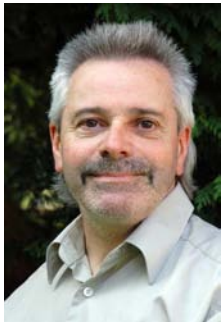


Worcestershire Education Business Partnership Network Briefing

Spring 2009



Terry Owens
EBP Manager



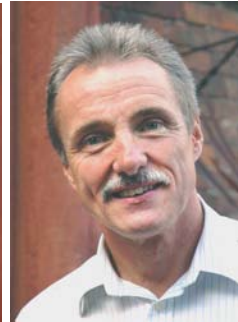
Deb Macmillan
EBP Adviser



Debbie Tunstall
EBP Adviser



Ruth Lambert
Work Experience
Manager



Mike Hedges
Work Experience
Co-ordinator



Jane Welch
Work Experience
Co-ordinator

Worcestershire Education Business Partnership is part of the 14-19 team within the Children's Services Directorate. Based at Pitmaston House in Worcester, the team is committed to raising the aspirations and achievements of young people from Key Stage 4. The EBP operates in-line with the Worcestershire Children and Young People's Plan, and its work is particularly relevant to the following Every Child Matters outcomes:

Stay Safe - ensuring that the county's 6,000+ work experience placements meet the required standards for health, safety and welfare,

Enjoy and Achieve - curriculum enhancement through the involvement of local business and industry,

Positive Contribution - developing enterprising behaviour, and

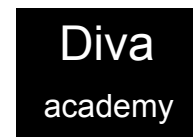
Economic Well-Being - linking classroom activities with opportunities and skills in the 'world of work'.

The Work Experience 'section' managed by Ruth Lambert, develops and maintains a web-based database of all work experience opportunities in the county, (provided to schools on a no charge basis), and carries out over 1000 workplace visits annually, providing employers with the information, advice and guidance required to ensure a positive experience for both the student and the company.

The other 'half' of the team provides a range of activities that help young people learn about the world of work. Through the EBP businesses can help schools to ensure that all students have the opportunity to realise their full potential and develop skills for their chosen careers.

This in turn has benefits for industry, the health of the local economy and the local community. It is the EBP's aim to facilitate alliances that benefit both schools and businesses alike.

Employer Members of the Worcestershire EBP Committee include.



-Stop Press-

Terry Owens, Education Business Partnership (EBP) Manager for Worcestershire County Council, was asked by SSAT to report on South Worcester's innovative employer engagement strategy, (see the full story at www.diploma-support.org/)



Stephen Cook (Upton and Malvern Consortium Manager), Sue Woodhead (Teacher Adviser for Design & Technology) and Deborah Andrews (Aspire Consortium Director)

Aspire Consortium hold a Creative & Media Diploma Employer Briefing at Malvern Theatres

Worcestershire EBP invited a range of Creative and Media employers, on behalf of the South Worcester City Consortia, to a Diploma Briefing at Malvern Theatre.

The delegates listened to a talk by Deborah Andrews, the Aspire Consortium manager, about the 14-19 curriculum and the need to raise young peoples attainment as there are now fewer careers available to adults below Level 2. Stephen Cook, Upton and Malvern Consortium manager, explained how 'employer engagement' might work in diploma delivery. Activities companies can offer include providing visiting speakers, providing company visits, setting a real life challenge or offering work experience. He also quoted from the DCSF 'The Diploma will enable more school leavers to make an immediate, positive contribution at work, lessen the need for basic training and



Deb Macmillan (Worcestershire EBP Adviser for Creative & Media Diploma), Adrian Lambert (Director for Youth & Education, Rural Media) Marian Gager, Teacher Adviser for Art)

induction and allow employers to focus on specialist training suited to making their business more efficient.' (DCSF)

This was one of a series of six Employer Briefings which Worcestershire Education Business Partnership organized and hosted across South Worcestershire.

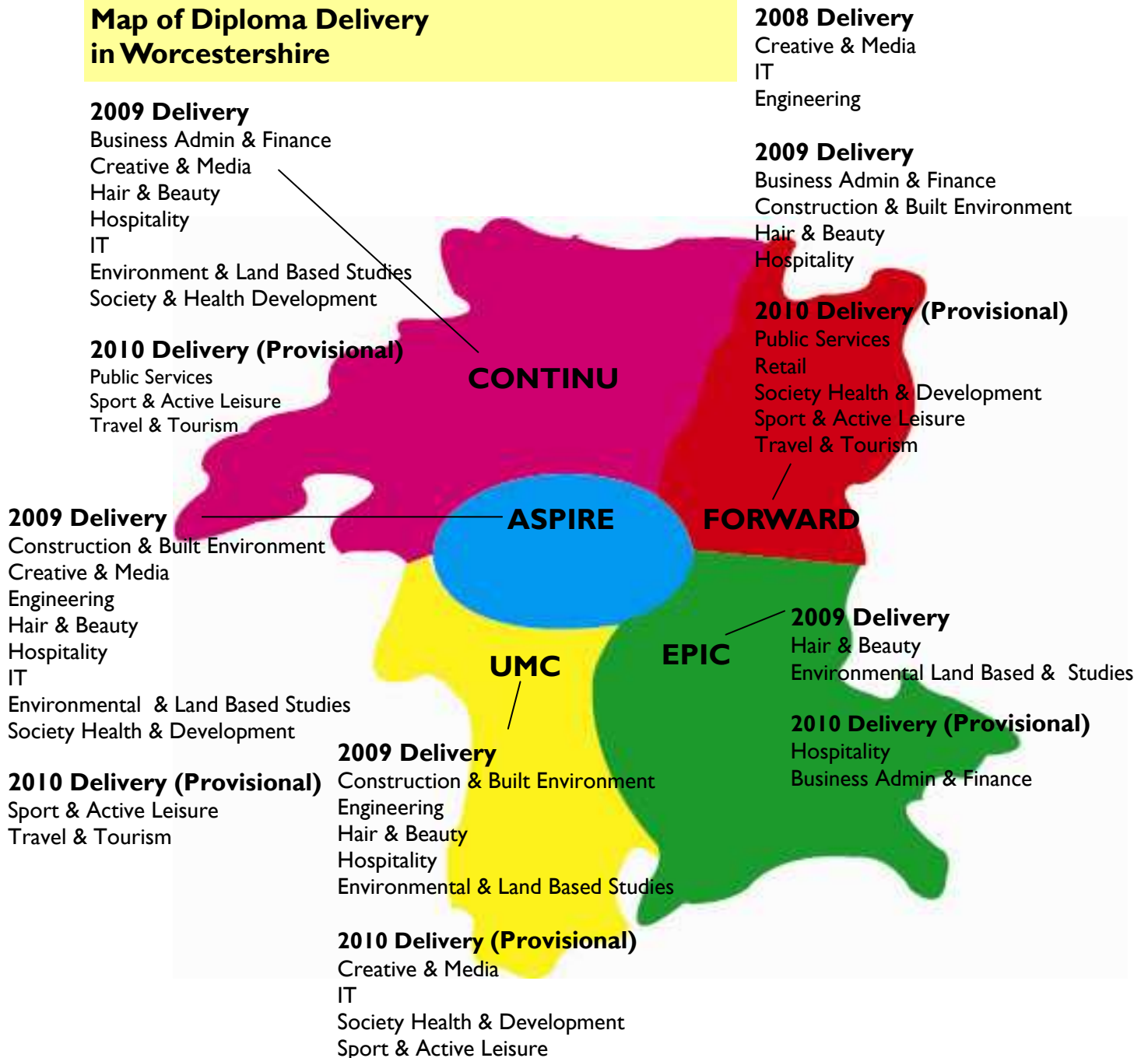
Justine McNeillie, Regional Diploma Co-ordinator said: "I was extremely impressed with the employer engagement event that I attend. These events celebrate the strength of EBP and I would encourage other Consortia to model this method of meeting with employers early in the Diploma planning process, thus forming worthwhile and effective partnerships for the benefit of all".



Forward's Level 3 Creative & Media Students Trip to Malvern Theatres

In November the Advanced Level 3 Forward Creative and Media students visited the Malvern Theatres as part of their investigative research into one of their units of work titled 'Show'. Deb Macmillan organised an audience with Nic Lloyd, the Chief Executive at Malvern Theatres. Nic talked about the huge range of career opportunities within the theatre and the importance of not only being numerate and literate but also being able to work as a team. One of the students, Dan Louch one of the students wants to pursue an acting career and asked Nic what college would he recommend in order to fulfil his ambition. Nic advised Dan to either learn how to play an instrument, learn to dance or sing and then consider applying either to one of the following drama schools, Nottingham, Cardiff or Manchester. All of the students enjoyed the visit and were keen to go back and see one of the Theatres productions.

Map of Diploma Delivery in Worcestershire



The Worcestershire Consortia of schools/colleges have been very successful in bids to deliver a wide range of Diplomas. Worcestershire Education Business Partnership are committed to supporting the consortia of schools by providing employers to help facilitate Diploma delivery.

Aspire – Blessed Edward Catholic College, Bishop Perowne C of E College, Elgar Technology College, Christopher Whitehead Language College, Nunnery Wood High, Worcester Sixth Form College, Droitwich High School, Worcester College of Technology

Continu—Stourport High School, Bewdley High School, Kidderminster College, King Charles I High School, Baxter College, Wolverley CE Secondary School, Haybridge High School, Hagley Catholic High School

Epic– Evesham High School, Prince Henrys High School, Pershore High School, Evesham College

Forward–North Bromsgrove High School, South Bromsgrove Community High School, Woodrush Community High School, Trinity High School, Kingsley College, Waseley Hills High School, Arrow Vale Community High School, N.E.W. College

UMC– The Chase Technology College, Dysons Perrins CE High School, Hanley Castle High School, Evesham & Malvern Hills College.

Business Talk at Chase High School— Malvern

Worcestershire EBP adviser Deb Macmillan was asked by Rich Williams, Head of the Sixth Form, to find two local Entrepreneurs to talk to the lower sixth form about their businesses. During the Question and Answer session one of the students asked Matt Devenish who runs a location Recording Studio Company called Mu-mu, which was his favourite recording artist that he had worked with. Matt said he had enjoyed working with Nigel Kennedy because he was such a professional artist and was very fast at recording!

Dawn Rennie from the Big day Event Company said that she had made many sacrifices in order to make a

success of her Event Management including working long hours and often 7 days a week . She now uses her creative talents to create concept party events for corporate companies including The Conservative Party, Royal Bank of Scotland amongst others. Students Lucy Goodberry and Demi Bradbury pictured above were eager to discuss work experience opportunities



Inside the Workplace

Worcestershire EBP is working with SSAT (the Specialist Schools and Academies Trust), to provide 'Inside the Workplace' training days for local Diploma deliverers preparing to teach from September. Between March and July a total of 13 workshops will be held addressing all nine of the Diploma lines of learning available in the new academic year.

These sector-based events will be run in partnership with local employers and will provide practitioners with a better understanding of current working practices, help develop practical ideas on how to apply Diploma learning using the workplace as a learning environment, and enable teachers to develop materials based on Diploma units.



Matt Devenish, Dawn Rennie & Rich Williams

14-19 Reforms & Employer Engagement

Effective employer engagement is critical to the success of the 14-19 Reforms. Diplomas in particular offer excellent opportunities to make the most of employers' knowledge and skills, and to involve them directly in the educational experiences of young people.

Worcestershire EBP has contracted with the County's learning Consortia to develop and maintain relationships with employers with the aim of engaging them to work with local schools and colleges.

Ten days work experience is mandatory for all Diploma learners and the principal learning element should contain a minimum of 50% applied learning (learning which has many of the characteristics of real work, or is set in the wool-pack) providing ideal opportunities for employer engagement.

The qualifications also have real currency with employers – employers have developed the content and Diplomas are promoting the development of the generic skills and knowledge

DCSF have just published Delivering 14-19 Reform: Next Steps, which presents a clear picture of the overall programme, progress to date and new developments



Debbie Tunstall with winner of the Student Award Rachel Tiffany(ex King Charles I High School)

Worcestershire Women's Enterprise Event

The Worcester Women in Enterprise Awards 2008 took place at Worcester Racecourse on Wednesday 19th November. The event was attended by over 100 business women from Worcestershire and was hosted by the County Council.

Worcestershire EBP sponsored the Student Award again this year. The aim of the award is to promote, encourage and reward innovation, creativity and enterprise amongst women aged between 14 and 19 years. The award was presented by the Chairman of Worcestershire County Council, Alwyn Davies.



Finalists with Alwyn Davies, Chairman of Worcestershire County Council

There were six highly commended finalists, but the winner was Rachel Tiffany an ex King Charles I School student from Kidderminster. Whilst in year 13 last year, Rachel lived in a 'slum' for a week to raise awareness surrounding climate change and its effect on the world's poorest communities. Such was the success of this, she then took the project to other local schools and is now employed to take this project around the country. Rachel received a trophy, certificate and a cash prize.

Runner up and Highly Commended was Domonique Young from The Chase, who helped organise and run a very successful Young Enterprise company producing Jute Bags with the aim of making their local shopping area of Barnards Green - carrier bag free. She also established an on-line community – Blu-Genic in order to keep in touch with all key stakeholders.

Work Related Learning and EBPs

There is strong evidence that work-related learning helps young people develop employability skills, connects their learning to the future world of work and can help improve attitude and behaviour.

Worcestershire EBP supports the DCSF's vision that successful relationships with employers should result in as a minimum:

A sufficient volume of work experience placements to support Diplomas and meet the policy that all young people should participate in work experience

A good supply of teacher development placements as part of their programme of Continuing Professional Development;

A wider contribution from employers to other aspects of work-related learning and education in general;

A strong contribution to making the employer experience of working with education a productive and enjoyable one for all parties.

Terry Owens **EBP Manager**, Deb Macmillan **EBP Adviser**, Debbie Tunstall **EBP Adviser**

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WORCESTERSHIRE
Education Business
Partnership

Linking Business & Education



Benefits to Employers

- Increased profile of a company or industry
- Staff development opportunities eg presentation, mentoring & communication skills
- Increased knowledge of the education system & qualifications
- Recruitment of young people with the desired skills & attitude

Why not ask how you can get involved?

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www.worcestershire-ebp.org.uk

Linking Business & Education



Benefits to Schools

Young People at school in Key Stage 4 learn about the World of Work through a range of activities organised by Worcestershire Education Business in Partnership with your school

- Mock Interviews
- Industry/Enterprise Days
- Visiting Speakers
- Company Visits
- Work Experience

Why not ask how you can get involved?

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