

The logo for Whitecroft lighting, featuring the company name in white text on a black rectangular background. To the right of the text are three curved, parallel lines in a yellow-green color, suggesting light or motion.

Whitecroft  
lighting

# The Whitecroft Lighting Academy

*Developing talent -  
Investing in our future*

At Whitecroft, we believe our strength and continued success comes from our people. That's why we have developed the Whitecroft Lighting Academy, a structured learning programme that will allow us to develop our future leaders, and ensure all of our staff have access to the best professional development opportunities available in our industry.

Whitecroft Lighting is one of the UK's largest manufacturers of commercial lighting. From our 10,000m<sup>2</sup> design and manufacturing facility we provide tailored lighting solutions for commercial, industrial, healthcare, education and residential applications. From initial design to packaged product, the entire sales, support and manufacturing process is under one roof. Our manufacturing capability is upwards of 600,000 luminaires per year, and our continued investment in the latest technologies has brought LED manufacturing in-house, adding flexibility to the manufacturing process. As a member of the Fagerhult group, we are part of a global network of lighting manufacturers, with over 2,300 employees in 20 countries worldwide.



## Andrew Braithwaite

Andrew joined Whitecroft on the Business Graduate Scheme, after completing a degree in Business Studies. After gaining experience in the After Sales, Operations and Design Departments, Andrew took responsibility for product marketing and management. Currently Whitecroft's Marketing Manager, Andrew has undertaken numerous training programmes to develop his business skills, and is currently part of the Senior Leadership Programme.

# The Whitecroft Lighting Academy

Our Academy programme has been developed in 3 tiers, to identify, recruit and train new talent, equip our employees with the necessary skills to succeed, and to develop them into senior managers and leaders. This is achieved through a number of different schemes as illustrated below.

## Business Entry

Commercial, Manufacturing and Design Apprenticeships

Lighting Engineer Development Programme

Sales Engineer Development Programme

Design Graduate Scheme

Business Graduate Scheme

## Professional Development

Principles of Lighting

Photometry

LED Technology

Lighting Controls

Emergency Lighting

Energy & Design Tools

Relux Design

Sector Lighting

## Leadership Development

Sales Management Excellence Programme

Leadership Development Programme

Senior Leadership Programme

## Melanie Timmis

Melanie has recently completed her first 12 months on the Sales Engineer Development Course. After a period working internally to gain experience in lighting design, quotations and commercial support, Melanie is now working externally as a Sales Engineer in Central and South Birmingham, looking after existing business relationships and seeking new opportunities.



# Entering the business

## Graduate Schemes

**The Design Graduate Scheme** provides recent graduates with an opportunity to gain a sound grounding in product design and manufacturing of cutting edge lighting technology. The 2 year programme involves placements in new and special product development, product testing in the laboratory and production engineering. Our design facilities are equipped with the latest 3D design technology and in-house prototyping capabilities to ensure concepts can become reality in little time.

**The Business Graduate Scheme** provides recent graduates with an opportunity to gain a sound grounding in a diverse range of core business functions including a valuable international experience. This experience will provide you with a robust platform from which to develop your career within a broad range of manufacturing and commercial environments. The programme is specifically aimed at developing the interpersonal and communication skills of graduates in a way which allows them to fully leverage their academic capabilities in a business environment.

## Development Programmes

**The Lighting Engineer Development Programme** is a two year structured programme covering both technical and commercial aspects of the business. The programme leads to a recognised Lighting Design Professional qualification but also incorporates experience days within other areas of the business. The programme also covers all of the commercial pre-and post-order aspects of the business to provide the successful candidates with a sound business understanding.

**Our Sales Engineer Development Programme** was launched in 2010, and since then has been responsible for 85% of our recruitment within our salesforce. On average, successful candidates who relocate temporarily can expect the programme to last from 12-18 months with significant investment throughout to help you grow a career in commercial lighting sales.

## Apprenticeships

At Whitecroft Lighting we look to our apprentices to be our leaders, managers and technicians of the future, and so take great care, and place great emphasis on, selecting the right candidates for the roles that we have available. Our apprentice selection programme is so important to the company that it is led by our Managing Director, Nigel Kilby. Apprenticeships are available in a host of technical and commercial functions which involves up to 4 years training (dependant on the programme) to firstly gain a BTEC then a Higher National Certificate.



## Aidan Lowe

Aidan has recently completed a 4 year apprenticeship in Lighting Design. Aidan joined Whitecroft from school having completed his GCSE qualifications. Over the past 4 years Aidan has achieved both a HNC in Electrical Engineering and an LIA advanced certificate in Lighting Design.

## Christina Lombers

Christina joined Whitecroft on the Lighting Engineer Development Programme, after graduating in Product Design from Leeds University. Christina is currently in her second year of the scheme, working alongside Aidan in the Lighting Design department and is currently studying for her LIA advanced certificate in Lighting Design.

# Developing our skills



## Professional Development Programme

The Professional Development Programme has been revised to reflect the changing dynamics of the lighting industry and Whitecroft Lighting's entry into new and developing market sectors. The first of these changes is a revision to the subjects and their content at Professional Status level. The new line up of modules is shown below.

### Professional Status Modules

#### **Principles of Lighting:**

The science of light, light sources, optics and luminaires

#### **Photometry:**

Measurement of photometric performance and how to interpret and use it practicably

#### **LED Technology:**

How LEDs work, their performance characteristics and luminaire design

#### **Lighting Controls:**

An introduction to basic stand-alone controls, terminology and design techniques

#### **Emergency Lighting:**

Legislation, standards, testing and the design process to comply with BS 5266-1

#### **Energy & Design Tools:**

Understanding and practical application of Approved Document L2A, BREEAM, Life Cycle Costing and BIM

#### **Relux Design:**

How to use the standard toolkit effectively, increase productivity and fine tune designs

#### **Lighting for Specialist Sectors:**

An introduction and practical application of the standards for Healthcare and Education Lighting, including LG2 and LG5

#### **Lighting for Emerging Sectors:**

An introduction and practical application of the standards for Industrial and Communal Residential Lighting, including LG1 and LG9

#### **Lighting for Core Sectors:**

An introduction and practical application of the standards for Office and Outdoor Lighting, including LG7 and LG6

## Katy Pragnall

Katy joined Whitecroft as an apprentice in 2007. Since then Katy has had a variety of roles within the company, on the shop floor and in Engineering, including team leadership on various projects. She has achieved NVQ Level 3 in Technical Engineering Support and a HNC in Electrical Engineering. Katy is currently on the Leadership Development Programme and continues to enjoy the training opportunities open to her.

# Securing our future



## Sales Management Excellence

The Sales Management Excellence programme is open to existing and aspiring sales management professionals. The programme develops skills in numerous areas associated with the construction sales process including negotiation tactics, finance for non-financial managers, emotional intelligence and transactional analysis.

## Leadership Development Programme

The Leadership Development programme is aimed at identifying and developing future potential managers and supervisors for the business. The programme consists of 12 management orientated modules to develop and nurture the necessary skills within aspiring supervisors and managers. The programme is run over an 18 month period and contains a mixture of internal and external events.

## Matt Ince

Matt joined Whitecroft's Design team in 2010 after achieving a BA (Hons) Product Design degree at the University of Huddersfield. After a lengthy period within the Special Project team designing bespoke luminaires, Matt later joined the New Product Development team where he currently resides bringing forward thinking products to market. Having recently been promoted to Senior Product Designer, Matt will begin a secondment period at a sister company in 2017 as he continues to progress to becoming a multi-faceted member of the business.

## Senior Leadership Programme

Our Senior Leadership Programme is not a prescribed training course, rather it is a commitment to equip our future leaders with the specific skills that their individual roles and needs require. This may be anything from specific technical training to advanced management development qualifications such as MBA. The programmes are individually tailored to suit each person and to meet the ever changing needs of the business.



## Matt Paskin

Matt joined Whitecroft Lighting over 14 years ago as a design graduate, after completing a BSc in Product Design. Throughout his career at Whitecroft Matt has been part of the Product Development team, starting as a product designer before progressing to head up the New Product Development Department managing a team of 9 people. Matt is currently our Technical Manager, managing the entire design department. Matt completed an MBA at Manchester University in 2012 and is currently pivotal in driving Whitecroft's LED strategy.

*Lighting, design, controls:*  
Total Project Solutions

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