

global
academy

HERE'S TO THE OBSESSIVE
ONES WHO LISTEN LATE AT NIGHT

GLOBAL ACADEMY

CANDIDATES INFORMATION PACK

DEAR CANDIDATE

Thank you for your interest in the Global Academy, a University Technical College which opened in Hayes, Middlesex in September 2016.

Global is a young, dynamic and forward-looking business, with huge growth potential over the next decade. However, we face a problem. We currently struggle to recruit enough of the next generation of young talent who will help us to achieve our goals. We consistently find that young people coming out of full-time education fail to possess the technical experience and understanding that we need in our industry. This means that we either have to teach them it ourselves, or we have to go out-of-house – often to companies based outside of the UK – to find the necessary talent pool.

This is highly regrettable and needs to change. It is my intention that the creation of the Global Academy will begin to go some way towards rectifying this situation. The students who study at the Global Academy will gain technical and technological skills that will become a vital part of the fast-changing digital media industry over the coming years. I realise that the creation of the Global Academy is only a small step on that journey, but it is my aim that over time our school will significantly add to the recruitment talent pool, not just for Global, but for the entire broadcast and digital media industry in the UK.

Our curriculum is wide-ranging and challenging. Students will leave the Global Academy with meaningful qualifications that will enable them to become the broadcast engineers, software developers, digital product designers and format creators of the future. They will learn how to work in a creative and entrepreneurial way. Radio has changed. The digital world has developed. Today, it offers great opportunities to develop new platforms, products and services. I want the students who graduate from the Global Academy to be at the forefront of the next generation of technological innovators who have the capacity to build our industry for the better, providing products and services to markets here in the UK and across the world.

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To be clear from the start, the Global Academy will not be about soft options. Our students will be expected to develop an understanding of the design, creation and application of the latest technology in a broadcast media environment, taking in radio, television and the internet. Students will also acquire the business skills necessary for them to operate with entrepreneurial mindset in the world of work.

DEAR CANDIDATE CONT

The culture we have created at Global is very important to me. It is a modern, engaging, creative environment with a 'can-do' attitude. Rather than a mission statement, we have an obsession statement, which more accurately reflects the way in which we operate. This same culture is a central part of the Global Academy - a learning environment that mirrors the levels of technological innovation and sense of forward movement that we achieve every day at Global's headquarters in London's Leicester Square.

Global's staff across all disciplines – from finance to engineering, from presenters to journalists, from software developers to web architects, from facilities management to commercial advertising sales – are involved in working with the students. The young people's access to a real-life working environment during their time at the Global Academy will be unparalleled.

We are delighted to be in partnership with the University of the Arts, London. Through the London College of Communications, UAL have become one of the leading higher education providers of degree courses offering practical training for those entering the media industry. We are working closely with UAL on the development of the vocational qualifications which students will study at the Global Academy which are specifically designed to meet the needs of employers in our industry.

On a personal level, the Global Academy is the school that I wish I had attended myself. When I was a teenager, the sort of focused technical education at the Global Academy was simply not available. I am closely involved in all aspects of the development of the Global Academy to ensure that my vision for the school becomes a reality. As with everything we do at Global, this is a long-term project, which we will invest in for the future. As a privately owned family company, we are in a position to plan our future in terms of decades rather than months and weeks.

Drawing students from across London, the Global Academy is unique both in terms of outlook and outcomes. I aim to ensure that it is also a major catalyst for change in the way in which the media industry identifies, trains and develops talent.

Yours sincerely,
Ashley Tabor, Hon LLD
Founder & Executive President



GLOBAL: THE LEAD SPONSOR OF THE GLOBAL ACADEMY

Global is a market leading media and entertainment company, with 24.3 million people across the UK tuning into its radio stations each week. Global's brands include the three biggest commercial radio networks - Capital, Heart and Classic FM - as well as Capital XTRA, LBC, Smooth, Radio X and Gold. Alongside its radio business, Global runs two 24-hour television services, Capital TV and Heart TV, a fast-growing talent business with a roster of international recording artists and a highly successful music publishing business.



Global designs, builds and operates market-leading websites for each of its radio brands and develops its own direct-to-consumer digital audio and video products, services and apps in house. Global is led by Founder and Executive President, Ashley Tabor, Group CEO, Stephen Miron and Director of Broadcasting, Richard Park. It is chaired by Lord Allen of Kensington.

heart

CAPITAL

CLASSIC fm

Smooth

LBC

RADIO
X

gold

global
thisisglobal.com

At Global we work hard, play hard
and always have the courage to do
it differently; we want to be the best
at everything we do.

We don't have a mission statement;
we have an **OBSESSION STATEMENT.**

HERE'S TO THE
OBSESSIVE **ONES**
WHO **STRIVE** TO MAKE EACH DETAIL RIGHT,
HERE'S TO THE OBSESSIVE ONES WHO **LISTEN** LATE AT NIGHT,
HERE'S TO THE OBSESSIVE ONES WHO **BUST A GUT**
TO DELIVER FOR OUR CUSTOMERS, HERE'S TO THE OBSESSIVE ONES WHO
HAVE THE **COURAGE** TO SAY WHEN SOMETHING ISN'T GOOD ENOUGH,
HERE'S TO THE OBSESSIVE ONES WHO HAVE THE **HUMILITY** TO RECEIVE THOSE COMMENTS WELL,
HERE'S TO THE OBSESSIVE ONES WHO **DON'T WALK BY**
ANYTHING THEY CAN PUT RIGHT THEMSELVES,
DARE TO TRY THE NEVER BEEN TRIED BEFORE,
HERE'S TO THE OBSESSIVE ONES CONSUMED WITH THIS **CRAZY LOVE AFFAIR CALLED GLOBAL,**
HERE'S TO US.

GLOBAL OBSESSION STATEMENT

THE GLOBAL ACADEMY - AN INTRODUCTION

The Global Academy opened in September 2016 in Hayes, Middlesex. Over £13m has been invested in building a purpose built, state-of-the-art school which includes radio and TV studios, a lecture theatre, performance and recording spaces, a sports hall, restaurant and four-storey atrium.



BROADCAST & DIGITAL MEDIA

The Global Academy offers a broad range of courses and has a special focus on the technical skills, trades and technologies that support the specialisms of Creative, Technical & Digital Media and Entrepreneurship. This helps students to develop the practical knowledge demanded by the broadcast and digital media industry, while the focus on entrepreneurship drives a distinctive ethos. It ensures that the young people at the Global Academy develop skills in the areas of creativity, determination, risk taking, teamwork and problem solving. We also unlock their passion for using technology to solve problems and to enhance the experience of media consumers. We give young people an education that will enable them to progress in the industry.

The Global Academy promotes courses that attract and stimulate young people, some of whom may be unenthusiastic or even disaffected with their current lessons, studies, school environment and culture. We believe that every single student has skills and attributes which can be harnessed and nurtured so they can be successful. The Global Academy offers courses and qualifications that are academically rigorous and demanding, which stretch students of all abilities.

The Global Academy provides young people with vocational skills so they can work within the broadcast and digital media industry. The Global Academy also gives students hands-on experience in a wide range of areas including electronic engineering, radio and television production, digital media, communication and information technologies and business skills. It offers a clear progression route into higher education or further learning in work, including apprenticeships. Students integrate their academic study with practical learning, studying core GCSEs or A Levels alongside vocational and technical qualifications.



KS4 CURRICULUM

The Global Academy offers a broad and balanced curriculum, with the option for students to work towards the English Baccalaureate. English Language and Literature, Mathematics, Science and Computer Science will all be compulsory in years 10 and 11. Alongside these core subjects, students can choose from the following options: Electronics, History, Spanish, Design and Graphics, Music Technology and Business.

All students in years 10 and 11 will also study the vocational qualification focussing on broadcast and digital media.



KS5 CURRICULUM

Students entering year 12 have the option to choose from a selection of A Level options and continue their vocational learning and study for the UAL Level 3 Diploma or Extended Diploma in Creative Media Production and Technology.



STRONG LINKS WITH EMPLOYERS

Students have the opportunity to experience a period of industry placement. In addition to the opportunities to be provided by Global we are developing links with some of the most prestigious names in the digital and media industry to revolutionise the way young people develop crucial skills and pathways to jobs. These include large and small employers such as Arqiva, Cisco, PHD, WCRS, Universal Music Group and Clifford Chance. Our employer partners recognise the need for a new approach.

'We share your concerns about the need to develop a workforce that is trained to use the latest technology.'



Caryn Tomlinson,
Senior Vice President,
Universal Music Group International

'It is vitally important for the future of the music industry that the next generation of young people looking for jobs in this area are equipped with the specialist technical training that we need as employers. I am really excited to hear that your UTC will be providing this training.'



Maggie Crowe,
BPI

'We now require a workforce that is equipped to use, design and build the latest technology to ensure that our audiences can access the music that our artists create.'



Dickon Stainer,
President,
Decca Records

'We need our journalists, engineers and technicians to have a really strong understanding of specialist technical skills when they enter our industry.'



Tim Molloy,
Managing Director,
Independent Radio News (IRN)

STRONG LINKS WITH EMPLOYERS CONT

'The pace of technological change in every aspect of what we do makes it critically important that new starters in our business understand the increasingly complex digital world. We need to ensure that the people we employ in the UK possess the skills necessary for them to operate successfully on this global stage.'

WCRS

Matt Edwards,
Chief Executive,
WCRS

'We understand the need for the UK to develop a workforce that is highly proficient in the technical skills necessary for television and radio stations to broadcast their content.'

arqiva

Neil Moss,
Arqiva

'Technical skills and an understanding of technology are now prized almost as much as creative ability, but unfortunately there is a shortage of well-qualified young people in the market'

SEVEN DIALS
PUBLIC RELATIONS

Simon Kelner,
Chief Executive,
Seven Dials



The Global Academy's vocational courses have a very strong practical bias, but students are encouraged to develop the skills of leadership, self and group management, initiative, personal responsibility, interpersonal skills, decision-making and independent learning. Students take part in projects that involve using technology to build an advertising campaign or to conduct market research, planning a live event, producing a simple computer game, audio production, designing an app., scheduling a music programme or tasks in data analysis and monitoring.

We work with Global staff, our employer partners and UAL to develop the vocational curriculum for the students, including problem-based learning programmes.

THE UNIVERSITY OF THE ARTS, LONDON: A COMMITTED UNIVERSITY PARTNER

Larger than any other arts and design university in Europe, the University of the Arts, London is a world-leader in the teaching of art, design, fashion, digital arts and media, film, video and broadcast, graphic design, interactive multimedia, sound arts, communication and performance. UAL are co-sponsor of the Global Academy and are working closely with us. We have the support of the Vice Chancellor, Nigel Carrington, and the Pro-Vice Chancellor, Natalie Brett, is a member of the Global Academy UTC Trust.

'We will make significant resources available to support the successful development of the UTC.'

Natalie Brett,
Pro-Vice Chancellor,
London College of Communication, UAL

The London College of Communication at Elephant & Castle is a pioneering world leader in design and media education known internationally for its cluster of media and design companies. LCC specialises in graphic design and advertising, photography, film and animation, journalism, publishing and public relations, sound arts and design and interactive and spatial design. Central Saint Martins is one of the world's leading centres for art and design education. As well as its undergraduate and graduate programmes, CSM offers Foundation and Foundation Plus courses to develop students' research, ideas, making and reflective skills in preparation for undergraduate study and course material will be adapted to enhance students' studies.

'I have been struck by how similar the objectives of Global and UAL are and I know that this will be a happy and fulfilling partnership.'

Sir John Sorrell,
Chairman,
University of the Arts London

Sir John Sorrell, designer and campaigner for creative education, has been named the new Chair of the Court of Governors of University of the Arts, London and is an enthusiastic supporter of UAL's partnership with Global. Sir John originated the London Design Festival and set up the Sorrell Foundation, which inspires creativity in young people and improves the quality of life through art and design. He is passionate about improving access to arts, design and communication education:

'My career in the creative industries started 50 years ago. The experience changed my life and I want to help give the same opportunity to all students.'

Sir John Sorrell

ual: university
of the arts
london

THE UNIVERSITY OF THE ARTS, LONDON: A COMMITTED UNIVERSITY PARTNER CONT

UAL will appoint student ambassadors to be mentors to Global Academy students and university lecturers will run master classes to challenge and excite students. UAL will help with marketing and in appointing senior staff and offer regular visits to the university campus at certain times of the year such as for summer schools and when the university is on vacation. Global Academy students have access to the huge range of studios, workshops, media suites, galleries, catwalk venues and theatre spaces at the university which is firmly anchored to the 'real' world. UAL's impressive links with industry and partner organisations mean that students get to work on 'live' projects throughout their studies and gain valuable work experience with many employers.

Nigel Carrington, Vice-Chancellor of University of the Arts, London, leads the university's team. Nigel brings a deep understanding of the fusion of art, design, engineering and innovation through his seven years as a senior executive of McLaren Group, the F1 racing and supercar business.

'The development of a UTC with a Technical Media focus is an important element of meeting our key objectives of ensuring a continued flow of professionals and practitioners to meet the creative and technical needs of the media industries.'

Nigel Carrington



ual: university
of the arts
london

EXCITING PROJECTS FOR STUDENTS



We have developed projects for students and work with the Global Academy team to develop these further. For example, the students set up and then run their own radio station during their time in the Global Academy. They design and run websites for the radio and TV stations, write and record radio advertisements, design the scheduling of music, prepare promotional broadcasts for different target markets, design a transmitter network, rebrand a radio station: making it appropriate for a particular demographic, involving the use of digital tools for market research and competitor analysis or many other equally exciting projects.

'On a personal level, the Global Academy will be the school that I wish I had attended myself. When I was a teenager, the sort of focused education that we envisage at our UTC was simply not available.'

Ashley Tabor

heart

CAPITAL

CLASSIC fm

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THANK YOU