



About the Complete Instructor Academy Apprenticeship Programme

If you are looking for a new career start in an industry where job satisfaction is consistently rated at 90%+, days are never boring and there is no such thing as a 9-5 office job, the Outdoor Industry could be what you are looking for.

The Complete Instructor Academy has been developed to equip you, with not only the qualifications, but also the soft-skills and experiences you need to be fully prepared to be successful in the outdoor industry. The outdoor industry is one of the most rewarding and fast growing industries in the world and it needs high quality instructors and individuals to help it develop. The Complete Instructor Academy will give you the opportunity to gain multiple high demand qualifications and the best opportunity for a career in the industry, both in the UK and abroad.

South Cerney Outdoor is one of the most highly regarded outdoor education and adventure centres in the country. The centre has a 40 year history and in recent years is operated by South Cerney Outdoor Limited, is an Employee Owned Enterprise, owned by the staff, for the staff, focusing on delivery of high quality, innovative programmes and activities for schools, colleges, corporate clients and the general public for boat hire and qualifications. We deliver the highest standards of adventurous activities and outdoor education to a broad range of clients including training the next generation of instructors for companies such as PGL, Acorn and Mark Warner.

Our core senior team of managers and instructors have a vast amount of professional experience in the outdoor education, adventure and water sports industries and will be instrumental in passing this knowledge and insight on to you.

In order to achieve success in the Outdoor Industry, you require 7 key attributes that we call the "7 P's":

- Passion
- Proficiency
- Professionalism
- Personality
- Peripheral Skills
- Practical Experience
- Personal Presentation

Each of these areas is covered in detail within the Complete Instructor Academy Apprenticeship in order for you to achieve all that is needed to become a successful



professional in the Outdoor industry. If you put in the time, energy and effort you will gain excellent levels of knowledge, qualifications, experience and complimentary skills.

During your apprenticeship, you will receive expert training in a range of outdoor activities including: Kayaking, Open Canoeing, Sailing, Stand-Up Paddling (SUP), Power Boating, Windsurfing, Raft Building, Team Building, Survival and advanced coaching skills. Over an intensive 6 month initial training programme you will not only develop personal skills, but integrate closely with our instructor team to gain real-world experience with groups and individuals to ensure you have a complete understanding of the industry, activities, coaching requirements and general duties around the centre.

Alongside developing your practical ability, we develop your communication skills to another level along with group management strategies and dynamic risk assessing. We will also give you a real insight into being a part of an outdoor business that is growing quickly. Then from April, you will be actively gaining work experience working on a range of activities and groups throughout our peak summer period.

Included in your apprenticeship programme

- All training and use of SCO equipment
- All qualification courses (personal and coach)
- Weekly apprenticeship tutorial and theory support
- Transport to and from external activity locations
- Monthly salary as one of the South Cerney Outdoor team

Not included in your apprenticeship

- Registration fees for specific national governing bodies; approx £120 for all NGBs

Application process

Go to www.southcerneyoutdoor.co.uk/cia to apply online.

The Complete Instructor Academy Apprenticeship Programme has strictly limited places and we only accept people onto our programme who are passionate about the industry and making a difference through the skills you gain.

Once you have completed your application, we will contact you to arrange an in-person interview.

If you are successful, we will contact get your contract sorted and you are then part of the South Cerney Outdoor team.

What qualifications will you gain?

Full details of the qualifications you will be training towards can be found at www.southcerneyoutdoor.co.uk/cia

Employment options

The aim of the Complete Instructor Academy is to get you qualified, experienced and professionally ready to apply for active positions in the industry all over the world, whether with South Cerney Outdoor, or one of our partner organisations.

South Cerney Outdoor employs a large number of seasonal instructors each year and we have links with other local and international water sports providers who are always interested in talking with our graduates.



South Cerney Outdoor have great relations with a number of local and international outdoor education and water sports providers and will actively work with you to assist you with applications and introductions.

Questions

Any questions please contact South Cerney Outdoor on **01285 860388**.

Or email: matt@southcerneyoutdoor.co.uk

You can gain all the qualifications under the sun, but it doesn't mean you can do the job and will be a great instructor. Qualifications are just one part of a range of qualities that Our aim, is not only to provide you with the core qualifications you need, but to provide you with the right skills, personal development and work experience to make you a Complete Instructor. An instructor that is qualified and prepared to step into any water sports job in the world.

Once you are accepted onto our Complete Instructor Academy programme, you are one of our team – a member of the SCO Family. This is significant and a major difference and benefit over other training programmes. We believe you gain the best experience and insight by spending time with our senior instructor team, building lasting friendships and bonds and being actively involved in what we do and social events.

Frequently Asked Questions

How much will I earn as an apprentice on the Complete Instructor Academy?

You will earn a full time apprentice wage while contracted with us for your 12 months. This is equivalent to approximately £707 a month. You will also be entitled to 26 paid holiday days per year.

Will I need a car?

A car is not necessary as all training will be done at South Cerney Outdoor, which has good public transport and cycle network links.

Can I borrow boats etc at the weekend?

Subject to availability, all SCO staff can access all our equipment outside of your work time and subject to it not being used by groups. You may also take some equipment off site if it is not required for on site activities. Speak to the Operations Manager to find out more.

How many hours per week will I be working?

You will be contracted to 36 hours per week of paid work with us. The first 5-6 month will be focused on your personal training and achievement of the necessary industry qualifications. The training process is generally a 9-5 Monday to Friday week. This is followed, by six months work experience in our peak season, where working hours will include evenings and weekends on a shift basis.

What happens if I get injured or ill?

You are a member of our staff team as an apprentice and will be covered by the same rights and benefits that full time staff receive. This includes annual leave entitlement and sick pay once you are past your probationary period. Your contract will explain all the details.

How easy is it to get a job at the end of the course?



As a CIA graduate you will be qualified to apply for most instructor positions in water-based outdoor centres in the UK and overseas. At South Cerney Outdoor, we recruit for up to 10 full time seasonal contracted positions plus casual staff between April and September each year and we have local partners who are keen to talk to our graduates for summer positions. As part of your programme, we will also assist you with making contacts and submitting applications to National and International operators.

I'm a complete beginner, will I be able to keep up?

The CIA apprenticeship programme is designed to take you from no experience to qualified and experienced instructor over your 12 month contract.

How fit do I need to be?

A good basic level of fitness is recommended. Water sports can be physically demanding and although your strength and fitness will develop during the apprenticeship, it is ideal to work on your base fitness before attending so that it does not hold you back.

Do I need to buy any kit before I start?

We will provide you with all the core kit you need while on the training part of your apprenticeship however, quality personal kit can be invaluable and will serve you into your career in the industry. We would generally not recommend rushing out to buy your own kit, unless you have friends in the industry who can advise you. Before and when you start the programme, our instructors will advise you on the pros and cons of all kit selections and help you make an informed choice. We can also source kit recommended by our senior instructors from some of our trade discount sources.



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