

# Medr

Y Comisiwn Addysg Drydyddol ac Ymchwil  
Commission for Tertiary Education and Research

# Enhanced Digital and Future Media

## Programme Specification

This version of the specification is applicable  
for the 2026/27 Academic Year.

Mae'r ddogfen hon hefyd ar gael yn y Gymraeg |  
This document is also available in Welsh  
[www.medr.cymru](http://www.medr.cymru)



Noddir gan  
**Lywodraeth Cymru**  
Sponsored by  
**Welsh Government**

## Contents

1.	Introduction .....	3
2.	Purpose of the Programme .....	3
3.	Delivery Overview .....	3
4.	Learner Eligibility and Entry Requirements.....	4
5.	Programme Content.....	4
	The Core .....	5
	Main Qualification(s) .....	5
	Community Learner Industry Focus (CLIF) .....	5
	Work Placements .....	6
	Toolkit.....	6
6.	Data Submission Requirements .....	6
	Programme Code.....	6
	Recording of Work Placement(s).....	7
7.	Monitoring and Audit .....	7
	Monitoring Approach .....	7
	Compliance with Programme Specification .....	7
	Learning Outcomes.....	7
	Audit Testing .....	8
8.	Contact details .....	8
9.	Annexes .....	9
	A. Recording the Work Experience .....	9

## 1. Introduction

This Programme Specification outlines the requirements for delivery of the Enhanced Digital and Future Media Programme. It provides an overview of the programme requirements, including learner eligibility and entry conditions; and details the data submission requirements to enable Medr to monitor programme delivery and learning outcomes for the Programme.

The Enhanced Digital and Future Media Programme must meet the standards and conditions established within Medr's evolving regulatory framework, including the *Terms and Conditions of Grant, Conditions of Registration, Quality Framework, and the Learner Engagement Code*.

## 2. Purpose of the Programme

The Enhanced Digital and Future Media Programme is a one-year programme, which has been developed to equip learners with the skills, knowledge and understanding they need to enter into a career in the Digital and Future Media industry.

The Programme covers a range of occupational routes at level 3 and offers an opportunity for learners to gain industry-recognised qualifications alongside hands-on work experience.

The main aims of the Enhanced Digital and Future Media Programme are to:

- progress learners into employment upon completion of the programme; and preferably
- progress learners onto a full apprenticeship in a craft occupation in the Digital and Future Media industry.

At the same time the Programme will look to:

- increase the standard number of hours of learning delivered by providers to a minimum of 24 hours per week to cover for an enhanced curriculum;
- provide an opportunity for learners to gain level 3 qualifications across a range of occupational routes;
- deliver qualifications to learners that meet identified employer needs within the region;
- utilise direct employer engagement through the work placement element of the learning programmes; and
- prepare participants for entry into employment via the Apprenticeship Programme where they will work towards an Apprenticeship framework.

## 3. Delivery Overview

Each programme should be delivered on a full-time basis for a minimum average of 24 hours per week over a total of at least 40 weeks.

As an integral part, programmes must include at least 5 weeks of work placement (up to a maximum of 12 weeks)<sup>1</sup> or the equivalent in individual days and should also incorporate a series of workplace trips or visits from industry specialists. It is expected that this will involve a minimum of 5 visits in the first 6 months of the programme.

As this is an Enhanced Programme, the learning and training undertaken should be at a higher level of intensity than normal provision, with some learning undertaken at a higher level where needed in order to satisfy the expectations and requirements of the sector.

#### 4. Learner Eligibility and Entry Requirements

To be eligible for entry onto the programme a learner must be aged 16 to 24 on 31 August 2026. Please note that Medr also expects priority to be given, in the first instance, to those learners aged 16 to 19.

The following minimum requirements will apply for all entrants to the programme:

- a minimum of 5 GCSEs at grade C or above,
- at least one grade C must be achieved in:
  - either
    - GCSE Mathematics / GCSE Mathematics Numeracy or
    - GCSE English / GCSE Welsh (First) Language
- successful completion of a level 2 Diploma in Creative Media Production with an appropriate mix of units.

Note: Learners who have achieved a grade D in GCSE Mathematics / GCSE Mathematics Numeracy may be admitted provided they have achieved a grade C or above in GCSE English / GCSE Welsh (First) Language. By the same token, learners who have achieved a grade D in GCSE English / GCSE Welsh (First) Language can be admitted provided they have achieved a grade C or above in GCSE Mathematics / GCSE Mathematics Numeracy. Only one grade D in either GCSE Mathematics / GCSE Mathematics Numeracy or GCSE English / GCSE Welsh (First) Language is acceptable, but not in both. Learners who have achieved a grade D on entry in either GCSE Mathematics / GCSE Mathematics Numeracy or GCSE English / GCSE Welsh (First) Language should be working towards a grade C or above as part of their programme of learning.

Providers may want to set higher eligibility criteria if previous experience suggests completion and successful outcome require more than the minimum set out in this document.

#### 5. Programme Content

In line with the requirements set out in the *Post-16 Funding Framework – Guidance*<sup>2</sup>, the programme must follow the same basic structure as other full-time learning programmes, namely:

- a Core;
- Main Qualification(s);

---

<sup>1</sup> The same minimum average of 24 hours per week applies.

<sup>2</sup> Please see [Funding for providers](#).

- Community Learner Industry Focus (CLIF); and
- Work Related Experience (via Work Placement).

### ***The Core***

The core of the programme must include the delivery of relevant Essential Skills Wales (ESW) or GCSE qualifications to support entry on to an Apprenticeship programme. The minimum requirement includes Essential Communication Skills and Essential Application of Number Skills.

The level of ESW may be different to the main qualification(s), based on the outcomes of the initial diagnostic assessment for each learner. ESW qualifications may be at the same level or one level above or below, but as a minimum we would expect learners on level 3 programmes to be undertaking ESW at level 2.

Learners working towards GCSE Mathematics / GCSE Mathematics Numeracy or GCSE English / GCSE Welsh (First) Language are not required to undertake separate Essential Communication Skills and Essential Application of Number Skills alongside each GCSE.

### ***Main Qualification(s)***

Main qualification(s) within learning programmes must be selected from those listed on the Qualifications in Wales database<sup>3</sup> as eligible for funding and approved for delivery, and must relate to the Digital and Future Media learning area.

This component of the programme must include, as a minimum, at least one full Diploma in a Creative Media discipline. The Diploma must be at the same level as that of the learning programme.

The Guided Learning Hours for the Main Qualification component must total at least 500 hours. Where a full Diploma has fewer than 500 GLH, providers should supplement the programme with additional qualifications (or qualification units) to arrive at 500 GLH.

Please note that any additional qualifications or qualification hours delivered under the Main Qualification Component must be at the same level (or a level above) as that of the learning programme.

### ***Community Learner Industry Focus (CLIF)***

This component of the programme should be used to support the delivery of additional learning in response to specific sector or employer demand.

Qualifications delivered under the CLIF should add value to a programme by developing wider skills or by developing skills to a higher level to aid progression to employment or an apprenticeship programme. CLIF is met through delivering Quality Assured Lifelong Learning (QALL) units or equivalent recognised learning listed on the QiW database and may be delivered at a lower or higher level than the main qualification.

---

<sup>3</sup> The QiW database can be accessed via [Qualifications in Wales](#).

Providers also have the flexibility to tailor the CLIF to provide additional support for individual learners, e.g. to develop literacy and numeracy skills or personal and social skills.

### **Work Placements**

For the work placements, providers are expected to work with employers to provide meaningful and hands-on work experience for learners. This element of the programme can be completed outside of term time or during half-term.

The Programme must include at least one work placement with an employer not partly or wholly owned by the provider. A provider-based Realistic Working Environment (RWE) should only be used as a last resort to make up the required number of days.

Please note that the use of RWE may adversely affect the progression of a learner, as feedback from industry indicates that a placement in a True Work Environment is more advantageous for learners looking to progress to employment or an apprenticeship.

Providers must ensure that arrangements are in place to oversee any work placements, including up-to-date health and safety and risk assessments.

Providers must also ensure that each learner has a Work Placement Plan, which sets out their planned attendance and the arrangements in place for monitoring the placement. A suggested template for a Work Placement Plan is attached at Annex A.

### **Toolkit**

Each learner is eligible to receive a toolkit, the value of which should be at least £200. The financial provision for the purchase of the toolkit has been included in the overall programme funding.

## **6. Data Submission Requirements**

Medr will use data from the Lifelong Learning Wales Record (LLWR) and the Post-16 Data Collection (P16DC) to monitor programme delivery and learning outcomes for the enhanced Digital and Future media.

In line with the conditions set out in the *Terms and Conditions of Grant*, providers must ensure that data is submitted in the correct format and in a timely manner.

The LLWR User Support Manual<sup>4</sup> and the and the Post-16 Data Collection<sup>5</sup> set out the guidelines that providers should follow when submitting data for the current academic year.

### **Programme Code**

The following programme code (LP74) should be used for learners on the Enhanced Digital and Future Media Programme:

---

<sup>4</sup> See [Lifelong learning Wales record \(LLWR\)](#).

<sup>5</sup> See [Post-16 data collection](#).

### **Recording of Work Placement(s)**

Medr will use the information submitted via the LLWR fields *LP12 (Employer Name)* and *LP13 (Employer Postcode)* to monitor this requirement, thus providers must ensure that data is completed in a timely manner for each learner.

We appreciate that some learners will not be linked with an employer or have a work placement in place at the start of the programme, thus the expectation is that the relevant details to be populated as soon as the employer information is known and whilst the learner is still on-programme.

Providers must also ensure that any hours spent on work placement with an employer are recorded using the following LLWR fields:

- *LP70 (Estimated Work Based Hours)*; and
- *LP72 (Actual Work Based Hours)*.

## **7. Monitoring and Audit**

Monitoring and audit will play a role in ensuring that the guidance is being applied consistently and to help assesses whether policies, procedures and controls are adequate.

### **Monitoring Approach**

The approach to monitoring will focus on the following areas:

- compliance with the programme's specifications; and
- learning outcomes for the programme.

This will be achieved through a combination of in-year and end-of year monitoring; a data matching exercise; and detailed audit testing of learners on Enhanced Programmes.

### **Compliance with Programme Specification**

Medr will use LLWR / P16DC data to monitor compliance with the programme specification. This will include:

- regular monitoring of learners' work placements using *LP12* and *LP13* data; and
- monitoring of the data from the programme and activity datasets to check that delivery requirements are being met.

### **Learning Outcomes**

Learner destination is a key performance measure for the programme and crucial in evaluating programme delivery.

The expectation is that the majority of learners who successfully complete the Enhanced Digital and Future Media Programme will progress to employment and, ideally, employment with an apprenticeship in a Digital and Future Media discipline.

We recognise, however, that a handful of learners may wish to continue with their full-time studies after completing an Enhanced Digital and Future Media Programme.

For learners who have completed the level 3 programme, progression should be on to the second year of a full-time level 3 programme where the learning will support progress towards entering full-time higher education or on to an apprenticeship programme.

### ***Audit Testing***

In addition to the approach to monitoring set out above, all data returned by the Further Education Institutions will be subject to existing end of year audit requirements<sup>6</sup>. Within this, a particular emphasis will be placed in the *Auditors' Notes for Guidance* to ensure that external auditors appropriately sample learners undertaking the Enhanced Programmes.

## **8. Contact details**

For any queries relating to the content of this Programme Specification, please contact Medr at [InvestmentandMonitoring@medr.cymru](mailto:InvestmentandMonitoring@medr.cymru).

---

<sup>6</sup> The audit requirements for the current year will be published at the end of the academic year.

## 9. Annexes

### A. Recording the Work Experience<sup>7</sup>

Enhanced Digital and Future Media Programme – Work Placement Plan	
Learner name:	
Qualification(s) being undertaken:	
Employer name:	
Work placement address:	
Nature of business:	
Name of person learner will report to:	
Planned attendance:	
Planned monitoring visits by tutor:	

I agree to the above Work Placement Plan:

Signed by Learner: .....	Signed by Tutor: .....	Signed for Employer: .....
Learner name: .....	Tutor name: .....	Position in company: .....
Date: .....	Date: .....	Date: .....

<sup>7</sup> NB: This is only a suggested template for the Work Placement Plan.

# Medr

Y Comisiwn Addysg Drydyddol ac Ymchwil  
Commission for Tertiary Education and Research

[www.medr.cymru](http://www.medr.cymru)

2 Cwr y Ddinas  
Stryd Tyndall  
Caerdydd  
CF10 4BZ

2 Capital Quarter  
Tyndall Street  
Cardiff  
CF10 4BZ



Noddir gan  
**Lywodraeth Cymru**  
Sponsored by  
**Welsh Government**