



Croydon Education Business Partnership

2008 review



WISE COUNSEL: Students from Riddlesdown High School learnt a great deal from their mock job interviews, conducted by highly experienced business people.

So good - we'll do it again!

IT WAS A FIRST for Riddlesdown High School in 2008 – and everybody agreed it was a great success.

The school took part in a mock interview day, fielding more than 300 students to practice their job-seeking skills on 32 business volunteers.

“It was an extremely successful day,” said Eva Carroll, Riddlesdown’s business studies teacher and work experience co-ordinator. “Every student had a positive experience and our volunteer interviewers felt the students really performed well.

“The interviews helped immensely with preparation for work experience placements and focussed the students’ minds. They were extremely mature about the whole process, most of them taking the opportunity to dress formally for the occasion.

“There was a real buzz throughout the school in the weeks leading up to the interviews and throughout the day itself. Students engaged in the whole process with great enthusiasm.” Among the comments made by students are:

“It was a good insight into what interviews are like. It gave me greater confidence.”

“Make it compulsory.”

“I had a very good interviewer who gave me some great advice. I gained so much from this.”

“It went really well. What a great experience.”

“I feel better prepared for future interviews – less likely to mess up.”

And the business volunteers from firms such as BT, DHL, Mercer Ltd and Waitrose were equally positive about the experience.

They all believe their day was well spent, listening and talking to enthusiastic young people who were fully engaged with the task.

CEBP Highlights 2007-08

- **4,725 students** undertook two-week work experience placements
- **1,928 students** took part in mock interviews
- **920 students** tested themselves in skills circus workshops
- **450 students** followed the key employability skills programme
- **400 business volunteers** took part in CEBP programmes
- **300 primary pupils** set up their own micro societies
- **120 students** tendered for enterprising houses
- **100 students** prepared competitive tenders in celebration event workshops
- **66 primary pupils** were mentored by business volunteers
- **60 teachers** benefited from one-day professional development placements

Mock Interviews

The participating schools in 2008

- Archbishop Tenison’s CE High School
- Ashburton Community School
- The BRIT School
- Coloma Convent School
- Cotelands Pupil Referral Unit
- Croydon College
- Edenham High School
- Haling Manor High School
- Old Palace School
- Riddlesdown High School
- St Andrew’s CE High School
- St Joseph’s College
- St Mary’s Catholic High School
- Virgo Fidelis Convent School
- Westwood Girls’ College
- Woodcote High School

Students find their feet on the property ladder

COMMUNICATION, negotiation and problem solving are the important life skills being tested in Enterprising Houses.

MEARS

Geraghty Taylor
ARCHITECTS



BUILDERS' MATES: A group from Croydon College make the critical decisions about the design of their estate.

During the Enterprising Houses workshop, students work as a construction company that is tendering to the local authority for a contract to build a small housing estate.

The estate consists of 12 properties on a specific piece of land. There must also be recreational areas and the students must identify the intended demographic group at which their estate is targeted.

Using a pack provided, students design and construct a model of their proposed estate and present their ideas to a panel.

- Students work in groups of five or six to design the housing estate.
- In the process they are first briefed about the task and invited to analyse the various elements of it.

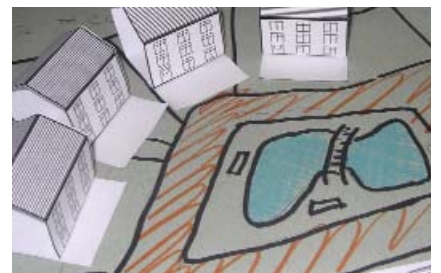
- Then they plan and build the estate.
- And finally, they deliver a presentation to the assembled class, explaining how they made the various decisions and why the finished design looks as it does.

The workshop was launched with great success in 2008 at Ashburton Community School and Croydon College.

Teams were supported by business volunteers from Mears Group plc, a repair and maintenance services provider for social housing in Croydon, and Geraghty Taylor, an architects' practice based in Wellesley Grove.

"Over the duration of the workshop the atmosphere changed from nervousness to enthusiasm as confidence in their ideas grew and grew."

Brendan Geraghty, Architect



VILLAGE GREEN: One of the designs shows model houses clustered around a central recreation area.

Bosses make room in their teams for students

EMPLOYERS in the Croydon area feature prominently in a five-minute video about work related learning.

The short documentary, narrated by Peter McNulty, customer relations manager at CEBP, was commissioned by the Department for Children, Schools and Families and is universally available on **YouTube**.



EMPLOYER OUTREACH: The CEBP video is on both YouTube and the DCSF websites.

Peter talks about the crucial role that businesses of all sizes have to play in teaching students about the world of work – larger employers can set the tone of what is done during placements, he says, while smaller firms can have an immediate impact, no matter how few students they can accommodate.

Vicky Wasmuth, personnel manager at the Elmers End branch of Tesco, is an active supporter of the CEBP work experience initiative, which she sees as being good for students as well as satisfying a degree of

enlightened self-interest for her company.

She said: "It's all about giving them some self-confidence. When they first arrive they are shy and quiet, but after a week they come up to me and tell me what they are going to do today and what they want to achieve during their placements.

"If we don't give students a chance to experience our world, what kind of candidates will they make when they are looking for a full-time job?"

"I always invite them to come back when they leave school. We know them better than those we haven't met, so they stand a better chance of getting a job with us."

Emily Summers, a student from Edenham High School in Shirley, who fulfilled her work experience placement in the store, said: "I did many different jobs during my two weeks, but I enjoyed helping customers most of all."

Richard Hough, proprietor of Autoclutch in South Norwood, runs one of the smaller firms supporting CEBP. He sees it as giving students a basic grounding in the motor trade, but he thinks it is equally important that they are mixing with adults and being treated as equals, and given the feel of a real workplace.

To watch the video please visit:
www.youtube.com
www.dcsf.gov.uk/14-19

MicroSociety^{*}

SOCIETY is a complex subject, even for adults – let alone students aged 9 and 10.

* MicroSociety has been developed by Kingston & Merton EBP for use in UK schools, based on a programme developed by Dr. Marilyn Kourilsky in Los Angeles, California, originally entitled Mini-Society.

And yet, it has become ever more evident in the past decade that we need to teach young people something about the way of the world before we launch them into it.

The best way to learn is by doing: hence the introduction of the MicroSociety programme into ten of the borough's primary schools. During the 12-week programme students learn about currency; enterprise; government; profit and loss; supply and demand; inflation and recession; taxation; and auctions.

They use these building blocks to create their own MicroSociety in the classroom – electing their own politicians; designing their own currency; trading and paying taxes on their profits in accordance with their own revenue-raising system.

The students receive at least four master-classes during the programme – one each from experts in human resources, business, taxation and politics.



WALK OF LIFE: Pupils enjoyed many aspects of MicroSociety, not least the dressing up. Medical professionals, sales people, a chef and a postman are among those represented in our selection of contented classmates.

Each master-class includes lots of questions for the students to answer, so they remain alert throughout and gain the maximum from the experience.

For example, the politician is the last of the external speakers, about ten weeks into the programme, and he or she is encouraged to ask the students about the kind of government they have chosen and whether they think it is doing a good job. If not, the politician will invite members of the government to defend their record.

MicroSociety has proved to be a huge hit with pupils all over the borough and more schools are planning to adopt it in the coming academic year.

The most frequent comment was that participants enjoyed making money most of all – lots of Croydon entrepreneurs in the offing – and that they wanted to do it again next year.

These comments from participating pupils at West Thornton Primary School are typical:

“Good, great, fantastic and really fun. I learned how to work in a team.”
Sadia, 10



“It was very enjoyable; we learned how to apply for a job.”

Sajawal, 10

“I found MicroSociety enjoyable and great fun. Now I know how to work in a team properly. Ever since we started I have taken on everything my teacher has taught me. It was fun.”

Zipporah, 10

“It was great fun and exciting, and I learned a lot from it.”

Iqra, 10

Micro Society

The participating primary schools in 2008

- Beaumont
- Cypress
- Elmwood
- Gonville
- Gresham
- Heaver's Farm
- Howard
- Kenley
- Kingsley
- West Thornton



Work experience

THE RELATIONSHIP in the work place is different from that at home or in class and for many students their two-weeks work experience is the first taste of what will become a crucial aspect of the next five decades of their lives.



TOP JOB: Omoyeni Adefioye found a work experience placement at the heart of Croydon Council in the office of the Chief Executive.

Omoyeni Adefioye, a Year 11 student at Haling Manor High School in South Croydon landed a plumb job, shadowing Croydon Council's Chief Executive Jon Rouse.

She said: "I attended some meetings, but I wasn't allowed to shadow him on everything because of the sensitive and confidential information involved.

"When I was not with the CEO I was visiting different departments of the council, seeing how things worked. I went to the department where law issues are resolved, the call centre and many more.

"I was also given a project to complete about youth clubs. I attended a conference and a work seminar. My placement was busy and I enjoyed the whole two weeks."

Those on other placements did equally well, judging by the comments.

What employers said about students:

"The team learnt a few things – especially about PowerPoint presentations."

Department of Transport

"Hard-working, eager, a real gem – the best trainee we have ever had."

New Horizons

"She worked well with staff and customers, was smartly dressed and polite." *J.H. Lorimer Ltd*

"Not afraid to get stuck in, she will be an asset to any future employer."

UK Border Agency

"He was a delight to have around and very keen to learn." *BT Openreach*

"She demonstrated fabulous initiative and wonderful people skills."

St Helier Hospital

And what students said about employers:

"I had a taste of the real world."

Paul about Superdrug

"I worked within different IT networks systems."

Paul about Bank of America

"Work is hard, but it pays off. I got messy in the bakery."

Hazel about Sainsbury's

"I had to do a presentation, which was scary, but really good experience."

Elizabeth about Deloitte & Touche

"It was interesting to see a large organisation and how people interact."

Bethanie about the Royal Geographical Society

Mondiality

WORK placements, workplace visits, skills workshops and mentoring/reading partner schemes for local colleges and schools are just some of the ways in which Mondial Assistance worked on educational projects with CEBP during 2008.

The French-founded roadside recovery company, whose UK headquarters face East Croydon station, made a special point of supporting Castle Hill Primary School in New Addington, where it has been developing a highly successful partnership with staff and students over the past four years.

Almost 200 managers and supervisors upped tools and descended on the school to transform the outdoor environment in just two days. Projects included preparation for a new sensory garden, a colourful new mural in the playground and clearing and landscaping several prominent areas in the grounds.



CHILD'S PLAY: A drab area renovated with a colourful new playground mural.

"Mondial has assisted in making the school visually a very much improved place for those working in it or visiting. I was impressed with the attitude and cheerfulness demonstrated by everyone. All the tasks were vitally important in making attending our school a pleasant experience for all our pupils."

Ted Edwards, Chair of Governors, Castle Hill Primary School

"This partnership, brokered by CEBP, has really flourished in the past four years. Some of the children have challenging home situations and the projects we do with Mondial helps them to realise that they too can achieve and be successful."

Sue Cochran, Senior Project Manager CEBP

"What an improvement this partnership has made to the children's confidence, self-belief and team work."

Brenda Oywello, Form Tutor, Class 5O, Castle Hill Primary School



CEBP wins national seal of approval

Croydon is one of only six Education Business Partnerships across the country to re-apply successfully for work experience accreditation in 2008.



QUALITY ASSURANCE: *The CEI at Warwick University is a leader in the field of education industry collaboration – an area of growing importance to educationalists and government alike*

And that makes four successive successes in this respect over the past nine years.

The Centre for Education and Industry at the University of Warwick had no hesitation in endorsing CEBP's application for a further three years, following a visit to its Surrey House offices in central Croydon where the CEI saw evidence of work being done with borough employers

The CEI said:

"Croydon EBP exercises a crucial role in the borough in co-ordinating a wide range of school work placements, overseeing policy and practice, developing standards and monitoring quality.

This is all done effectively by committed staff, directed by a management which has a clear strategic vision and operational commitment.

CEBP provided a strong well drafted re-submission for the National Standard Award which was backed by ample evidence.

Few weaknesses were to be observed other than those which naturally occur from the current structure or from external issues beyond their direct control.

Several important changes are underway, notably in terms of the introduction of the new networked WebView system which will require very careful monitoring over the next 12 months.

However, enthusiasm, strong teamwork, robust systems, good networking and preparedness for innovation were all amply demonstrated.

The recommendation of the assessor is that Croydon EBP should receive the National Standard for Work Experience Organisers Award.



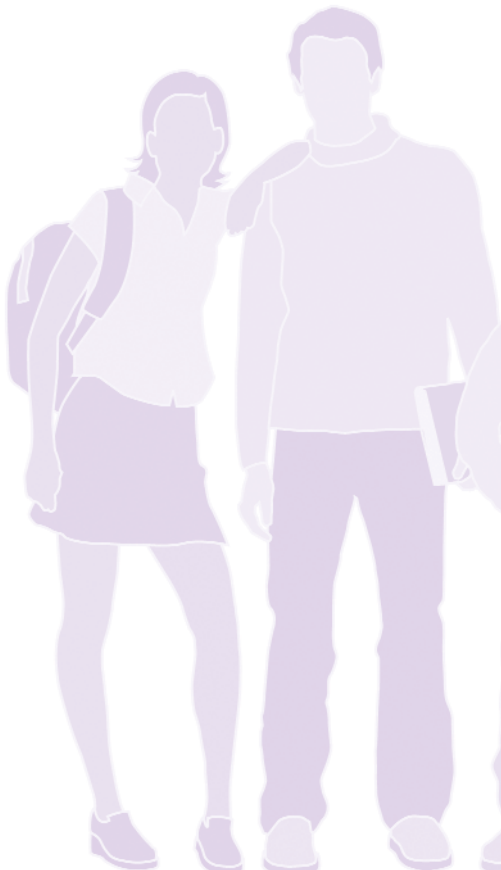
TEAM WORK: *Simon Haworth presented the CEBP team with its new certificate at the National Work Experience Conference in Kenilworth, Warwickshire in November 2008.*

This Award is valid for a period of three years from the date of receipt of the Award Certificate.

This report is based on assessment of materials submitted by the organisation, a visit to the organiser and feedback from staff and users."



ENGAGED STUDENT: *BT was one of the employers who endorsed the contribution made by CEBP to the smooth running of work experience placements in its regional offices in Croydon.*



A question of congestion

A GROUP of teachers has spent a day finding out how London's main roads are kept open, despite the inevitable accidents and adverse weather.



STREETS AHEAD: EnterpriseMouchel shows teachers and students around its Aladdin's cave in Beddington, where it houses a wide range of specialist vehicles designed to keep the capital's traffic on the move, whatever the emergency.

They were guests of EnterpriseMouchel at its depot in Beddington Lane, as part of a professional development placement organised by CEBP.

The depot is connected to an extensive closed-circuit television network that allows the Transport for London contractor to monitor all the red routes in the capital.

It is the company's job to respond to emergencies throughout Greater London and to undertake maintenance and

construction work, all with minimum disruption to traffic.

In the morning, the company set up a mock incident and asked the teachers to deal with the situation as it unfolded. A lorry had gone through the crash barriers in Carshalton High Street and into the ponds.

At one point there were reports of bubbles rising to the surface, suggesting the vehicle might have been carrying toxic waste – in fact, it was just baby oil.

Later, the group toured the depot and saw the wide variety of vehicles available for tasks ranging from mundane but necessary gritting duties to highly specialised heavy lifting.

The teachers were impressed, judging by some of their comments:

"It was an excellent day in which the presentations were well prepared and interesting."

"Now I realised that the company is not just engineering per se: it embraces many related occupations of which our students need to be aware."

"It made me realise there are more aspects to engineering than just the maintenance of greasy machines."

"We will feed most of today's discussions points straight back into the curriculum."

Who are we?

Croydon Education Business Partnership (CEBP) is a company limited by guarantee - it is also a charitable trust.

Formed in 1990, its job is to foster links between the borough's education establishments - primary and secondary schools and tertiary colleges - and the private and public sectors.

The purpose of these links is to promote work-related learning, a process that helps young people manage the transition from education to employment.

Enterprise education is part of work-related learning - it is designed to help young people become financially literate so they can develop an understanding of business and economics and thus be able to establish a commercial enterprise of their own.

Thank you!

Our grateful thanks go to all the business organisations and volunteers who participated last year in the work of CEBP. Your steadfast support and commitment has enriched the many activities undertaken and will impact upon the future of young people preparing for the world of work. We look forward to working with you again.

To find out more please contact:

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Every child's journey to work matters



Croydon Education Business Partnership