to be compliant with the ESFA.

## 4 Learner Welcome Packs

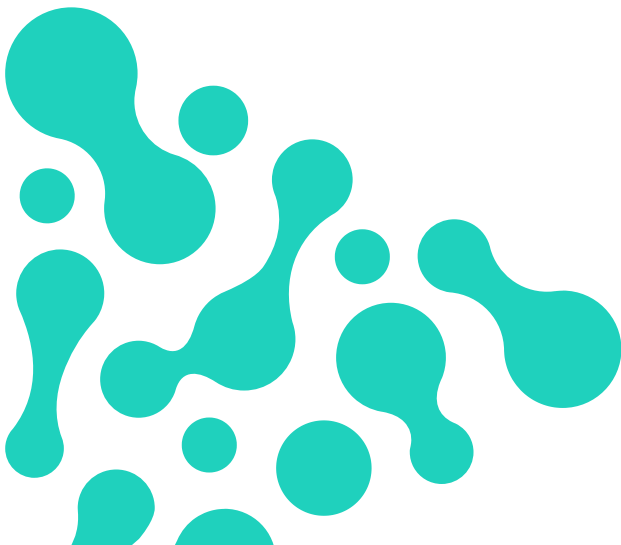
3–6 weeks prior to enrolment, our Operations Team will send each learner their welcome pack which includes the learner handbook, initial maths and English assessments, and further enrolment paperwork to be completed.

## 6 Initial Assessment Call

After receiving the learner's completed Skills Scan, our Bauer Academy Programme Lead will then arrange a 1-to-1 call with the learner via Microsoft Teams to establish their starting point on the programme and determine if there is any prior learning.

## 8 Apprenticeship Starts

The apprenticeship programme will then begin with a 3-hour enrolment workshop, before the learning officially commences. The first day of learning will typically take place the day after the enrolment workshop. **Enrolment and training cannot commence unless all contracts relating to the apprenticeship are complete.**



# Community Connector

**Community Connector is Bauer Academy's enrichment programme, designed to empower learners with the necessary tools and techniques to excel personally and professionally.**

Through Community Connector, Bauer Academy learners can acquire new skills, explore diverse subjects, and gain expertise beyond their apprenticeship programme curriculum. We recognise that **personal development** plays a vital role in well-being and achieving success, and we take pride in facilitating this process.



Community Connector allows learners to **connect with peers from different organisations**, engage with all of Bauer Academy's tutors, and interact with guest speakers. By participating in an apprenticeship programme, learners can access a wealth of content and easily register for 90-minute workshops using the online Session Hub.

Although the workshops provided by Community Connector are not exclusively focused on the apprenticeship syllabus, many of the sessions align with the knowledge, skills, and behaviours (KSBs) expected in apprenticeships, and can be logged as DDT.



Community Connector sessions encompass a wide range of topics geared towards **self-enrichment, professional skills, ethics, and environmental focus**. Our content is carefully designed to provide learners with valuable insights, practical knowledge, and a holistic understanding of various subject areas.



# Frequently Asked Questions

## What development needs do we meet?

Our portfolio of accessible and impactful work-based learning solutions is focused on the development areas you would expect from a leading media business: Creativity & Innovation, Content & Storytelling, Digital & Social, Leadership & Management and Wellbeing & Resilience. Delivering training from inside the industry allows us to provide impactful programmes to develop entry level talent and upskill and reskill people at all career stages, from mid-level managers to senior executives.

Apart from apprenticeships, we also offer bespoke short courses and single workshops. You may have specific development needs you'd like to explore, and we'd love to talk to you about the solutions we can build in consultation with you. Please visit our website to find out more.

## What makes Bauer Academy unique?

We offer a range of training solutions that enable teams to connect, collaborate and thrive. As a government-registered training provider we provide access to training fully funded by the apprenticeship levy but also design and deliver unique training projects in partnership with private and public sector clients.

We offer a range of engaging and inspirational single-impact workshops that generate new connections and ideas across business as well as a range of short courses that create communities of learners around shared needs. We also offer a co-creation service, designing development solutions tailored to your people, values and culture.

## How are apprenticeships funded?

If you're an employer based in England with a salary bill in excess of £3 million each year, you will be paying the Apprenticeship Levy via HMRC, and these funds will be held in a Digital Apprenticeship Service account.

This money is used to fund the Apprenticeship Standard training delivered by a training provider like the Bauer Academy, who are on the Government-approved register.

For smaller businesses, (or once the levy funds are spent), the Government will pay for 95% of the cost of the Apprenticeship Standard training. Funds will expire 24 months after they enter your digital account, unless you spend them on Apprenticeship training, so it's a case of use it or lose it!

For a detailed guide to funding, please see this [Government website](#), or our [Eligibility and Funding guide](#).

## What are the minimum entry requirements for apprenticeships?

The minimum entry requirements for apprenticeships in England are English and maths at Level 2 (GCSE A–C) as well as confirmation that the learner:

- ▶ Spends at least 50% of their working hours in England over the duration of the apprenticeship programme
- ▶ Is a citizen of the UK or European Economic Area (EEA), or has lived in the UK or EEA for the past 3 consecutive years
- ▶ Does not already have significant skills and knowledge (through previous qualifications and/or work experience) related to this subject
- ▶ Can be fully supported and endorsed by their line manager
- ▶ Has a contract of employment that is at least as long as the planned duration of the programme (please note if working hours are less than 30 a week, the training period duration will need to be extended to allow sufficient time to progress through the programme)

Maths and English at Level 2 (GCSE Grade C or above) are a condition of entry to all apprenticeship programmes in England. We require a copy of Level 2 qualification certificates upon registration. If a learner doesn't have a copy anymore, we can signpost them to request a replacement. If the learner has not previously achieved these grades, or if they are unable to provide evidence of the qualifications within the first 12 weeks on programme, then they will need to complete these qualifications during their apprenticeship training. We run workshops throughout the year to prepare learners for this qualification.

## Do you have fixed start dates for your apprenticeship programmes?

We don't have fixed start dates for our closed cohorts, preferring to work with our clients to schedule programmes around the needs of their business.

It takes between 8–12 weeks from when we start working together to when learners can start their training, depending on the scale and requirements.

Please [get in touch](#) with us for timetables and availability for our open cohorts.

[Visit our website for more questions](#) ▶



# The 6 Hours Per Week Requirement

## We prefer to think about this as 'Dedicated Development Time', or DDT.

Throughout an Apprenticeship programme, learners will develop their knowledge and skills and put them into practice in their role. The beauty of Apprenticeships is that they offer 'deep and meaningful' learning over a significant period of time.

Government funding rules dictate that an **average of 6 hours per week of a learner's contracted hours must be spent on their Apprenticeship programme**. This is designed to ensure that learners, employers, and training providers take the learning seriously and devote enough time to it.

However, we understand that busy working people can often find this concept daunting, which is why we have developed our unique Bauer Academy DDT strategy.

## How we measure DDT

Learners will be provided with a personal log that must be completed monthly, noting down the DDT hours they have achieved, including workshops, study huddles, self-guided learning and assignments. We also encourage our learners to share best practice on how they hit their 6 hours per week.

## When should DDT be completed?

DDT must take place during working hours. Apprentices may wish to undertake additional study or training outside of their working hours, however, any training undertaken outside of paid employment cannot be counted towards DDT as per government funding rules.

## What counts towards DDT?

**YES**



- ▶ Teaching of theory or knowledge (workshops)
- ▶ Practical training
- ▶ Learning support and time spent writing assignments/assessments

**NO**



- ▶ English & maths (when required)
- ▶ Progress reviews with the Programme Lead and Line Manager
- ▶ Training which takes place outside your paid working hours

## Learning methods that count towards DDT:



### Workshops/ bootcamps

Face-to-face or remote 'guided' learning workshops run by Bauer Academy programme leads

Community Connector enrichment workshops run by Bauer Academy



### Online learning

Online-learning modules or webinars

Any relevant training sessions with your employer

Self-guided learning using online resources such as podcasts and articles



### Industry awareness

Working with a mentor

Time spent absorbing industry news

Applying new skills learnt through the apprenticeship in the job role



### Other guided learning

Assignments set by Bauer Academy programme leads

Relevant materials such as books and podcasts that will help you develop

# Thinking About a Levy Transfer?

**Levy-paying businesses can now transfer up to 25% of their total unspent levy to benefit other organisations.**

This is an exciting opportunity to help key sectors, communities and targeted groups develop new skills for success.

Rather than letting your levy expire, we can work with you to create a project that meets your business and corporate social responsibility/charitable objectives.

Whether it's to **support entry level talent, provide a new upskill programme to a business in your supply chain, or offer training to your chosen charity**, your levy contribution can change lives and make a vital contribution to the wider economy.

For more information on Levy transfers, see the [Government guidance](#).

## The key facts

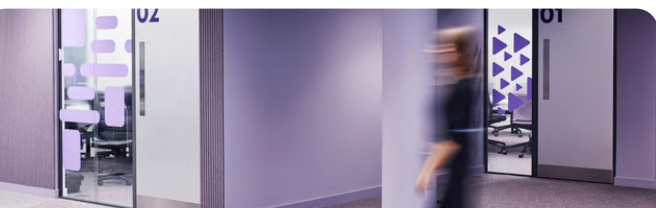
- ▶ Companies have been losing unspent levy funds since April 2019.
- ▶ Companies can transfer **up to 25%** of their levy contribution.
- ▶ The process of transferring gives you complete control over which training courses and people you fund.
- ▶ **Apprenticeships have changed.** It's no longer only about young school-leavers. Anyone, at any age and stage, can become an apprentice, therefore your transfer can be used to upskill and reskill people.
- ▶ The levy can only be used for the Apprenticeship training itself with a **Government-approved training provider like Bauer Academy** (it cannot be used to fund the apprentice's salary).

## The levy transfer process is simple

- ▶ Identify the **amount** you have available to transfer – it will be clearly displayed in your digital account.
- ▶ Decide on the **skills** you want to invest in (sales, digital, leadership, content, journalism or marketing) and secure **agreement** from the business or organisation you want to benefit.
- ▶ **Get in touch with us** and we can take care of the application and enrolment process. We will also answer any questions that the recipients may have.
- ▶ **Launch the project!** You can leave the programme design work to us, or feel free to contribute ideas for course content.
- ▶ We'll keep you regularly **updated** with feedback and case studies.

## Want to know more?

Contact us today at [clients@baueracademy.co.uk](mailto:clients@baueracademy.co.uk), we'll be happy to help.



# Diversity and Inclusion

**Bauer Academy was created as a talent pipeline for under-represented groups, so diversity and inclusion was—and is—the foundation for everything we do. We value the richness that comes with authenticity and difference.**

At Bauer, we refer to our approach to Diversity and Inclusion as **'Belonging at Bauer'**. It is a programme of action designed to deliver greater inclusivity and diversity of our workforce and enable our people to be their true selves at work and in our learning environment. Bauer Academy extends this approach to all staff, learners and business partners. From a practical perspective, this means that **we do everything we can to ensure equal opportunities for everyone.**

## What we do

- ▶ We work to level the playing field for those from **under-represented groups** (including, but not limited to, those from ethnic minority groups, those who have a disability or mental health challenge and those from a lower socio-economic background), recognising that individual, personalised support will allow everyone to excel and thrive.
- ▶ To ensure that everyone can join our apprenticeship programmes, our functional skills team can **help with the required Level 2 GCSEs** in English and maths.
- ▶ We **partner with charities and organisations** dedicated to helping entry-level individuals get into the media industry, which means we can search for talent outside of traditional groups, helping to support and promote diversity across creative industries.
- ▶ We have launched **training** and introduced **new programming roles** within Bauer Audio business that specifically targeted and hired from under-represented groups.
- ▶ All Bauer Academy staff must act in accordance with our **Equality and Diversity Policy**, which is available on request.

## Safeguarding

We have a **duty of care** to our learners, and all members of the Academy team have a critical part to play in keeping learners safe. We have a dedicated **safeguarding team** who oversee and respond to any concerns about the wellbeing or safety of our learners. Concerns can be raised either by a member of our delivery team or by a learner.

## Additional Learning Needs

**We are proud to support disabled learners and learners with neurodevelopmental differences.**

Some examples of neurodevelopmental differences are ADHD, Autism, Dyspraxia and Dyslexia.

If a learner has additional needs or requires personalisation of materials or teaching approaches during their time on programme, they will be offered access to a dedicated **Learning Support Executive**, who can liaise with the Programme Lead on adjustments required throughout the programme, as well as contact the apprenticeship End Point Assessment Organisation (EPAO).

**Some of the ways in which we can support our learners are:**

- ▶ Extra time for assessments and exams
- ▶ Regular rest breaks
- ▶ Different forms of communication e.g. verbal followed up with written material
- ▶ Different formats, e.g. coloured paper, larger text fonts, text in bold
- ▶ Receiving workshop content prior to the workshop
- ▶ Time management support, e.g. regular 1:1 calls, prioritising tasks/commitments through a timetable of key deadlines
- ▶ Additional support calls with Programme Leads
- ▶ Workshop recordings

# Sustainability

**Bauer Academy activities have environmental and social impacts. As a team, we aim to develop effective sustainability practices and environmental improvements wherever we can.**

## Our Ways of Teaching

- ▶ Bauer Academy specialises in online delivery. Our interactive workshops and coaching sessions are carefully designed to be delivered online.
- ▶ Bauer Academy always opts for paperless when possible. Enrolment paperwork, handbooks and all teaching materials are provided electronically, unless required for additional learning needs.



## Our Ways of Working

- ▶ Bauer Academy is a remote/hybrid team – ensuring, as much as possible, we individually reduce our carbon footprint every day. When travel is essential, sustainable modes of transport are encouraged.
- ▶ Bauer Academy continuously works to improve energy efficiency by switching off machines (in the office and at home), reusing paper and plastic, and avoiding disposable kitchen materials at events.
- ▶ Bauer Academy's marketing strategy focuses on paperless approaches – no flyers or posters, except for safeguarding purposes.
- ▶ Bauer Academy continually develops best practice, with all team members completing mandatory Environmental and Sustainability training every year.

## Our Curriculum

- ▶ Bauer Academy's curriculum design includes education for a sustainable future whenever appropriate, encouraging learners to contextualise environmental issues across all programmes.
- ▶ Bauer Academy's quality monitoring provides feedback on the relevance of teaching material and the impact of exercises relating specifically to sustainability issues.
- ▶ Bauer Academy's Community Connector Programme includes sessions dedicated to green issues, promoting environmental awareness and positive action.

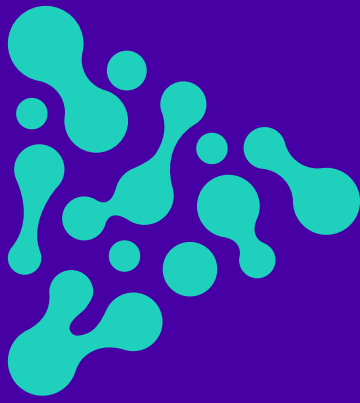


## Our Leadership

- ▶ Bauer Academy leaders regularly review relevant policies and contracts, discuss best practice, improve sustainable purchasing practices, and embed green ways of working.
- ▶ Bauer Academy leaders ensure Bauer Academy is fully compliant with all relevant Bauer policies, environmental legislation, regulations, and agreements.
- ▶ Bauer Academy engages with other training providers, colleges, universities, and awarding bodies to share best practice and demonstrate collective responsibility.

**All Bauer Academy team members have agreed to this Sustainability Promise, reflecting our individual commitment and collective responsibility. Where we can make a positive difference, we will.**

**We estimate that online delivery and paperless approach remove over 630,000+ miles of travel and over 500,000+ sheets of paper each year!**



# Bauer Academy

[baueracademy.co.uk](http://baueracademy.co.uk)



Creating  
Educational  
Change

