



Leicestershire Education Business Company



A Selection of Case Studies from Secondary Enterprise and STEM Events

Business engagement to inspire and motivate students



*Creating successful links between
business and education*



Introduction

This booklet contains a range of case studies highlighting the impact that employers make in creating inspiring learning opportunities for students and in raising their aspiration and ambition.

Community Cohesion Awareness

For Key Stage 3 and 4 students to experience cultural diversity by linking with employers from the Asian business district. This can be run as a one day event or over 2/3 days.

Pages 3 to 4	Coalville Schools Community Cohesion Project (KS3)
Pages 13 to 14	World @ 1 at De Lisle Catholic Science College (KS3,4,5)

Inspiring Ambition

Aimed at raising aspirations for Key Stage 3 and 4 students by introducing them to businesses from various sectors to introduce them to jobs and roles that they may not have thought about.

Pages 5 to 6	Inspiring Ambition at South Wigston High School (KS3)
Pages 11 to 12	Inspiring Ambition at Countesthorpe Community College (KS4,5)

Science, Technology, Engineering and Maths:

Using STEM Ambassadors to promote STEM employment route ways.

Page 19	STEM Transition Day at Belvoir High School (KS2,3,4)
Page 20	It's Not Just Doctors and Nurses at Snibston Discovery Park (KS3)
Page 21	Women into Science and Engineering (WISE)
Pages 22 to 23	Nuffield Science Bursaries (KS5)

Enterprise Day

Involving employers to communicate the skills and attributes required in business through learning by doing. Students demonstrate leadership, negotiation, problem solving, taking the initiative, working effectively in a team and competing to simulate real life business.

Page 9	Enterprise Day at Leysland High School
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Projects targeting vulnerable students

Run over a number of sessions by trained facilitators to inspire and empower disillusioned students to make informed decisions and experience success.

Pages 7 to 8	I...ME Project at Babington College and New College
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Mock Interviews

Using employers from a variety of sectors to inform students how to effectively apply for jobs and present themselves at interview.

Page 10	Mock Interviews at New College Leicester
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Special Education Needs

Students take part in a number of workshops to encourage them to use skills that will help them later in life. Business volunteers facilitate and deliver these workshops.

Page 16	Cake Catastrophe Week at Ellesmere College
Page 17	Tip Top Customer Service at Ashfield School

Key Stage 5

Giving students the opportunity to show leadership, creativity and responsibility which will provide an effective case study example which they can showcase on their UCAS form.

Page 15	Mini Enterprise Challenge at English Martyrs Catholic School
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Financial Literacy

To develop financial capabilities of students with input from the financial business sector is the key to the success of this event.

Page 18	Financial Literacy sessions at English Martyrs Catholic School
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Coalville Schools Community Cohesion Project Castle Rock & Newbridge High School

Employers involved: Business Language Champions, Habib Bank, Anokhi House of Sarees, Nayana - Asian Dance, Bobby's Restaurant, Shree Ram Mandir, Kalpesh Purohit - Minister of Religion.

Brief for the event:



Castle Rock High School were the main lead in an innovative community cohesion project that saw collaborative working with neighbouring school, Newbridge High School. This ward is very deprived with students experiencing little or no opportunity to explore the wider community and the diversity within it. The aim was for the students, over a period of three days, to experience cultural diversity, explore faiths and gain an understanding of local issues. The project was aimed at Year 7, 8 and 9 students, age range 11-14 years of age.

By using a diverse range of partners, getting out and about and adopting more informal, creative learning models, students reflected upon their values, beliefs, attitudes and shared experiences with people from different communities.

The Match

The purpose was to understand the terms used in sport and business and how they relate to each other. Students gained an understanding of the key roles and skills required in team sports, explored their own skills and qualities and gained an understanding of the way skills can be transferable from one job to another. They explored why we have uniforms in society and if they work. They also explored attitudes to uniform and how we feel about uniform. They considered the needs of a sports team when it comes to their kit and designed a kit for their team and presented it.

Musubi Day

Students worked in teams exploring their enterprise capabilities and the Japanese culture. In their groups they designed a national costume to parade at the 2012 Olympics ceremony that represented the nation's Culture, Sport, Language and Customs.

The Curry Challenge

Students worked in teams to market, cook and sell a curry. This challenge was enriched by a cooking demonstration delivered by Bobby's restaurant.

The Global Olympic Challenge

Students put together a plan for hosting an international Olympics team at their school for one month prior to the 2012 Olympics, which would help the team acclimatise and reach peak fitness levels. The activity was enriched with participation of Business Language Champions and their expertise.

LEBC organised **Cultural Discovery Tours** for Year 8 students from both schools; 360 students in total; to spend the day at the Shree Ram Mandir Temple located on Hildyard Road, Belgrave. The students spent time in the Temple with the Minister of Religion, exploring the Hindu faith. Business representatives from Habib Bank and Anokhi House of Sarees, who gave interactive talks. The students enjoyed Asian cuisine provided by Bobby's restaurant. The grand finale was allowing the year 8 students to experience Asian dancing and the joy that such expression brings by performing Bollywood dance.





Event Date: Monday 22nd & Tuesday 23rd March 2010

Curriculum links: Every Child Matters, Health & Safety, Art, Design & Technology, Personal, Social, Health & Economic Well being, English, Mathematics, Humanities, IT, Science, Food Technology

Quotes – Student:

“I liked working in a team, the business volunteer helped me to improve my time management and work faster.”

“I enjoyed being a part of something that was like real life.”

“I liked creating the costumes from the research we had gathered. My knowledge has improved.”

“Meeting people from different cultures was great, the curry was yum!”

Quotes – Teacher:

“Our main objective for running this event was to give the pupils of Newbridge High School an insight into another country’s culture and heritage. I believe that the delivery of the workshops gave all pupils an insight to the Japanese culture in an interesting and fun way of learning. The whole workshop was well structured, leading to the pupils being creative and imaginative, showing what they had learnt through art and design.”

Quotes – Volunteer:

“My main objective for participating in this event was to introduce students to different cultures. Personally it’s gratifying to work with the children. Professionally it helps build my reputation.”

Students involved – 457

Teachers involved – 18

Volunteers involved – 23





Inspiring Ambition South Wigston High School

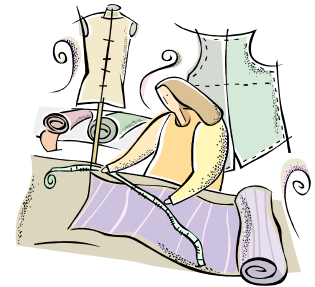
Employers involved: Bobby's Restaurant, Leicester College, E.on, Instruments Direct & Go Motorsport!

Brief for the event:

Activities were designed to be cross-curricular to engage a range of students. These events formed part of the annual careers week that South Wigston High School held for their Year 9 (13 to 14 year olds) students. A brief outline of each activity follows:

Eco Couture

Students worked in teams to create a piece of clothing made from recyclable materials. Students took on job roles, made an outfit, designed a marketing presentation and put on a Fashion Show at the end of the day.



STEM (Science, Technology, Engineering and Maths) day

The day started off with students trying to guess a volunteer's job. The volunteer came from a STEM related background so this enabled students to think about the skills needed in STEM. The next part of the day was facilitated by Go Motorsport who spoke to the students about careers in the motoring industry and took them to see a rally car enabling students to learn how the engine worked. For the last part of the day students worked in teams to create their own model car.



The Match

This cross-curricular activity saw students consider how they would host a World Cup football team. Students had to think about what they could put on for the visiting team and also took part in various team building activities, aimed at developing each individual's employability skills.



Curry Challenge

Supported by Bobby's restaurant, students learnt how to cook a curry from scratch. They took on job roles and were tasked with creating a company name and logo for their curry business. Later in the day students showcased their curries and a winning team was decided upon.



On each day LEBC invited local organisations to facilitate and support the activities. This provided students with the opportunity to speak to people from relevant sectors relating to their activity and gave a real life context to each activity.

Event Date: Tuesday 8th June and Thursday 10th June 2010

Curriculum links:

Art & Design, IT, PE, Languages, Science, English, Maths, Food Technology, Engineering, Textiles, Work Related Learning and Community Cohesion.





Quotes – Student:

A student who took part in the Eco Couture day commented, “I loved it. It’s made me think about going into textiles next year.”

A Curry Challenge student commented, “I enjoyed the cooking and learning about the visitor’s history of vegetarian food.”

One of the students who took part in The Match commented, “The day was amazing, the people were really nice and helpful.”

A STEM day student commented, “The day was really good. I enjoyed the tasks as I got to work in a team.”

Quotes – Teacher:

“I thought the whole activity was well planned and engaged the pupils for the majority of the time. Fay got her message across well and I will use her ideas for my future Year 9 classes.”

Students involved – 100

Teachers involved – 6

Volunteers involved - 6





I..ME Project

Babington Community Technology College & New College

Employers involved: Beth Walsh, Leicester Mercury photographer, Regent College, Connexions Leicestershire Pips Team, Bobolis Restaurant, Da Vinci Italian restaurant and Leicestershire Constabulary. Interviews were also conducted with school staff.

Brief for the event:

I . . . ME is a project with the ethos of enabling students to become: inspired, making informed decisions and feel empowered. The aim of the programme is two-fold:

1. To **widen horizons** through the use of:
 - Positive role models, mentors
 - Outlining post 16 pathways
 - Providing inspirational experiences
2. To **raise self-esteem and confidence** through:
 - Identifying issues and alternatives
 - Looking at peer pressure and its impact
 - Being informed

The programme is delivered through a launch event followed by 10 weekly, one hour sessions, as well as a full day enrichment activity.

Activities throughout the programme were linked as participants were involved in the development of an **I . . . ME** magazine aimed at their peer group, covering interviews with the positive role models they met and the issues and activities experienced. This is a tangible outcome whereby the students can reflect on their journey and celebrate achievement and success.

It is the aim that all participants become **I . . . ME** Ambassadors, embedding the programme within their school environment and becoming Mentors themselves. This will allow sustainability of the programme within the schools that the programme is run, as students continue to benefit from the opportunity to support new members to the programme.

Activities that widened horizons:

The students were asked to interview a number of individuals about their jobs and how they chose their career. Role models were chosen for their approachable qualities and with attainable professions. Students had the opportunity to look through prospectuses from the local FE establishments. The students were asked to consider the opportunities available to them, and how they would inform other young people how to choose their route.

The two outings provided inspirational and unusual experiences, and also allowed the students to appreciate Art, in particular sculptures, when they visited the Botanic Gardens and Chatsworth House. Eating at a restaurant with other diners present allowed them the opportunity to try new things and experience a sophisticated environment which called on a certain level of behaviour and etiquette.





Activities that raised self-esteem and confidence

During the first few sessions a number of activities aimed at raising self-esteem and confidence, were completed. These activities included: What am I/ This is me; Who we are and what we do; Thinking about thinking; The Wheel of ME; Thought replacement (Irrational Thoughts/Rational Thoughts).

For magazine content, students were asked to look at issues affecting their peer group, such as drinking, bullying and sexual health. Representatives from the Connexions PIPs team came to take one session, to share information about sexual health, covering the information that is available and where to find it.

Outcomes of making poor choices, such as early pregnancy, were discussed, and how decisions can affect future options.

The process of completing the programme and becoming part of a supportive group raised confidence and self-esteem, evident in the ability of the group to create and provide a presentation to summarise their participation in **I...ME**.

How many students were involved?

20 x female Key Stage 3 students who, through the schools' criteria, had been identified as vulnerable and/or the potential to have a professional / managerial occupation.

How did you identify your positive role models/mentors?

LEBC has database intelligence of over 5,000 businesses who are actively working with schools and colleges. We also have established effective relationships with all the region's universities and manage the STEMnet contract of 534 STEM Ambassadors. This gives us access to a wide diverse group of individuals and sectors to support the programme. The participating students completed a personal profile prior to the programme commencing. This captured future education and career aspirations, hobbies and interests. This enabled specific procurement and matching of role models to students.

Event Date: Summer Term 2010

Quotes – Student:

"I...ME has helped my confidence grow. It also has helped me to find a talent which I never thought I had which is photography. Since I've been doing this staff around the school have asked me to take photographs. Sam & Lucy have helped me because my behaviour towards people has changed. I think people that want to explore or find out about themselves should take part in this project because it can change you. It has changed me."

A student from Babington Community Technology College

Students involved – 20

Teachers involved – 4

Volunteers involved – 7





Enterprise Day Leysland High School

Employers involved: Regent College, University of Leicester, Loughborough University, Geoff Owen Associates, Epic Adventure and independent volunteers.

Brief for the event:

The event was organised to develop students' enterprise capabilities including communication, team work, problem solving and creativity. The event also aimed to develop their business and financial capabilities. This was done by students forming competing companies, taking on job roles, making and selling a product and creating a marketing presentation. Winning teams from each class were invited to present their business idea to everyone and an overall winning team was decided upon by the business volunteers. We also finished with evaluating the skills the students had developed during the Enterprise Day.



Event Date: Friday 28th May 2010

Curriculum links: Enterprise, Financial Capabilities, Work Related Learning, Maths, English, Art & Design,

Quotes – Student:

"It's brilliant! I'm having lots of fun and learning new things as well!"

Quotes – Volunteer:

"I enjoyed running through the evaluation of each task with the students, as this gave me a chance to use examples from my own experience to relate to the students and what they had learnt."

"I am loving it! My group of students are amazing and are really engaged."

Students involved – 250

Teachers involved – 20

Volunteers involved – 7





Mock Interviews New College Leicester

Employers involved: Alan Chapman Consultancy, Apex Leicester Project Ltd, Barker Ross Ltd, British Gas Business, Skills for Care and the University of Leicester.

Brief for the event:

Employers came into the school to interview specifically identified Year 10 (14 to 15 year olds) students.

Prior to interview, students completed an application form and personal statement for a fictitious job. This was designed to prepare students for the world of work and to help assist them in gaining effective interview skills ahead of their real interviews for their work experience placements.

Students were given constructive feedback from the employers after their interview. Employers completed a short survey with this feedback which will help students with their interview techniques in the future.

Event Date: Monday 14th December 2010

Curriculum links: Citizenship, Careers, English.

Quotes – Volunteer:

“This event allowed me to understand the needs of students, and the necessity to encourage them in their preparation for work.”
Barker Ross

“The students were an inspiration and a credit to the school. Although visibly nervous, they all engaged with the interviews and asked interesting and thoughtful questions when having feedback. I really enjoyed my experience at New College and would be more than happy to support the school on future events.”
Apex Leicester

Students involved – 25
Teachers involved – 2
Volunteers involved – 9





Inspiring Ambition – A Whole School Day Countesthorpe Community College

Employers involved: East Midlands Airport, Treehouse Video Production Company, Mars, 3M Healthcare, Rolls Royce, KJ Associates, Leicester College, Maestro Learning & Development plus a number of individual contributors.

Brief for the event:

This annual event engages Year 10, 11 and 13 (Key Stage 4 and 5) students.

Year 10 Students took part in team challenges that explored enterprise capabilities and became competing mini companies. Each company created a product to sell, simulating the world of business and trading. A range of activities were designed to help them to recognise and develop their talents in negotiation, communication, problem solving and presentation skills.

Among their tasks was to design and create an item within a budget, keeping accurate accounts when buying materials. Their remit was to make an item from the following options: labour saving device, a toy or game or something associated with fashion.

Maintaining the fast-paced schedule, the students were then tasked with becoming marketing executives for a travel company. They had to develop a holiday village, working to specific criteria, drawing up a business plan which as a team they presented to the rest of their class and their business volunteer.

Year 11 Students were treated to a number of inspiring talks by speakers from a variety of sectors, designed to inform and motivate students to become personally effective, raising aspirations to embrace opportunity and increase performance.

Year 13 Students took part in a Lion's Lair activity; a four stage process made up of planning, research, marketing and presentation all too strict deadlines.

Taking the role of our "Lions" were judges with many years experience of heading up large companies, who, in addition to judging the final presentations, spent time in the morning acting as consultants supporting students in developing their proposals.

Once again the ideas that the students presented were innovative, workable and in some instances downright quirky, including wedding pies, geo-thermally heated driveways and personal shopping services. The final winners were a group who developed a range of themed condoms!

Event Date: Friday 6th November 2009

Curriculum links: A cross-curricular event





Quotes – Student:

“I enjoyed today as I learnt more and I wouldn’t improve it!”

“I liked all of the events when we got involved as a group.”

“I enjoyed the section where you picked people for a desert island.”

“I liked designing the toys for a target market.”

Quotes – Teacher:

“During KS4 and 5 there is always pressure not to disengage from the exam curriculum as expectations on both students and teachers are intense in terms of preparation for successful outcomes. However this opportunity that encourages teamwork, leadership and communication allows individuals the chance to learn skills that are just as beneficial in terms of preparation for life beyond school. Not only that, but the day is great fun for students, teachers and business volunteers with the vast majority being wholly positive when the day is evaluated. The chance for teachers to interact with their students over the day using a different approach to learning hopefully stimulates ideas that could be used within their own curriculum area to generally enhance learning.”

Quotes – Volunteer:

“In one group, I saw a girl sitting at her desk, in front of a piece of paper, whilst the rest of the group were animatedly working on their fashion products. When I asked her what was the problem, she said in a sad and dejected accountant like way ‘I am doing the accounts and nobody is talking to me - I need information so that I can do the costings.’ The times I have heard that in Businesses / Organisations during my Consultancy work!! As I said to them all - If the numbers don’t work, then in the long run nothing will work!”

KJ Associates

“Thank you for a lovely day at Countesthorpe College. I enjoyed the day and hope that the motivational presentation I gave to your young people has given them hope for the future. The Lions Lair showed that your students have real talent and their ideas and business acumen for the most part was impressive. It certainly makes a change to have so much fun while working.”

East Midlands Airport

Students involved – 820

Teachers involved – 40

Volunteers involved – 18

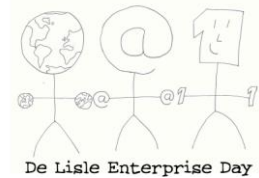




World @ One

De Lisle Catholic Science College

Employers involved: Leicester College, Loughborough College, PriceWaterhouseCoopers, Bobby's Restaurant, ISES Consultants, 3M Healthcare, Derbyshire Connexions, Epic Adventure, Loud & Clear Voice Coaching, Prescient Power, 19 Grams, Nusing Manufacturing, University of Leicester, John Lewis plus a number of individual contributors.



Brief for the event:

A whole school day aimed at creating opportunities for students to take ownership of their environment and foster a sense of belonging to a diverse community which accepts and embraces everyone within it. Each student was encouraged to demonstrate Enterprise capabilities whilst contributing to the overall objective of community cohesion. The whole day was supported by volunteers from the world of work.



De Lisle Family

Students worked in teams, drawing on their own experiences to design and produce a toolkit for the new intake of Year 6 students to help them to settle into school and support smooth transition.

Recycle, Reuse and Resale

In teams, students explored the three Rs; Recycle, Reuse and Resale to present Eco Couture, a catwalk show with costumes made entirely from recycled material. Curry Creation saw students making and selling a range of curries demonstrating effective planning, marketing and cooking skills. The purpose of the challenge was to identify who will generate the most profit to give to charity?

Have a Voice, Make the Choice!

Students became Political Parties, creating policies, choosing a party leader, canvassing, taking part in a live debate and voting. One student was then elected to be the Prime Minister of De Lisle.

Lions Lair

Students planned an event to profile community activities within the school and presented to a group of "Lions" who had acted as consultants during the day supporting students in developing their proposals.

Make a Difference

Students formed an Events Committee consisting of: a Media group to provide coverage of the events of the day to produce a school newspaper; Retail Managers who ran the shops selling resources for the activities in Year 7 & 8; Motivators who supported the teachers and business volunteers in facilitating the activities and 'Hosts with the Most' to support participating business representatives. All participating Year 12s received a reference post event as evidence to use in UCAS personal statements. All references are validated by participating employers.





Event Date: Friday 2nd July 2010

Curriculum links: A cross-curricular event, Community Cohesion.

Quotes – Student:

“I liked it because we got to do something different and work together.”

“I think that the day was amazing. It was good because we worked in teams.”

“I enjoyed this day because it was fun and a bit like the apprentice. My favourite part was selling the curry.”

“I liked how we could work like in a proper career and take more responsibilities.”

“Meeting new people was great!”

Quotes - Volunteers were asked which part of the event they considered was the most beneficial to them:

“Spending time with the students and listening to their innovative ideas.”

“Engaging the students in the real world and their viewpoint on the retail world, how creative the students were, and how teaching has evolved to become more enterprising.”

“Seeing the competitiveness of the students – it really mattered to them to try and win the event.”

“Understanding what motivates young people.”

Students involved – 1,040

Teachers involved – 150

Volunteers involved – 36





6th Form Mini Enterprise English Martyrs Catholic School

Employers involved: Trendy School Wear

Brief for the event:

A programme was delivered over a number of weeks empowering 6th Form students to create their own business, interacting with business professionals and raise funds for charity. The students designed, marketed and sold a T-shirt to celebrate the annual schools Arts festival (logo below).

A group of 6th form students responded to an appeal in an assembly for enthusiastic, creative and business minded volunteers to take part in a fund raising project on behalf of English Martyrs.

In addition to raising the school's profile and providing a sizable donation to charity, this project has provided the 6th form students with many opportunities to develop their Enterprise and Employability Skills and enhance their personal profile and evidence for UCAS.

Students remained focused and on target throughout; no mean feat considering the vast amount of work they were also completing for their A Level coursework. They grasped the opportunity to liaise with external partnerships and senior management. They conducted themselves in a mature and professional manner and were precise in their communications amongst themselves, with students from all year groups, staff and business professionals.

This project has provided the students with a real sense of achievement and developed skills that will stand them in good stead for a successful future.

Event Date: Spring and summer term 2010

Curriculum links: 11 – 19 WRL framework, PSHE, PLTS, business studies, Art, Technology, Design, Maths

Quotes – Student:

I think we are pretty much all amazed at how many people have bought t-shirts. We gave out of those which had been ordered last week and had about half of the 500 we ordered left. Mrs Hancock in the student services office volunteered to sell the remaining t-shirts from her office. When we went to ask her how they were selling, and we only had a few over 50 left, most of which were the extra large t-shirts we were given to try and sell to the staff. Thanks for all your help organising this project, we're all really happy with how it turned out.

Students involved – 6
Teachers involved – 1
Volunteers involved – 0





Cake Catastrophe Week Ellesmere College (SEN)

Employers involved: Eazytiger, Leicester University, Compass Group and Epic Adventure.

Brief for the event:



LEBC designed, prepared and delivered a range of activities throughout the week. Each day was supported by business advisors who volunteered their expertise and helped the students throughout each of the activities. These volunteers were recruited through LEBC to develop Enterprise and STEM skills such as creativity, problem solving and team work. We did this by working with a small group of Year 10 Special Educational Needs (SEN) students to form a cake business. Throughout the week the students designed a company name and logo, carried out market

research, learnt about health and safety in the kitchen, bought ingredients from a local supermarket, baked the cakes and finally sold them at a cake sale.

LEBC took students to Leicester Market where they sold the cakes they made and profiled to the public their cake business. The money raised from the cake sale was donated to charities of their choice. Between them, students chose LOROS, Rainbows and the RSPCA.

At the end of each day LEBC evaluated the students' learning and awarded students with a certificate to reward them for their achievements. At the end of the week all of the work the students had done was gathered together and each student received a folder to showcase their work.

Event Date: Monday 22nd to Friday 26th March 2010

Curriculum links: Every Child Matters, Health & Safety, Art & Design, Design & Technology, Personal, Social, Health & Economic well being, English, Mathematics, Humanities.

Quote – Student:

"I've had the best week ever and learnt many skills. Can I come in over Easter and do it again!?" Year 10 student

Quote – Volunteer:

"I enjoyed it all and am sure that I got as much out of it as the students."
Epic Adventure

Students involved – 7

Teachers involved – 4

Volunteers involved – 7





Tip Top Customer Service Ashfield School (SEN)

Employers involved: British Gas Business and Loughborough University

Brief for the event:

Interactive activities were created by LEBC focusing on customer service. The activities were delivered during a day long event to a group of 16 to 19 year old students studying at Ashfield School.

Before the main activities began, students were asked to complete a short questionnaire about customer service so that they were aware of their own knowledge of the sector.

After the activities were completed, students were asked to complete another questionnaire with similar questions to find out what they now knew. The answers given indicated that they had all developed more of an understanding of customer service after participating in the event.

Event Date: Wednesday 3rd March 2010

Curriculum links: Every Child Matters, Personal, Social, Health & Economic well being, English, Customer Service.

Quotes – Teacher:

“Thank you for organising such a great day last week for my students. They really enjoyed the experience and gained a lot from it!”

Students involved – 8

Teachers involved – 6

Volunteers involved – 2





Financial Literacy Sessions English Martyrs Catholic School

Employers involved: Alliance & Leicester, Clear & Lane Chartered Accountants, Somerbys Accountants, University of Leicester SU, Yorkshire Bank Plc, Delta Financial Systems, KPMG and Leicester College.

Brief for the event:

The aim was to provide students with information about careers in the financial sector and to provide an opportunity for students to improve their personal finance capabilities and become informed consumers.

English Martyrs Catholic School offered Year 9 students the opportunity to develop the skills and knowledge essential for effective personal finance. Through team work and group discussion activities, students interacted with finance sector business visitors who offered future study and career advice. A selection of activities included bank statements, safe ATM use, types of banks, security and fraud.

Student evaluations showed an increase in confidence in dealing with personal finance issues and students' verbal reports included how helpful the information was, how fun the sessions were and that the day had provided a welcome opportunity for students to meet external visitors to school.

Teachers benefited from the support of business visitors who added credibility and up to date knowledge of effective personal finance.



Event Date: Thursday 17th and Friday 18th June 2010

Curriculum links: 11 – 19 WRL, PSHE, PLTS, Literacy and Numeracy

Quotes – Volunteer:

What business benefits have you gained by being involved in this event?

- *“Thinking from another perspective about what I do.”*
- *“Meeting other professionals in the area.”*
- *“Experience of talking to an audience.”*
- *“Understanding of pupils’ finance knowledge.”*
- *“Question and answer sessions.”*
- *“Presentation skills to a varied audience.”*

Students involved – 180

Teachers involved – 6

Volunteers involved – 12

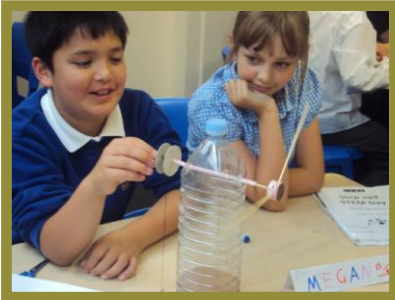




STEM Transition Day Belvoir High School

Employers involved: e.on, Leicester Y M C A, Loughborough University, Melton Borough Council and Go Motorsport!

Brief for the event:



A student-led day raising awareness of the diversity of STEM (Science, Technology, Engineering and Maths) careers to raise students' aspirations and support Belvoir's science specialist status. The day started with a fast-paced Wider Horizons session which saw Year 6 students trying to guess the job of a variety of business volunteers, challenging gender stereotyping and the myths surrounding STEM careers. This was followed by a range of interactive STEM activities, culminating in a land yacht race and celebration assembly.

This was a truly cross curricular activity day guided by specialists and involving the wider community, to show students how skills are transferable from education to work. Belvoir Year 10 students became motivators, supporting classroom delivery for the younger students. Business volunteers responded strongly providing fantastic feedback about the students they worked with, providing references for the Year 10 students. The school also welcomed this approach as a way for older years to demonstrate their enterprise capabilities and have their aspirations raised by interacting with positive role models from the world of work.

Event Date: Tuesday 13th July 2010

Curriculum links: Science, Technology, Engineering and Maths

Quote – Student:

"I enjoyed the day and learnt team skills important to business."

Quotes – Volunteer:

"Today at Belvoir was ABSOLUTELY FANTASTIC! The organisation was great, the activities were well supported within the school, the kids were delightful and it was a brilliant experience for me - just what I signed up to volunteering for."
E.ON

Quotes – Extended Services Co-ordinator:

"We wanted to raise the profile of our specialist science status as well as trying a new transition project. We also wanted to involve LEBC to inspire staff and pupils, using STEM ambassadors. All our objectives were met and exceeded! The positive tone was maintained all day by all parties!"
Kevin Osbourne, Extended Services Coordinator

Students involved – 60

Volunteers involved – 7

Teachers involved – 7





It's Not Just Doctors and Nurses Snibston Discovery Park

Employers involved: Waywood Enterprise, Instruments Direct (Services) Ltd, Glenfield Hospital, Loughborough University and AstraZeneca R & D Charnwood

Brief for the event:

More than ever before, the prevention, diagnosis and treatment of illnesses now rely on a broad span of scientific knowledge and technical skills. Along with doctors, nurses and other professions; scientists and technicians are essential members of today's healthcare team.



During the day the students had the opportunity to find out about a range of STEM careers available in Healthcare Science, meet professionals working in these areas and take part in various interactive activities.

The students learnt how scientists develop pain relieving drugs, saw how a physiotherapist helps to improve patients quality of life, tried out the modern technology which helps athletes improve their performance and learnt how engineers can save lives in the third world just by improving simple sanitation.



Event Date: Wednesday 23rd June 2010

Curriculum links: Science, Technology, Engineering and Maths

Quotes – Volunteer:

"I was very impressed by the interest the students showed in the developing world and hope to have demonstrated to them just one of the ways that careers in engineering can help them improve and save many lives worldwide."

Loughborough University

Students involved – 100

Teachers involved – 7

Volunteers involved – 7





Women into Science and Engineering (WISE) Various Schools

Employers involved: Loughborough University, AstraZeneca

Brief for the event:



A group of Year 9 girls from Brockington, Thomas Estley and Lutterworth High Schools attended a two day session at Loughborough University aimed at encouraging them to value and pursue STEM related courses in school or college, and to consider Science or Engineering careers in the future.

The students were able to tour the engineering facilities at the university as well as talk to post graduate students about their studies before they were given the task of designing and building a solar powered car. A visit to AstraZeneca was also arranged for the students to give them the opportunity to see and talk to female scientists at work in their laboratories in Loughborough and break down some of the stereotypes surrounding STEM careers.

To qualify for a CREST Bronze award for the project the students then gave a presentation of the project to their peers in school.

Event Date: Thursday 11th and Friday 12th February 2010

Curriculum links: Science, Technology, Engineering and Maths

Quotes – Student:

“I really enjoyed making the solar powered car and finding out about all the different aspects of engineering from the women engineers.”

Year 9 student, Lutterworth High School

“It was great to see a real working lab and talk to the scientists. It showed what kind of jobs you can do if you study science.”

Year 9 student, Brockington College

“Going to AstraZeneca and making our solar powered car was interesting. Astrazeneca was something I had not seen before and making the car was fun, enjoyable and I made new friends.”

Year 9 student, Lutterworth High School

Students involved – 21

Teachers involved – 3

Volunteers involved – 11





Nuffield Science Bursaries



Employers involved: University of Leicester (various departments), Loughborough University, University Hospitals of Leicester, British Geological Survey, AstraZeneca, 3M Healthcare and Twycross Zoo.

Brief for the bursaries:

Placements were arranged for 36 high achieving AS level students from schools across Leicestershire, Nottinghamshire and Derbyshire to work alongside practising scientists, technologists, engineers and mathematicians over the summer holidays to give them an insight into the world of scientific research and development. The students carried out research projects for 4 to 6 weeks which made a contribution to the work of their host organisation. Each student received a bursary from the Nuffield Foundation during their placement. A celebration event at the end of the project gave the students the chance to display their project work and talk to visiting guests about their experiences. Many of the students entered their projects for a Gold CREST awards with STEM Ambassadors acting as assessors.

Event Date: Summer 2010

Curriculum links: Science, Technology, Engineering and Maths

Quotes – Student:

“A very well organised and interesting experience.”

“The experience confirmed my career path. I still want to be an engineer.”

“It’s useful to go on my personal statement which will help secure jobs and a place at university.”

“I found the entire experience invaluable to me.”

“It has been fantastic practice for writing a report. I now cannot wait to do biology at university.”

Quotes – Employer benefits:

“Dedicated student working on project, benefit to student and our lab assistant gained confidence.”

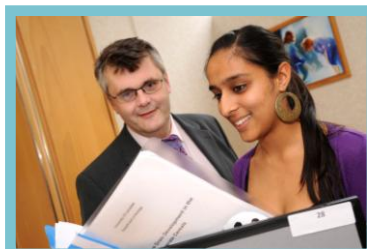
“We had new and fresh ideas inputted into our working project and it has given us a link to young people hoping to work in our industry.”

“It gave us an opportunity to share our area of science with a new audience and pass on our scientific skills.”

Students involved – 38

Teachers involved – 27

Volunteers involved – 26





Charges

LEBC charges £30 per hour based on the activity commissioned.

For example, an enterprise day for a cohort of between 150-249 would cost £1500 for a full day.

What £1500 would cover in terms of hours involved?

- Preparation of students', employers', teachers' resources—12 hours
- Recruitment, briefing and training of business volunteers—25 hours
- Teacher briefing—preparation delivery—3hrs
- Management and delivery of the activity—10 hours

Where there is a large cohort or a bespoke project it may involve more LEBC staff members therefore the cost will increase to reflect the additional staff delivery cost.



Employer Celebration Event:

Kevin Osbourne Vale of Belvoir Extended Services Coordinator, Mark Watts, Epic Adventure, Charlotte Woodward, British Gas Business, Barbara Chantrill, Leicestershire Education Business Company, Rachel Dickinson Leicester City Council, Strategic Director of Children's Services.





The booklet and activities were
created and designed by
Leicestershire Education Business Company
(LEBC).

Leicestershire Education Business Company
would like to thank all business volunteers,
students and staff involved our events.

Thank You



Want to Make a Difference?

*For further information on all of the initiatives at LEBC or to request a copy of our
events schedule for 2010-11 please contact us via the details below:*

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