

# CASE STUDY

## zoo power

EBP  
NATIONAL NETWORK

L O N D O N   R E G I O N

**Theme:** Citizenship & Enterprise

**EBP:** HACKNEY EBP

**Partners:** Animals in Good Company, Veredus, News International, Zoological Society of London

**Students:** 10 Year 9 students of Haggerston School, Technology College status

### Aims

- To develop relevant skills including research skills, planning, time management, team work and leadership
- To progress interview skills, letter and proposal writing, public speaking, presentation and negotiation skills

### Procedure

The project involved students working with support from volunteer mentors from Veredus to raise funds for a project to improve the facilities for the Sloth Bears at London Zoo. Mentors with experience in the fields of PR/journalism, fundraising and presentation/research were recruited from Veredus to work with the pupils and support them in fulfilling the specific tasks assigned to each team.

### Programme

Students met with their mentors over 12 weeks. Mentors worked with students to help them develop relevant skills for the project including research skills, planning, time management, teamwork and leadership. Students also attended a series of mini-workshops during the half-term holiday with sessions on interview skills, letter and proposal writing, public speaking, presentation and negotiation skills.

Students were split into three groups. The Media Group was tasked with publicising and reporting on the project, within school and through the local media. The Environmental Group were responsible for researching the need for improved facilities for the Sloth Bears, including conservation issues. The Funding Proposal Group were asked to create and present a proposal to get corporate sponsorship for the project. Students also visited the Zoo to learn about the Zoo's process of planning and constructing the improvement project for which they were raising funds and spent time working with the relevant zoo keepers to learn more about the sloth bears, their habits and environment.

At the end of the project the pupils' proposal was formally presented by them to the Head of Community Affairs at News International who agreed to support the project and provide the funds requested for the Zoo project. Students were able to visit the Zoo with their mentors to hand over the funds raised and were given free entrance to the Zoo to see the improvements made to the Sloth Bears' enclosure.

### Outcomes

- The project developed pupils' enterprise, employability, interpersonal and communications skills and also boosted their confidence and motivation;
- It gave them an insight into the voluntary sector and the work of animal welfare/conservation organisations and a significant sense of achievement in completing the project and raising the funds required.

### Progression

Inspire, the new EBP in Hackney, is now developing plans for a similar project with another secondary school in Hackney.



# CASE STUDY

## working in the city

EBP  
NATIONAL NETWORK

LONDON REGION

**Theme:** Citizenship  
**EBP:** HACKNEY EBP  
**Partners:** The Brokerage & City Financial Services Firms  
**Students:** 30 Year 10, 12 & 13 students of Our Lady's Convent High School, specialist Language College

### Aims

- To understand the City
- To understand what City employers look for in potential employees.

### Procedure

The Working in the City programme was designed and delivered by The Brokerage, a charity based in the City of London that helps young people from inner London schools. Our Lady's has sent sixth form students in the past. This year, for the first time, a group of 10 KS4 students were included.

### Programme

Students attended three half-day workshops. Student activities included:

- a quiz about the City
- an opportunity to interview employees about their experience of working in the City
- business games
- an in-tray exercise
- looking at how to market themselves as potential employees
- assessment of CVs and practice interviews.

### Outcomes

- Our Lady's is one of the schools with which The Brokerage has developed a particularly strong relationship over the four years Working in the City has been running
- Feedback from students has been very positive. Average scores out of ten for "How much new information did you learn today?" and "How enjoyable was the workshop?" are over 7.5
- Written and anecdotal feedback shows that participants particularly enjoy participative exercises (such as the trading game and having the chance to talk to City employees)
- In addition to the Working in the City programme The Brokerage runs a real time job application exercise with the 20 Sixth Formers and arranges many other business opportunities which Our Lady's students have participated in ranging from a "Women in Investment Banking" event at UBS to paid City summer placements on a programme for Year 13 leavers

### Progression

The Working in the City programme is the core of The Brokerage's work with schools and provides a firm basis on which to build further links (510 students from 53 inner-London schools have taken part in this year's programme which has just finished). It gives schools a chance to have regular access to City and Docklands companies. 23 companies and 130 employees have supported the programme this year.

# CASE STUDY

## smash

EBP  
NATIONAL NETWORK

L O N D O N R E G I O N

**Theme:** Citizenship & Business  
**EBP:** SOUTHWARK EBA  
**Partners:** PricewaterhouseCoopers, Soda Creative, Southwark Trading Standards Department, Guy's, King's & St Thomas's Hospital Trust, Tesco  
**Students:** students of St Saviour's and St Olave's School

### Aims

- To increase students' motivation, confidence and self-esteem
- For students to learn about how society works
- To understand about getting things done
- To develop an understanding of the organisations where student community motivators work.

### Programme

SMASH (Southwark Movers and Shakers) is an active citizenship partnership programme. Students from both primary and secondary schools work in small groups to pursue issues/needs they have identified in their community – both within and outside their school. The groups then work with relevant partners who, as community motivators, support the students with addressing the issues identified. For example, one group worked with Southwark Trading Standards on prices and treatment of young people in local shops. The student group produced a 'Code of Conduct' for local shopkeepers.

Further, students record their work and achievements in a digital log, Netfolio, which has been specially developed to support SMASH but which can and is being applied in a range of other contexts across Southwark. For example, students in the Elephant and Castle SRB development area are working on developing profiles, which they are using to support transfers across phases – Year 6 to Year 7 and year 11 to 16+ institutions.

### Outcomes

- Both partners report gains in skills, insight and community understanding.
- SMASH is popular with schools and partners. Students enjoy both working with community motivators and Netfolio
- Teachers and partners have been surprised at how SMASH has increased students confidence and self-esteem
- Student motivation has also increased
- By participating in this projects students learn both about how society works and about getting things done works alongside developing an understanding of the organisations where their community motivators work.

### Progression

This is excellent preparation for adult life for the students as well as providing an effective means for them to acquire and apply citizenship and enterprise skills.

# CASE STUDY

# law as a career

EBP  
NATIONAL NETWORK

L O N D O N   R E G I O N

**Theme:** Citizenship  
**EBP:** TOWER HAMLETS EBP  
**Partners:** London Magistrates, Tower Hamlets Community Police, Clifford Chance and Matrix Chambers  
**Students:** students of Central Foundation Girls School

## Aims

- The entire programme was delivered in response to an unusually large interest in Legal Careers.

## Procedure

The event was organised by the EBP.

## Programme

Three separate activities took place around the theme of Work Related Learning and the Law:

1. Community Police visited the school to describe career entry routes into the force, and day to day job responsibilities
2. This was followed by a visit to school from representatives from the London Magistrate's Court, who repeated a similar session
3. The project culminated in a special day held at Clifford Chance and Matrix Chambers, where Cherie Blair practices, to find out about training as a Solicitor and a Barrister.

The first part of the day was spent at Clifford Chance, the biggest Law firm in the World. Here pupils met a variety of employees including solicitors, legal secretaries, marketing managers and web designers. Pupils took part in a special activity designed to raise awareness of how many people from the legal profession might be involved in any one case at a time.

## Outcomes

- A range of Career paths and necessary qualifications were shown to the pupils;
- In addition, contact with actual employees from a variety of jobs has enhanced knowledge and assisted with future choices that the girls will make;
- Clifford Chance also found the day hugely enjoyable and beneficial to their staff in terms of developing different skills.

## Progression

It was the first time Tower Hamlets EBP has worked with Matrix Chambers and they have expressed a desire to work with Tower Hamlets pupils again. It is a model that the school are hoping to replicate each year.