

## Employer Case Study

### Digital Industries including Creative Digital, ICT and Print

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#### Waddington & Ledger

Waddington and Ledger Ltd are a commercial printing company based in Elland in West Yorkshire. Our people are used to working to tight deadlines and in accordance with the industry's most stringent quality standards. We value our people for their ideas and we recognise and reward them for their contribution to the business. We're also keen to stay ahead in terms of new technologies and skills. Colour management and digital technologies were two areas where we had room for improvement and so identified a need for higher level skills training for our staff.

Colour management was a key issue for the company and we needed to be proactive with regard to controlling and maintaining colour during production. This was therefore the key deciding factor in selecting a qualification that was suitable to the needs of the business. Flexibility was also an issue as the two members of staff involved needed to be able to balance the time commitment of the qualification with their work at Waddington and Ledger.

We selected the IMPRESS Degree programme at the University of Leeds in 2003 as, at the time, this was the only qualification that met all of our requirements. Both employees, Michael Needham and Thomas Simpson, were established printers and already had experience of producing premium products. They were also very motivated and we were confident that they would provide us with the best return for our investment.

Both employees graduated in June this year, having completed the course via distance learning, with residential days for each module. The business benefits have been substantial. With the knowledge and skills they have gained they have been able to take on new opportunities with regard to their careers, as well as strengthening the management team. Michael has successfully taken on the role of Quality Manager and

has developed the role to cover not only colour management, but health, safety and environmental issues as well. Thomas has taken on the new role of Digital Print Manager – a role which did not exist when the course began 5 years ago – and has been able to apply his learning to both the production and management environment.

***“The training has enabled these two employees to bring us a new outlook to our methods and systems, which will be crucial in developing our production processes well into the 21<sup>st</sup> century”***

**Steve Chambers, Director for Waddington and Ledger Ltd.**