

Martin Lidyard

BSc (Hons) PGCE

Head of Curriculum and Digital Learning, JTL | Senior Leadership Team | Qualified teacher (PGCE)

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PROFILE

Qualified teacher (PGCE) and senior leader in the apprenticeship and skills sector, with eighteen years from the further education classroom to the Senior Leadership Team of one of the UK's largest apprenticeship providers. At JTL I run the Curriculum and Digital Learning function as a business within the business: a team of eight, a £600k budget, its operating model, business plan and KPIs, the curriculum content that every centre teaches from, and the national platform that over 8,000 apprentices and around 220 delivery staff use every day. I spent six years teaching before moving into curriculum management, and I still judge every decision by what it does for the learner and the person teaching them.

My defining achievement is LEDA®, a multi-tenanted learning platform I took from concept to an award-winning product serving nearly 20,000 registered users, now with a mobile app in both stores, six media libraries and a public YouTube channel. It won Training Resource Provider of the Year at the Electrical Industry Awards 2024 and underpinned JTL's national-finalist place at the FE Week and AELP Apprenticeship and Training Awards 2026. Around it I have authored the function's operating model and FY26/27 business plan, designed and launched a national curriculum improvement cycle drawing nominees from all five JTL regions, and built the reporting that shows which centres and training officers are moving apprentices through their preparation. Where building the product myself was the fastest route, I built it; where a partner could do it better, I built the relationship, which is how JTL's five-year partnership with Titus Learning works and why a global tool manufacturer is now developing manufacturer-backed education with us.

I am looking for an executive or director-level role, whether that is Chief Operating Officer, Chief Digital Officer or Director of Education, in a provider where curriculum, platform, data and people are led as one operation and where provision needs to scale without losing quality.

KEY ACHIEVEMENTS

- LEDA®, concept to award-winning platform: nearly 20,000 registered users, over 8,000 apprentices, mobile app live on iOS and Android, automated onboarding via the PICSWeb API, six media libraries in build.
- Training Resource Provider of the Year, Electrical Industry Awards 2024; national finalist for Best Use of Technology in Training, FE Week and AELP Apprenticeship and Training Awards 2026; British Training Awards finalist. Speaker at MoodleMoot Global 2025, Edinburgh.
- Run the Curriculum and Digital Learning function as a business within the business: a team of eight and a £600k budget, with an operating model (SOP) and FY26/27 business plan of 13 activities against four strategic objectives. Saved £15k this year through vendor renegotiation and moved part of the licensing spend to capex.
- Designed and launched the Curriculum Communities of Practice: 12 module communities across five regions, nominated from around 220 delivery staff, scheduled through to 2028.
- Built cohort-segmented completions reporting by centre and training officer for AM2S preparation against a 45% engagement target, and a prototype regional intelligence dashboard joining centre locations to local employers, devolution and funding.
- Set JTL's approach to AI: a 15-module AI literacy programme for tutors, assessors and managers, and the review of its Acceptable Use of AI policy against Ofsted, ISO 27001 and ESFA audit.

EXPERIENCE

Head of Curriculum and Digital Learning | JTL

May 2021 to present

Joined as Head of Digital Learning in May 2021, when the role spanned the wider group and its subsidiaries, and now lead the combined Curriculum and Digital Learning function as a member of the Senior Leadership Team.

JTL is a national apprenticeship provider for the electrical and plumbing trades with over 8,000 apprentices across five regions in England and Wales.

Strategy and organisational leadership

- **Senior Leadership Team member.** Define curriculum and digital strategy in line with the corporate business plan, report monthly to SLT and the executive, and write the business cases for major investment.
- **Department leadership.** Lead a multi-disciplinary team of eight (curriculum design managers, a digital product manager, digital learning designers and an LMS administrator) with full accountability for people, CPD and a £600k budget, including forecasting through the year.
- **Operating model.** Authored the function's SOP (v1.6): communication flow, product backlog ownership, tri-party QA gates before anything reaches learners, media library custodianship, a collaboration cadence and an AI-enabled working policy with explicit human accountability.
- **Business planning.** Built the FY26/27 departmental business plan mapping 13 activities to four strategic objectives, each with KPIs tied to an operational plan and a visual timeline.
- **Vendor and contract management.** Saved £15k this financial year on vendor management alone by renegotiating a licensing contract addendum in JTL's favour, and structured the deal so that a portion of the spend could move from revenue to capital expenditure.

Platform and product

- **LEDA®** is a multi-tenanted Moodle Workplace platform on Titus infrastructure, taken from whiteboard to nearly 20,000 registered users. In 2026 I rationalised a 30,000-plus user base so reporting reflects active learners, and am leading the staged Titus platform release (new interface, customisable dashboards, Streamview) due at the end of October 2026.
- **LEDA Academy app.** Live in the App Store and Google Play with offline access to course content; the first LEDA Arcade game runs in-app full screen with LMS tracking.
- **Media libraries.** Six mass media libraries (Video, Arcade, Podcasts, Reference, Labs, Support) born from apprentice and staff focus groups during the Centre Visit Programme, each with a named custodian on my team, made available to staff, employers, commercial learners and subcontractors as well as apprentices.
- **LEDA Academy on YouTube.** Moved video from private Vimeo to a public channel opened May 2026: 78 videos, over 10,000 views and 640 watch hours in its first four months, with a three-scenario monetisation case presented to SLT and ad revenue accepted in principle.

National curriculum change

- **All curriculum content.** Accountable for every piece of curriculum content JTL delivers across its electrical and plumbing apprenticeships: presentation materials, digital resources, learner induction and the master course areas that map each apprentice's whole journey, from design through tri-party QA to deployment in every centre.
- **Curriculum Communities of Practice.** Replaced open-invitation consultation groups, whose attendance was sporadic, with a nominated model: one community per module, chaired by a curriculum design manager, one nominee per region from all five JTL regions plus a digital learning seat. Cycle lengths are sized on guided learning hours, twelve communities are scheduled through to 2028, and the model was launched to delivery staff at inset week 2026.
- **Ofsted and quality.** Work as the curriculum counterpart to JTL's Head of Quality. JTL was graded Good at its most recent inspection, during my tenure, where I was interviewed by inspectors in my capacity as the curriculum and digital learning lead. I now lead the curriculum side of preparing for Ofsted's renewed framework and report cards, where curriculum and teaching are graded as their own evaluation areas rather than folded into a single judgement. That means evidencing intent, implementation and impact module by module, holding the tri-party QA gates that sit between design and delivery, and building the Communities of Practice so that Ofsted, which inspects JTL as a single national provider, sees consistent practice in every centre. Presentation materials are kept neutral to both awarding bodies (EAL and City & Guilds) so subcontracted centres inspect on the same footing.
- **Presentation materials.** Established the JTL Learning Deck design system and delivered the full 19-presentation BS 7671 series as the pilot, with standard recap and preview bookends, collaborative activity formats and wider-agenda tagging (British Values, Functional Skills, EPA) in every deck.

Data and performance

- **AM2S preparation reporting.** Restructured AM2S preparation into a phase-gated model and produced regional completions reporting by centre and training officer, with intake-segmented cohorts so year-on-year measurement is like-for-like, against a 45% engagement target for 2025/26.
- **Automated reporting.** Automated onboarding of every new apprentice into LEDA via the PICSWeb API, and built automated reporting for senior stakeholders, including a custom Moodle plugin for bulk certificate export by cohort.
- **Regional intelligence.** Prototyped a regional intelligence dashboard (North West pilot) joining JTL centre locations to local employers, councils, devolution and funding rules and open data, which surfaced a gap in AM2 assessment centre coverage in Cumbria.

AI and emerging technology

- **Organisational approach to AI.** Set JTL's approach to generative AI in curriculum and content production, and led the gap analysis of the Acceptable Use of AI policy (JTL681) against Ofsted, awarding body scrutiny, ISO 27001 and ESFA funding audit ahead of its second revision.
- **AI literacy programme.** Designed and built a 15-module programme for tutors, assessors and managers, delivered as narrated SCORM e-learning with mastery-gated assessments and a data-safety commitment gate, from AI fundamentals through prompting to agentic AI and the sector's future.

Commercial

- **Commercial agenda.** Support JTL's commercial growth beyond levy-funded apprenticeships: LEDA and its content are made available to employers, commercial learners and subcontracted partners, and I contribute to commercial decision-making at SLT.
- **Revenue from digital.** Opened new revenue lines through e-commerce, bespoke client portals for engineering-sector clients and e-learning reseller agreements; registered LEDA as a UK trademark.
- **Employer proposition.** Authored the case for a LEDA-hosted employer portal, and I own the technical development of three public-facing corporate websites with MarComms and IT.

Partnerships and external relationships

- **Titus Learning.** Built a five-year working relationship with JTL's Moodle Premium Partner that has moved from supplier to co-developer: shaping the platform roadmap, negotiating the staged release now in delivery, and co-presenting JTL's story with them at MoodleMoot Global 2025. The relationship is why LEDA gets features other Workplace customers wait for.
- **Manufacturer-backed education.** Currently developing a new concept with a global tool manufacturer to bring education support directly from the manufacturer into apprenticeship delivery through LEDA: product knowledge, safe use and technique taught by the people who make the tools.
- **Sector and supplier network.** Negotiated e-learning reseller agreements, brought in specialist production partners for podcasting and interactive publishing, chaired the Digital Technologies Community of Practice for GTA England, and represent JTL with awarding bodies and employers on curriculum and digital matters. I treat every external relationship as one JTL will still need in five years, so terms are fair and the people on the other side pick up the phone.

Sector and profile

- Co-presented "Powering the Future: Transforming Apprenticeship Training with Moodle Workplace" at MoodleMoot Global 2025, Edinburgh.

Head of Curriculum, Innovation & Technology | Estio Training

Jun 2018 to May 2021

- Responsible for the strategic development of new and existing digital apprenticeship curriculum across 13 digital apprenticeship standards, and for the continual improvement cycle in delivery and technology-enabled approaches.
- Set the organisation's approach to online learning through its learning management systems, carrying the provision through the pandemic transition to remote delivery.

Earlier career

Jan 2017 to Jun 2018 Senior Technical Trainer, Knowledgepool. Delivered IT and digital apprenticeship training for organisations including the MOD, DEFRA, MOJ, Home Office and BAE Systems

Feb 2016 to Jan 2017 Curriculum Manager, UKFast (now ANS). Led curriculum for IT frameworks and the Software Developer trailblazer at the UK's largest privately owned hosting company

Jul 2014 to Feb 2016 Curriculum Manager, Bright Future Software. First curriculum management role, on a bespoke Software Development apprenticeship

Apr 2008 to Jul 2014 Creative Media PTL and ILT Coordinator, The Manchester College. Taught Creative Media in further education while completing an in-service PGCE

Jul 2007 to Apr 2008 SharePoint Designer, Alternative Plc (now Daisy Group). Built a SharePoint technical training environment for a B2B communications supplier

Jul 2005 to Jul 2007 Systems Trainer, Virgin Media. Specialist systems trainer through a major company merger

Sep 2002 to Jul 2005 Officer Cadet, Manchester and Salford Universities OTC. Selected from over 600 applicants for military and leadership training

EDUCATION AND CERTIFICATIONS

- **Qualified teacher: PGCE**, University of Huddersfield (in-service, post-16), six years' classroom teaching in further education
- **BSc (Hons) Multimedia and Internet Technology**, University of Salford
- A-Levels in ICT, Business Studies, History and General Studies; AS-Level Art; 10 GCSEs A to C including Maths, English and Science
- IBM Project Management Fundamentals, Agile Explorer and AI Fundamentals (2024); a range of Microsoft, IBM, CISCO and BCS technical certifications (2020 to 2021)

SKILLS

OPERATIONS AND LEADERSHIP	DIGITAL AND PLATFORMS	APPRENTICESHIPS AND QUALITY
• Operating models, business plans and KPIs • Budgets, forecasting and executive reporting • Multi-disciplinary team leadership • Organisational change across regions • Senior stakeholder and partner management • Public speaking and conference presenting	• Learning platforms at scale (Moodle Workplace) • Product management, mobile apps and media libraries • Learner data and automated reporting • AI strategy, policy and staff capability • Video, podcast, interactive and game-based content • Python, web development and data tooling	• Apprenticeship provision and standards • Curriculum design and standardisation • Ofsted EIF, quality assurance and QA gates • Awarding body neutral materials • Learner journey and induction design • Commercial digital learning and e-commerce

VOLUNTARY WORK AND INTERESTS

- **Detachment Commander, Greater Manchester Army Cadet Force**. Commanded one of the largest detachments in Greater Manchester: five staff, a 50-cadet syllabus, budgets and camps of up to two weeks, with a leadership programme delivered by a Royal Military Academy director.
- Hiking and wild camping, football, photography, travel.
- References available on request.