

CASE STUDY

'hit single'

EBP
NATIONAL NETWORK

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

Theme: Enterprise
EBP: KINGSTON & MERTON EBP
Partners: Aldersgate Partners
Students: Year 10 students of Tolworth Girls' School

Aims

- To provide opportunities for students to look at concepts and stages of project management
- To familiarise students with key enterprise concepts
- To provide opportunities for students to demonstrate their understanding of enterprise concepts
- To provide opportunities for students to practice enterprise skills, attitudes and qualities

Procedure

Aldersgate Partners approached London Accord with the proposal of tailoring their Project Management materials and offering schools the chance of using these resources. A teacher consultant was recruited by KMEBP to adapt the materials. The consultant then trained teachers from interested schools to deliver the one-day Project Management event.

Programme

The event took place in a large hall and students were split into groups. The programme was led from the front by the trained teacher and employers from Aldersgate were there to support students. The focus of the day was for each group to come up with a formula for a 'hit single' – that was the project the group had to manage. There were various stages that students worked through to accomplish their task. Students were:

- introduced to 5 basic project management processes
- asked to participate in activities with the theme of working as part of a team
- asked to identify the client and issued with a briefing sheet, together with a questionnaire in which they were asked to identify their own musical tastes
- asked to look at planning next and to produce work breakdown structures
- then asked to develop effective strategies to help them to accomplish the task
- asked to identify resources they would require
- set the task of preparing a presentation, within their groups, to their peers, using posters and role play
- asked to present their ideas group by group and the rest of the cohort asked to act as judges
- asked to complete evaluations sheets

kmebp

kingston and merton education business partnership

Kingston & Merton EBP

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CASE STUDY

mock interviews

EBP
NATIONAL NETWORK

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

Theme: Enterprise
EBP: NEWHAM EBP
Partners: University of East London, Business in the Community, London First, Government Office for London, The Inland Revenue, One Spare Chair, Mock interviews
Students: 50 Year 10 students of Cumberland School, Sports College status

Aims

- The programme was created so that young people could experience the situation of a “real live” interview in a supportive environment, helping to prepare them for the real thing.

Procedure

Each volunteer was sent an Information and Support Pack which explained the programme, offered them tips on how to conduct the interview and contained questions to ask in the interview and feedback pro formas.

Programme

Cumberland students applied for a mock interview using an application form the NEBP supplied. Only those students who completed a good application received an interview. The forms were then passed on to the various volunteers and employers taking part in the programme. The students then visited the employer for their interviews at a set time given to them by the employer (through the NEBP). At the end of the interviews the employers give each student feedback on both their interview technique and their application form.

Outcomes

- All evaluations suggested that it was an enjoyable day, and the students seemed to get an increased sense of confidence and an appreciation of the need to research future choices;
- Some found the interviews nerve racking but a good opportunity to practice their communication skills;
- The NEBP co-ordinator for the project felt that the programme went extremely well, giving students a much needed insight into the recruitment process and introducing them to some of the employers in the local area;
- Students benefited from the Mock Interview programme by being exposed to the world of work, and the wants and needs of employers.

Progression

Cumberland School are to hold annual rounds of Mock Interviews as part of their Work Related Learning Programme.

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CASE STUDY

the business game

EBP
NATIONAL NETWORK

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

Theme: Enterprise
EBP: REDBRIDGE BEP
Partners: University of East London, CITB, Select Recruitment, London Borough of Redbridge
Students: KS4 students – Mayfield High School

Aims

To enable students to experience a number of WRL and enterprise skills particularly:

- Team working
- Time management
- Planning and Prioritising
- Costing and budgeting
- Negotiating
- Risk awareness
- Risk management
- Delegation
- Presentation

Procedure

Staff at the school were briefed on the Business Game – an enterprise activity whereby teams of students have to develop and market new products to a specification. The teams set out their marketing strategy and construct a prototype of the product in its packaging. At this stage each team has to pass their product on to another team, which becomes responsible for creating advertisements for it. Each team, therefore, delegates responsibility for advertising their product to another group while they take on the same responsibility for a different product from a different group. Teachers led the activity for groups of students and were assisted in the delivery by business people who acted as consultants to the students.

Programme

Teams were given budgets from which they had to buy materials, consultancy advice and advertising time in order to complete the Business Game tasks. They had to create plans and strategies. The activity lasted a school day and culminated with each team presenting the story of their day and showing their advertisements.

Outcomes

Students enjoyed the activities and felt that they had used a range of skills and had gained in confidence in terms of their presentation skills and their communication skills as well as deploying the skills enumerated above.

Progression

Students will use skills gained from the day in their work experience in future and in their progression to further education, employment or sixth form studies.

CASE STUDY

business breakfast

EBP
NATIONAL NETWORK

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

Theme: Enterprise
EBP: SUTTON EBP
Partners:
Students: Year 10 students of Wallington High School for Girls

Aims

- To involve schools and Sutton EBP in local business network
- To involve and inform Sutton businesses in the new statutory requirement of work related learning

Procedure

In order to make well-informed decisions about their future, the girls are trained to be self-reliant and independent. They are given every opportunity to explore their career options. Careers advice involves visiting speakers, talks from industrialists, community representatives and the Careers Officer. A well-equipped library enables the girls to access the most up-to-date information whether printed or electronic.

Programme

Awareness of the world of work is addressed in a variety of ways at Wallington Girls. Their industrial partners help them to deliver a comprehensive programme, which explores the reality of the work place, and, at the same time, develop essential skills the girls will require. All students have the opportunity for a week's work experience in Year 10 and for a further week in Year 11. This is organised as part of their PHSE programme, and gives the students the skills and confidence to apply for extra work placements during their summer holiday, should they wish to explore more career options.

Outcomes

- The EBP has benefited from its involvement in Business Over Breakfast by way of business training for its staff in marketing
- Those members who are eligible have offered work experience placements, with students from Wallington Girls and Carshalton Girls benefiting this year
- Students from the schools have used the forum to advertise products for Young Enterprise

Progression

- Business Over Breakfast members have assisted in other EBP projects eg, Ian Bucket of IJB Contracts who has offered his time to assist Wandle Valley school with its vocational hut
- Many of its members including Neil Hughes of Copley Clark and Bennett, Brian Hammond of Sutton Chiropractic Clinic and Paul Jeanes of Inter Alliance have agreed to take part in Wallington Girls careers event this year
- They have also been used as a forum for prospective specialist schools applicants to ask for assistance in their application

CASE STUDY

enterprise challenge

EBP
NATIONAL NETWORK

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

Theme: Enterprise
EBP: WALTHAM FOREST EBP
Partners: Angelo Gibertoni Consultants (ICT), Farsound Engineering Ltd (aviation engineers), Bovince (screen printers), Ascham Homes (housing association)
Students: for Year 10 students of Walthamstow Girls School

Aims

- Identify, develop and use skills for enterprise and employability
- Increase understanding of work roles, responsibilities and rights at work
- Take part in activities in a work context
- Raise awareness of business enterprise

Procedure

The event was planned by the EBP.

Programme

Working with the whole year group, who had been divided into mixed ability groups of 9, the students have the opportunity to work together as a company to produce a product to market and sell; in this instance a leisure shoe.

They are in competition with all the other groups to secure an investor in their company and need to produce a business plan, advertising materials i.e business cards, posters etc. and a prototype leisure shoe to exhibit at a trade fair at the end of the day.

All the materials are supplied by the EBP and the students have the opportunity to purchase or hire any equipment they need to make the prototype and to demonstrate their marketing strategy.

At the trade fair the judges, who are external volunteers from the business sector, tour the companies to question them on how the group arrived at their final product, what sector their prototype is aimed at, how they will advertise it, where they will sell it, how/where will it be produced and what is their 'unique selling point'.

The quality of the business plan is also taken into account before a final tally of the judge's scores decides who will win the business investment and therefore, the Enterprise Challenge.

Outcomes

The Enterprise Challenge day raised student awareness of the importance of team working, problem solving, decision making, business planning, time management, and working to deadlines.

Quotes from staff and students:

'I feel this was a good experience even though it was frustrating, I realised running a business is stressful'.

'This was about working towards deadlines and using criteria from all subjects'.

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