

Croydon Education Business Partnership

2009

review



PAGE MAKERS: Students from Harris Academy Purley spend time with art editors at IPC Media magazines learning the tricks of the trade.

Hold the front page!

WORK Experience for one group of local students has led to their designs being published nationally.

IPC Media gave students from Harris Academy Purley the chance to learn the tricks of the trade as part of a work-related programme.

The 16-year-olds worked alongside art editors on magazines such as Guitar & Bass, VolksWorld and Prediction. The work experience was part of an IPC initiative that aims to open up the world of magazine design to young people.

Before starting the placement, the students completed a specially-created ten-session course. They also took part in a week's work simulation at Croydon College, where they designed pages for their own magazine.

By the time they arrived at IPC they had gained a high degree of competence in the design software. The publisher's designers were delighted with both the attitude and technical ability of the students. All six succeeded in having their work published.

Nisha, one of the students, worked on Guitar & Bass magazine. She says: "I really liked working with the team. I particularly enjoyed directing the photo shoot as I got to tell everyone what angles to shoot from."

Catia, who worked on Camper & Bus magazine, adds: "I learnt a lot about how magazines are designed, the teams that produce them and the different careers on offer in this industry."

The Schools' Design Programme was extended to Croydon for the first time in 2009. Harris Academy was brought on board with the support of CEBP.

Now CEBP is looking for more companies to follow in IPC's footsteps. As the economy struggles out of recession, it is asking borough-based employers to create more work experience opportunities to meet the growing demand from tomorrow's workforce.

"It will be difficult for young people to find a job in the coming few years," says Tony Slonecki, partnership manager. "A work experience placement might just make all the difference."

There's plenty of expertise and assistance on hand to make the creation of a work experience placement easy.

Visit www.croydon-ebp.co.uk for more details or call the work experience team on 020 8395 5553.

CEBP Highlights 2008-9

- **4,356 students** undertook two-week Work Experience placements
- **60 primary pupils** were mentored by business volunteers
- **2,030 students** took part in Mock Interviews
- **1,056 students** participated in Employability Skills workshops
- **1,075 pupils** set up their own MicroSocieties
- **838 students** engaged in Passport to Enterprise workshops and activities
- **28 teachers** benefitted from one-day business and industry placements
- **462 business volunteers** took part in CEBP programmes and workshops



THUMBS UP: Kwame Thomas receives his certificate for work on the design of pages in Hi-Fi News from Patrick Morrissey, group editor.

Work shop visit gets the green light

Selhurst is a byword for excellence in railway engineering.



THE MULTI award-winning depot in which Southern has invested £115m covers a 38-acre site at the junction of the main lines to and from London Bridge and Victoria.

It is the workplace of 300 engineers and 450 rail crew and the venue chosen by CEBP as most appropriate for one of its full-day 'Inside the Workplace' events.

The purpose of the visit was to raise Diploma in Engineering teachers' awareness of the variety of careers available here in Croydon in an industry that is enjoying something of a Europe-wide renaissance as its environmental advantages become better appreciated.

Jim Pinder, the depot manager, spent the morning showing ten teachers around the three major workshops that together allow his teams to do everything from cleaning and routine maintenance to substantial engineering.

Teachers saw bogeys being replaced, wheels being re-ground to remove flat spots and carriages being refurbished and re-sprayed; all using state-of-the-art equipment in clean and safe surroundings. They were even able to walk beneath a string of carriages, using inspection pits designed for the purpose. After lunch, the teachers spent time revisiting their perceptions of engineering with members



TEACHER TRAINING: Jim Pinder, (right) makes a point to visiting teachers during their morning tour of his rail depot at Selhurst.

of Southern's training team, one of whom just happens to be both a woman and a former pupil of one of the teachers. The rail industry is keen to attract females into this traditionally male environment – it says they make excellent engineers.

The teachers found the day of great use and wanted to consider how they could best apply what they had learnt back in the classroom.

One said: "An awareness of what goes on behind the scenes is extremely useful. I now realise there are far more roles involved in engineering than simply greasing machines.

"If students are to be properly enthused about their future, it is essential we have teachers with the experience to do that. We need to visit as many work places as possible and see for ourselves the varied careers available. Only then can we talk to our students with any real authority."

Democracy proves popular with juniors



There is an abundance of talent in our primary schools of which we are only now becoming aware.

HIGH ACHIEVERS usually lead the way, but often turn to less gifted children when it comes to the practicalities – what to do and how to do it.

Those comments come from enthusiastic teachers across the borough and relate to MicroSociety, an initiative introduced, in Croydon schools, two years ago by CEBP. They explain, perhaps, why it has been so warmly welcomed by headteachers and why those who don't already offer it are queuing up to do so.

MicroSociety is a unique 12 week programme that enables Year 5 pupils (nine and ten year olds) to create a mini society in a classroom setting. It has already become a regular part of the curriculum in half the borough's primary schools, with many more eager to follow suit.

It helps pupils to explore the workings of a parliamentary democracy and the way an economy works. In the process they become familiar with concepts such as enterprise, profit, taxation and supply and demand. The programme also teaches them the basics of setting up and running a business.

Pupils work in a groups, which helps them to improve social skills such as communication,

problem-solving, negotiation and decision-making.

They also interact with a succession of visitors from outside school. Lawyers and civil servants attend particular sessions, as do tax advisers to discuss public expenditure and Croydon councillors to talk about local government.

CEBP is always keen to hear from Croydon professionals prepared to take part in a MicroSociety session. Please call **020 8395 3311** or e-mail **info@croydon-ebp.co.uk** for more details.

MicroSociety

Participating primary schools in 2009

- Ashburton
- Atwood
- Courtwood
- Davidson
- Duppas
- Elmwood
- Gonville
- Gresham
- Heavers Farm
- Howard
- Kingsley
- Norbury Manor
- Park Hill
- Roke
- Spring Park
- St John's CofE
- St Mary's RC
- West Thornton
- Winterbourne
- Woodcote
- Woodside

Renowned hotel welcomes Croydon students



GUESTS' DELIGHT: Selsdon Park Hotel in South Croydon has an enviable reputation for service that it is teaching to hospitality students from Croydon College.

HOSPITALITY is big business in Croydon.

It offers a wide range of work in a myriad of restaurants, hotels and guest houses, and the borough's various conference facilities.

Increasingly it also offers work in a number of anonymous production kitchens, where food is prepared for the discerning palates of West End diners.

No wonder Croydon College boasts a set of the finest teaching kitchens in the country – complete with closed-circuit television – where students can watch master chefs at work and tutors can observe the nascent techniques of their students.

But no matter how good the training, there is no substitute for the experience of being in a place that makes its living from the standard of care it offers its guests.

Selsdon Park Hotel in South Croydon is just such a place – famed around the world for the elegance of its English country house ambiance and the quality of its golf.

CEBP is delighted to have forged a partnership with the hotel that will directly benefit hospitality students at Croydon College. It will offer them a series of work

placements where they can seek guidance and hands-on experience, so they can imbibe the atmosphere themselves and ask questions of those who do the job on a daily basis.

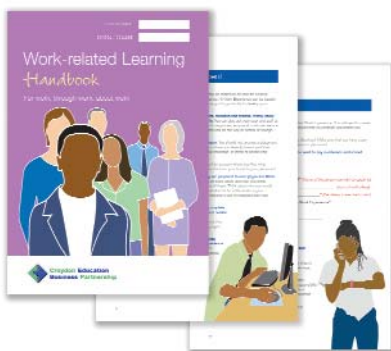
Opening the initial session, Caroline Morrone, general manager of the hotel, told the first group of students that she was delighted to be working with CEBP and the college on the hospitality partnership.

She said: "We know that many young people are interested in a career in hospitality, but do not necessarily know what qualities, qualifications and skills they might need. They are often unaware of the wide range of jobs available within the industry.

"We want to help young people gain an understanding of employers' expectations and to find out for themselves what it is really like in the world of work."

Selsdon Park Hotel is part of the Principal Hayley Group, which collectively boasts 24 properties across Western Europe with a combined capacity of 4,100 bedrooms, 500 meeting rooms and facilities to host more than 26,000 delegates a day.

Work-related learning has a new look



CEBP's new handbook and work experience logbook accompany work-related learning.

CEBP has introduced a purpose-designed handbook and work experience logbook to accompany work-related learning, with a richly illustrated copy for every participating student.

The handbook offers a general introduction to work experience as a backup to the information already given by teachers, along with a series of helpful hints on preparation that will help the student make the most of the placement.

The logbook offers plenty of space for the student to record impressions of the placement and what he or she is intending to achieve during time spent at work. There are sections to allow the student to record things such as planned and actual expenditure while at work and to make a few notes each day that will help with the report each student will be asked to write at the end of the placement.

There is also a section to record employability skills – and the soft skills that employers value in particular, such as business and customer awareness; team working; time and other aspects of self-management; application

of literacy, numeracy and IT; and general communication.

Due to such a positive response to the new materials, the resource developed by Croydon EBP is now being used by other London boroughs including Bromley, Havering and Kingston; Redbridge, Richmond and Sutton.

The handbook and workbook are intended for use in conjunction with WebView – an internet-based management system that allows each student to input details of his or her placement and teachers to have an overview of where and when each student is working.



Rehearsal is the key to success

MOCK interviews are a fundamental aspect of preparing students across the borough for the world of work.



CROYDON'S businesses play a crucial role in providing the interviewers needed to make these experiences as authentic as possible for young people.



LOOK HERE: A volunteer interviewer offers all-important practical advice to a student.

Here's an extract from an interview with David Walsh, principal of Select Appointments in George Street and president of Croydon Chamber of Commerce.

He is one of a team of business people who gives up his time to conduct mock job interviews for CEBP. The partnership is looking for more volunteers to follow in David's footsteps.

"I interview adults for a living," says David, "and in many ways the requirements from student and job-seeker are the same – good preparation, attention to detail with the CV and the all-important covering letter. I pay particular attention to spelling and format.

"I like the covering letter to include something of interest – not favourite football teams or shopping trips, but details of a Duke of Edinburgh's award or a five-kilometre charity run that tell me something about the student's attitude to life.

"Such details may also suggest a private passion that is not otherwise evident – I remember one relatively ordinary interview with a male student that came alive because he included a line about cooking at home.

"I asked him to explain and he became quite animated. I asked if he had considered catering as a career – he said he hadn't, but he would now."

Asked why he volunteered, David says: "Before I became my own boss I had the good fortune to work for a number of blue-chip companies where I was well trained in interviewing and staff management techniques. I felt I could offer those skills to the community in which I now make my living.

"I can remind students they will be selling themselves to a potential employer in a market where there are many others competing for the same job."

For more details of how you can help to prepare students for job interviews, please visit www.croydon-ebp.co.uk or call **Sue Cochran**, senior project manager on **020 8395 3311**

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 sector.

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.

And to those of you who haven't yet enjoyed the satisfaction of being part of what we do, can we encourage you to look at our diary of forthcoming events and the details of our many activities on our website and see what appeals most to you.

You will be helping young people in Croydon, but you will also be helping yourself by developing the skills of your own staff – an integral aspect of the CEBP experience.

Please visit www.croydon-ebp.co.uk

To find out more please contact:
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Every child's journey to work matters



**Croydon Education
Business Partnership**