



EMPLOYER CASE STUDY



NAME OF THE EMPLOYER:

Creative Cow

T LEVEL ROUTE THIS EMPLOYER RELATES TO

The UK's service-based economy is becoming increasingly digital and demand for highly-skilled professionals in a range of digital professions is growing. In Manchester, the creative digital sector is rapidly expanding, fuelled by Media City in Salford and a growing number of creative agencies that offer northern businesses an alternative to those based in London.

To ensure that young people in the city have access to the training and education required to pursue a career in this exciting sector, Creative Cow is partnering with The Manchester College to deliver T Levels in Graphic and Digital Design.

WHY ARE YOU RECOMMENDING THIS PARTICULAR EMPLOYER?

Creative Cow provide an exceptional level of support to both our students, and our curriculum team in terms of developing our course. They are incredibly flexible when arranging placements and understand that students will have varying levels of abilities and will be at different stages in their work readiness.

The Manchester College formed the partnership with Creative Cow after its leadership demonstrated that they would like to be more invested in our courses, beyond just providing the occasional work placement. This has been visible throughout the relationship, with Creative Cow extensively investing in our students.

The collaboration has already achieved positive outcomes for our students, enabling them to develop professional skills and industry insight that will allow them to become the future creative and digital workforce in Greater Manchester. This, in turn, will bridge the skills gap with local talent and allow college students to achieve their potential.

Students leaving the placements feel a renewed sense of ambition and go on to achieve some of the highest grades at the conclusion of their studies. Students placed with Creative Cow last year gained a merit or distinction on the course, equivalent to ABB or A*A*A* at A Level. These students have now moved on to university, much more prepared for employment than they would otherwise have been.

Creative Cow is based in the Sharp Project, a real creative and digital hub in Manchester. As a result, students, while on placement, get to see wider opportunities available and therefore know more about potential career options that await them after they complete their courses.

TESTIMONIALS

"The students that have attended so far have been amazing and it's great to see young designers with a desire and drive to be part of the industry. We really enjoy working with the College and hope the partnership continues for the future."

Michael Dandy, Creative Director, Creative Cow.

"On my placement I learned more about using the software After Effects and also more about the working environment. It is important to go on placement as it teaches you about the differences between the working environment and college."

Adam, Digital Design and Communication student.