

THE BRAND CONSORTIA ACADEMY.

SIGNPOSTING STRONGER SKILLS FOR THE FUTURE.



Talent, training and professionalism have always been central to Brand's success; without the skills and dedication of our staff we simply couldn't deliver the quality and level of service our clients have come to expect of us.

With its demand for such specialist knowledge, however, and with so few companies of Brand's size and scope providing opportunities for aspiring sign makers, recent years have seen the industry as a whole facing something of a skills shortage.

It's partly to redress the balance that Brand's has established its new sign-making academy, working closely with the Get Oldham Working campaign.

Since the Oldham College shuttered their Sign Making NVQ course, the academy is aiming to supplement learning with practical experience of computer generated graphics, digital printing, adhesive vinyl application, fabrication, signage installation and more, in a real workplace environment.

It isn't the first time Brand has worked to foster new talent among young people; the company has always enjoyed a good relationship with the college, offering work experience and ad hoc visits from key staff to provide students with a greater insight into the workings of the industry.

However, this is the first time it has been involved on such a formal basis.

5 students per term will have the opportunity to attend the academy – a structured, three day placement in Brand's workshops, during which they will be mentored by sign-making professionals and become involved 'hands on' in the real work of the company.

All those participating will receive an academy certificate and the most outstanding student in each term will get a cash prize. In addition, all the work they carried out by students during their time at the academy will contribute to their final mark and qualification.

It is, according to Brand's Production Director, a chance for the company to put something back into the community with which it has been so closely involved for so many years, as well as an investment in talent that will reap benefits in the future:

"In the past, training new employees fresh from college was something we almost had to do from scratch. Colleges weren't always as up to speed with the latest developments in the industry as they could've been, and we had to invest a considerable amount of time before new recruits could take their place as productive members of the team.