

BLENDED LEARNING: THE BEST OF BOTH WORLDS

The NEBOSH Diploma is considered as the 'gold standard' in training for health and safety professionals. There is no denying the diploma is a demanding course, requiring time and commitment to achieve, but it also brings its rewards with NEBOSH's own research proving there is a significant salary premium for diploma holders.

RRC provides the NEBOSH National Diploma in the traditional format of seven weeks in the classroom however, seven weeks out of work is just not feasible for a lot of professionals. Whilst the online course suits some, it does not provide the discipline and face-to-face interaction many are looking for in their training.

RRC's solution to these issues is a blended learning programme which combines three weeks study with online learning. This is a carefully worked-out structured programme with directed online study of the topics best studied remotely and the class time used to deliver those topics best suited to a classroom environment. It does require some self discipline to complete the online study required before and after the workshops as the whole Diploma cannot be taught in just three weeks. However, attendees can start each unit well before the workshop dates so would have only for to five hours online study per week.

The Programme is available in London and Birmingham and is designed to be studied over an 18 month period so means only one week out of work every six months.

Students have access to tutors throughout their studies through RRC's online learning platform along with forums to keep in touch and share knowledge and experiences with classmates.

RRC Managing Director Gary Fallaize said: "This is a really effective way to achieve your NEBOSH Diploma and balance those work-life pressures. The programme has been running for a few years and is delivering pass rates equivalent to the full classroom course."

www.rrc.co.uk



ROCK FALL STEPS FORWARD WITH NEW CATALOGUE AND BRAND OVERHAUL

Alfreton-based Rock Fall UK Ltd is making big strides in their growth strategy, thanks to their work with DE22 Creative.

The second-generation family business manufactures high-quality and specialist safety footwear that is widely specified around the world in construction and utilities.

In late 2017 the search to appoint a creative agency to develop their new mainline catalogue range began. DE22 of Derby demonstrated an unrivalled desire to work with Rock Fall.

Paul Wilson, Marketing Manager at Rock Fall said: "Our last catalogue was incredibly well received by our customers and the rest of the industry and was recognised in an international award. We knew that our customers were expecting even better this time around and the importance of the right creative partner to achieve this can't be



stressed highly enough. The team at DE22 have embraced this project and understood the fundamental information behind our sometimes highly technical products in a way that no other agency has before."

As a result, Rock Fall has placed further business with DE22, with a pronounced and comprehensive rebrand currently in development. Speaking about the rebrand, Martin Griffiths, MD of DE22 said: "Rock Fall have a fantastic name and great heritage behind their business. They have an impressive and extensive range of industry defining products which we were excited about helping to promote.

"During the development of the catalogue it was clear that the team wanted to evolve their growing brand and plans were conceived for the current rebranding project. DE22 were happy to be on board developing Rock Fall's brand guidelines and advising on creative look and feel to reflect the company's core values and in turn enabling strategic development."

Development of the new brand is moving quickly; the two businesses anticipate that new stock and new marketing material will be saturated in the market by the start of 2019.

www.rockfall.com

www.de22.co.uk