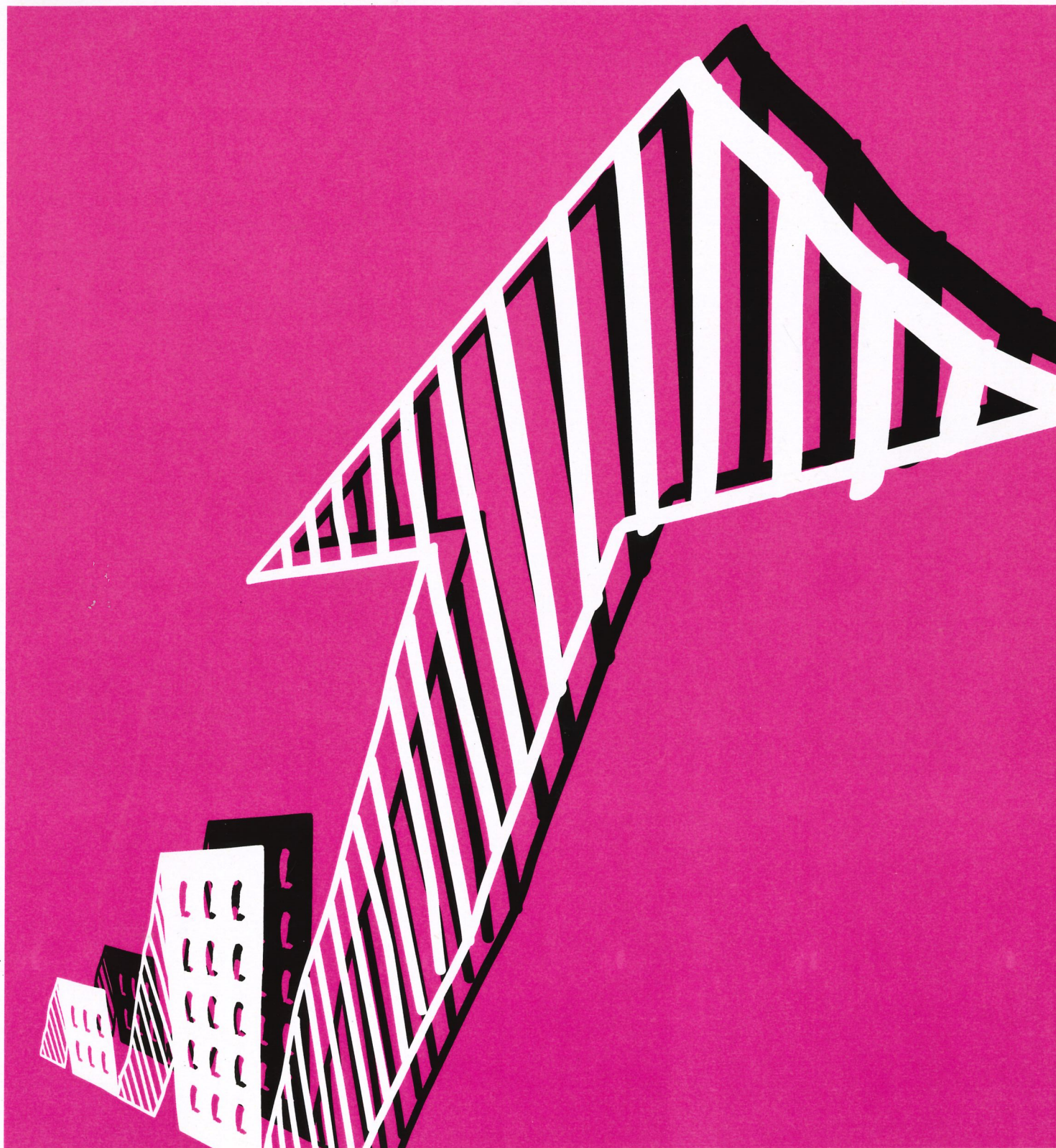


Business in the

Community

Business Class

Partnerships for Success



“

BUSINESS CLASS IS BUSINESS IN THE COMMUNITY'S FLAGSHIP, STRATEGIC EDUCATION PROGRAMME.

ITS PURPOSE IS TO CREATE A SEA CHANGE IN THE WAY BUSINESSES WORK WITH SECONDARY SCHOOLS.

”

Businesses have worked for many years with schools on a range of levels and through a number of initiatives. What makes Business Class different is our strategic framework which enables businesses to make a more meaningful, sustainable and long-lasting difference to schools. The framework ensures that business engagement is driven by the needs of the school; supporting existing work and inspiring and focussing new engagement to ensure it has the greatest impact.

Developed by Business in the Community in the North West, Business Class is a direct response to the concerns expressed by our members about the ad hoc and short-term nature of much of their engagement with schools. Working in local clusters, businesses build one to one partnerships with secondary schools demonstrating the greatest need to develop bespoke long-term action plans.

Following two years of research, consultation and active engagement with both businesses and schools, Business Class was launched in 2008. Using our framework, six founding businesses and schools in Burnley developed three year partnership strategies. Working together the partnerships took exciting and innovative approaches to tackle the needs they identified. Building on the success of this phase the programme scaled up in 2009 with clusters launched in Liverpool, Manchester, Preston and Salford and a further 30 partnerships developed. The programme is now being rolled out nationally across the UK.

This booklet exemplifies some of the work that established partnerships have undertaken. The case studies reflect the experiences of our partnerships and their willingness to experiment and work outside of their comfort zone. Each of the Business Class partnerships are at different stages of their relationship. We hope to capture the experiences they have had and the journey they have been on together.

Our vision is that every secondary school in disadvantaged areas across the UK has access to long-term, sustainable business support. Whatever your starting point we hope this publication will prove inspiring, supportive and challenging.



Raksha Pattni

Regional Director, Business in the Community, North West

WHAT IS BUSINESS CLASS?

BUSINESS CLASS PROVIDES A SIMPLE AND EFFECTIVE FRAMEWORK FOR DEVELOPING STRATEGIC, LONG-TERM AND POSITIVE PARTNERSHIPS BETWEEN BUSINESSES AND SCHOOLS.

We work with secondary schools facing challenging circumstances in areas of deprivation. In the academic year 2009-2010 we supported 59 businesses through 12 clusters across the country.

Business Class aims to:

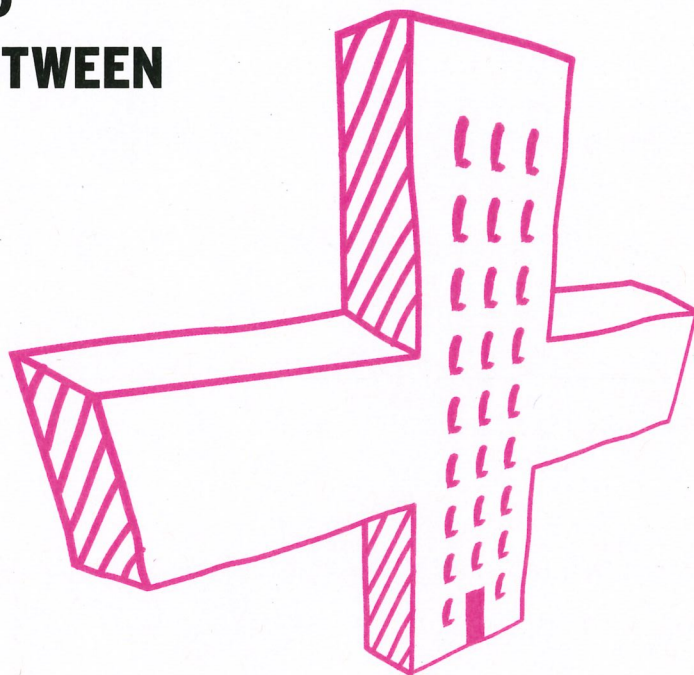
- Increase the quality of engagement between business and secondary schools by identifying areas where they can work in partnership
- Build long-term relationships between business and secondary schools
- Support teachers both in the classroom and in their own professional development
- Develop new skills for business volunteers
- Improve the achievement and employability skills of students in some of our most challenging schools
- Address the critical gap between employer requirements and the skills and aspirations of pupils in schools in disadvantaged areas, to create greater social cohesion and prosperity

Our Framework

Using a needs assessment framework developed in association with the University of Central Lancashire, partnerships are able to work alongside each other to identify priorities. Activities are aligned to four key areas identified by the National Council for Educational Excellence as those where business can contribute most to raising the aspirations and achievements of young people:

- Leadership and Governance
- Curriculum
- Employability and Enterprise
- Wider Issues

The programme has been designed to be responsive to the needs of each partnership on a local level. Using the needs assessment framework the partners have the power to decide upon their strategic priorities and to take action.



Long-term Partnership

We recognise the challenges of working in partnership and so we ask our businesses and schools to commit to a three year working agreement. This approach, unique to Business Class, enables identification of the deeper needs of each school and ensures that the impact of partnerships is long-lasting and sustainable.

Support

Individual partnerships have the benefit of a wider, supportive local cluster. The cluster meets every term to share their experiences and highlight key areas of focus. This method of working encourages creativity and experimentation; each partnership is able to call upon existing resources or pilot new ideas with the backing and encouragement of the cluster. Clusters come together, not only to share learning and challenges, but to identify and work collaboratively to address common themes.

Business in the Community is on hand to provide support and guidance at each step of the way and to ensure that the work of our partnerships is monitored and celebrated. Ongoing evaluation of partnerships and the wider programme is carried out using specially developed impact measurement tools.

Business in the Community

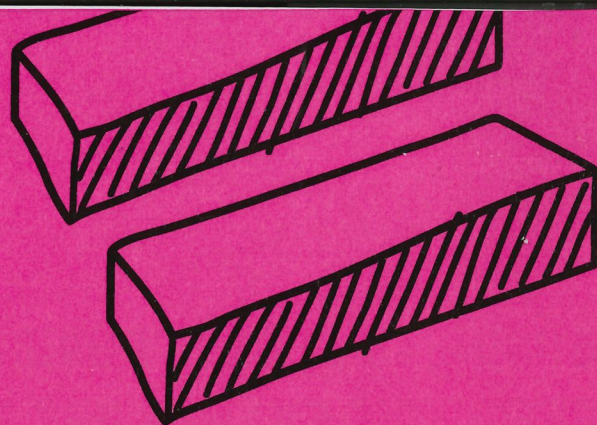
Business in the Community mobilises business for good. We work with business to build a sustainable future for people and planet. Our approach to responsible business provides a framework to support and challenge business to improve its performance and benefit society through our four areas of expertise - community, environment, workplace and marketplace. We ask members to:

- Integrate responsible business, across all areas of their operations locally, nationally and internationally
- Collaborate to tackle key social issues in areas of greatest need
- Communicate and inspire others by sharing their experiences and encouraging more to follow their example

www.bitc.org.uk

WHY GET INVOLVED?

- **MORE THAN 1 IN 6 YOUNG PEOPLE IN THE UK LEAVE SCHOOL UNABLE TO READ, WRITE AND ADD UP PROPERLY**
- **ALMOST 16% OF 18 YEAR OLDS ARE NEET - NOT IN EDUCATION, EMPLOYMENT OR TRAINING**
- **1.8 MILLION CHILDREN LIVE IN WORKLESS HOUSEHOLDS**
- **70% OF EMPLOYERS WANT ACTION TO IMPROVE THE EMPLOYABILITY SKILLS OF SCHOOL LEAVERS WHILST 63% WANT ACTION TO IMPROVE LITERACY AND NUMERACY SKILLS**
- **OVER 50% OF EMPLOYERS ARE NOT CONFIDENT THEY WILL FIND ENOUGH PEOPLE TO FILL THE HIGH SKILLED JOBS OF THE FUTURE**
- **85% OF SECONDARY HEADS STATED THAT IT WAS BENEFICIAL TO HAVE A BUSINESS PARTNERSHIP AND THAT THEY WANT MORE EMPLOYER ENGAGEMENT BUT ARE UNSURE HOW TO ACCESS THIS**



The environment in which Headteachers and their teams operate can be highly challenging - some 54 secondary schools nationwide are currently in special measures and 65 have been given a notice to improve. 250 schools are currently designated 'Challenge Schools' where GCSE grade A*-C, including Maths and English, is below 30%.

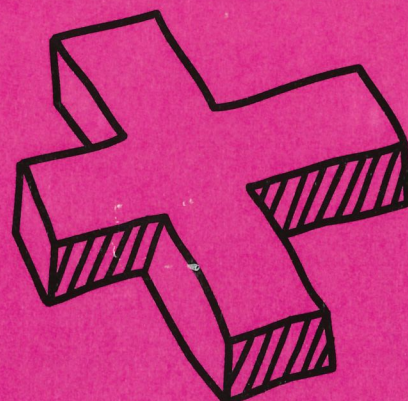
Alongside excellent teaching, experience shows that high achieving secondary schools need strength in leadership, governance, finance and change management. Without these additional contributors to success, schools will not be able to achieve the urgent step-change in educational achievement required.

Evaluation of Business Class within the North West shows that schools consider the employability of their students to have improved by 31%. They also considered the academic achievement of students involved in Business Class activities to have improved by 31%.

By working within a clear framework of involvement and with the support and guidance of Business in the Community you join a strong network of schools and businesses working to improve the opportunities for our young people. As a business you can help to create tomorrow's competitive workforce by

influencing the skills and knowledge of young people, influencing educational practice and outcomes and improving recruitment by establishing direct links from education into employment. The wider benefits to your business include enhancing your reputation within your local community and accessing creative development opportunities for your staff.

There are now 36 Business Class partnerships up and running in the five North West clusters of Burnley, Merseyside, Manchester, Preston and Salford, plus additional partnerships being developed in London, the West Midlands, the East Midlands, the South West and the South East. We want to harness the skills and enthusiasm of our business members to forge partnerships with schools within each of our 11 UK regions if we are going to generate the significant national impact so urgently needed for our most challenged schools.



HOW DO I GET INVOLVED?

BUSINESS CLASS IS NOW OPERATIONAL IN THE FOLLOWING AREAS:

New clusters

Business in the Community will launch new clusters in five areas in the 2010/11 academic year;

Stockport
Rochdale
Pendle
Tower Hamlets
London



We are interested in working with businesses and schools that want to take a strategic approach to their relationships with each other, are willing to commit to a long-term partnership and are keen to share their learning with other partnerships across the clusters. When developing a cluster we take into consideration factors such as size, geographical location and prioritise areas of greatest need.

If you would like to be involved in the North West please call on 0161 233 7750 or email educationNW@bitc.org.uk

www.bitc.org.uk/businessclass

1 CASE STUDY - Leadership and Governance

DEVELOPING TOMORROW'S SCHOOL LEADERS

Project: Leadership Training for Newly Qualified Teachers

School: Manchester Creative & Media Academy for Girls

Business: Enterprise Rent-A-Car

Cluster: Manchester

Target Group: Newly Qualified Teachers and Teach First Graduates



“The training was fantastic, it has already enabled me to overcome personal challenges that I faced when communicating with my team. I'm glad I took advantage of this opportunity, it was extremely motivating and I very much hope we can repeat the session for years to come.”

Jean Rose Assistant Headteacher, MCMA - Girls

Context and Objectives

Founded in 1957, Enterprise Rent-A-Car is an internationally recognised brand with more than 6,000 outlets in America, Canada, Ireland, Germany and the UK. The business now has 57,000 staff and a turnover of £4.6 billion but prides itself on its personal, entrepreneurial approach that allows individual talent to shine. Each of Enterprise Rent-A-Car's international offices is committed to working with its local community and their North West operation is no different.

Manchester Creative and Media Academy for Girls was opened in September 2009 to replace North Manchester High School for Girls. It is a larger than average school that serves an area of significant socio-economic disadvantage. Although managed separately, the Academy is linked with Manchester Creative and Media Academy for Boys and together they offer a new experience for the young people of Manchester, striving to raise the aspirations and attainment of their students and improve their employability skills.

This Business Class partnership began in April 2009 and together they have worked to improve the employability and enterprise skills of target groups of young people as well as mentoring Year 10 students to get the most out of their work experience placements. A key focus for the first year of their partnership has been Leadership and Governance and the professional development of teachers.

Activity

Enterprise Rent-a-Car delivered a twilight interactive training session, free of charge at the school focussing on communication skills for effective leadership. This training session is used very successfully within the business for the continued professional development of staff but is equally relevant for teachers. A group of 12 newly qualified teachers and Teach First Graduates were identified as 'emerging leaders' and were given the opportunity to participate. Themes covered included:

- Exploring how people communicate in different ways
- The importance of identifying what kind of communicator you are
- How to effectively communicate with other types of communicators
- How to effectively communicate during times of stress

Impacts and Outcomes

- Incorporating a focus on effective leadership within Enterprise Rent-A-Car's wider Business Class partnership activity has ensured a lasting impact on the school and a legacy through building capacity of future teachers
- This fresh approach to the professional development of teachers, with an external, business-focussed dimension was effective in raising morale and staff motivation as well as developing the leadership skills of future school senior managers
- School management are delighted with the outcome and report that it has had a trickledown effect to benefit the students

Next Steps and Future

Plans are currently in development to allow a wider group of teachers access to ongoing courses that encompass wider leadership skills development.

“Our management development modules are part of the natural evolution of our own upcoming leaders as they progress into their first managerial roles. As many of the challenges faced by MCMA are essentially the same as our own, I felt this would be a great addition to their staff training programme. Having done the course myself, I know it's eye opening and it ultimately helped me to communicate with and influence other people.”

Stuart Peace Group HR Manager, Enterprise Rent-A-Car

Top Tip

Consider offering internal training schemes to your partner school as a cost-effective way of developing skills and capacity.

2 CASE STUDY - Leadership and Governance

NEW SCHOOL BUSINESS MANAGER APPOINTED

Project: Appoint a School Business Manager

School: Saint Paul's Catholic High School

Business: Pets at Home

Cluster: Manchester

Target Group: School Leadership Team



“An important area for Pets at Home is to make a positive impact and provide real experience to the local communities in which we are located. By working with Saint Paul's Catholic High School we were able to assist in the recruitment of a new Business Manager to provide young people with a solid education and a positive future.”

Sally Hopson MBE Customer and People Director, Pets at Home

Context and Objectives

Established in 1991, Pets at Home is the UK's largest pet supplies retail chain with 272 stores and over 4,500 employees. The company sells a large variety of products including food, toys, bedding, medication and accessories. Pets at Home is committed to being a 'responsible retailer' and strives to improve its impact within local communities.

Saint Paul's Catholic High School is a smaller than average mixed secondary school for 11-16 year olds in Wythenshawe. It has specialist engineering status and serves a socially and economically challenging urban area. Nearly half of the students are entitled to free school meals and the number of students who speak English as an additional language is above average.

The partnership was established in 2008 and has focussed on providing inspiring work experience placements and helping to improve literacy and numeracy in target groups of students. A key priority has been around school leadership and governance and Pets at Home worked in collaboration with the school to recruit a dedicated Business Manager. The Business Class lead from Pets at Home also took on a role within the school's Board of Governors to provide ongoing business advice and support in the governance of the school.

Activity

After working with Saint Paul's for nearly two years, Pets at Home helped identify the need for a School Business Manager to help alleviate the heavy workload on some of the teaching staff so that they could concentrate on delivering their education programmes. Working together, a job specification was designed for the new role and an advert created and placed in the local press for applicants. The recruitment of a new School Business Manager involves a clear process to ensure that suitable candidates are identified for the role. Pets at Home were able to aid Saint Paul's with this process by using their HR professionals to work with the school administration team.

The HR team at Pets at Home were able to support the school in managing the application process by gathering their resumes by the deadline and creating a potential long list. As a useful exercise both Pets at Home and Saint Paul's created their own short lists for interview. This process proved valuable to the school who had not previously recruited for a business role and were able to identify the key skills and knowledge they were looking for when recruiting.

Saint Paul's were responsible for interviewing the candidates for the role with some hints and tips provided before they took place by Pets at Home.

Impacts and Outcomes

- Saint Paul's Catholic High School were pleased to welcome the new School Business Manager for the start of the new term in September 2010
- Benefits in training and capacity building were seen both by the HR team at Pets at Home and Saint Paul's staff through the mentoring process
- Saint Paul's now has a dedicated professional who can manage the school support services, produce performance reports to help with the development of the school and delivery of their educational programmes
- The School has benefited from ongoing business support and governance through having a dedicated governor from Pets at Home on the Board

Next Steps and Future

The success of the business manager will be identified from an Annual Performance Review. Pets at Home will also be provided with the opportunity to aid the school in advising on the structure of the reviews so that impacts can be measured effectively.

“To become a totally effective school a cross section of governors is required. The addition of Pets at Home to the board has provided an invaluable insight into our services operations and enhanced our commercial acumen.”

Mr Daron Headteacher, Saint Paul's Catholic High School

Top Tip

Business representatives can add invaluable leadership support to schools by taking on a role on the Board of Governors, whilst also developing new skills and relationships.

3 CASE STUDY - Employability and Enterprise

WORK EXPERIENCE FOR TEACHERS

Project: Work Inspiration for Young People and their Teachers

School: Ashton Community Science College

Business: E H Booth and Co. Ltd

Cluster: Preston

Target Group: Year 10



Context and Objectives

Since 1847, five generations of the Booths family have led E H Booth and Co. Ltd (Booths) to the present day where the company proudly boasts no fewer than 26 food stores. They take great pride in the business and work hard to engage with the communities within which they trade.

Ashton Community Science College is a smaller than average school which gained specialist status in 2004. It draws the majority of its students from the west of the city of Preston. The school has a Special Educational Resource Facility to support deaf students.

Having attended the "Big Conversation" Edwin Booth, Chairman of Booths was determined to use the principles in his own organisation. Changing their work experience into work inspiration the team at Booths looked to their Business Class partner, Ashton Community Science College. Having been frustrated for many years about the attitude to careers in supermarkets by everyone from pupils to government ministers, the teams from both organisations worked together to make a change.

Activity

Booths wanted to influence the schools that educate their future employees. They knew that they could not criticise education for not getting it right if they didn't meet them half way. In Booths' experience, food retail was not seen as a career choice; students and some teachers were not aware of the variety of roles on offer with divisions such as logistics, ambulance, buyers, etc.

Working in collaboration with Rock FM, students from Ashton Community Science College devised and recorded an advert for Booths which was broadcast. This helped to expose the students to Booths, who they were and what they did.

The partners also agreed that it would be beneficial for a teacher to spend time in the business to understand the occupational areas better and encourage young people to consider a career in food retail.

One teacher spent a week in Booths following a work experience programme; this was a huge commitment from the school, underlining the importance of this initiative.

Miss Rossall experienced the different divisions of Booths. She kept a blog which students could access and returned to the school as a "Retail Ambassador", using her experience to introduce retail roles to students, explain work experience and highlight opportunities.

Impacts and Outcomes

- Booths' trainee managers have the opportunity to engage with different stakeholders including education. Following on from this programme they will run coaching and mentoring workshops for trainee managers and teachers
- The marketing campaign with Rock FM was hugely successful with three students wanting to work for Booths
- Both parties are keen to work together and build the relationship further

Next Steps and Future

Booths and the school will work together to keep those who have shown an interest in working for Booths engaged. They will offer targeted work experience for these students, building up to one day a week where appropriate. They will also offer additional work experience, all following the Work Inspiration model. Having spent a week looking at the various roles and discovering where they are interested in learning more, week two will be tailored to the students' choices.

The HR team will offer recruitment support to the students, introducing them to the application process from job adverts through application forms and interview techniques.

In the future, Booths hope this will provide an opportunity for students from Ashton Community Science College to enter into their apprenticeship programme. As Booths look to grow as a business and recruit more employees this initiative could provide a local solution to a local problem.

Top Tip

Think creatively and look for activities that bring benefits to both the business and the school within your partnership.

4 CASE STUDY - Employability and Enterprise

NURTURING YOUNG ENTERPRISE

Project: Mentoring of the Young Enterprise Team

School: Blessed Trinity Roman Catholic College

Business: Balfour Beatty

Cluster: Burnley

Target Group: Year 10 Young Enterprise Team



“I would just like to say a very sincere thank you for the support Balfour Beatty has given to Chequemate, the Young Enterprise company from Blessed Trinity Roman Catholic College. The Advisers certainly made an important difference to the lives of the students and really made the Young Enterprise year so memorable.”

John Shorter Regional Manager, Young Enterprise North West

Context and Objectives

Balfour Beatty is an international infrastructure services business covering design, building and facilities management in a wide range of sectors. With forthcoming Building Schools for the Future projects and ongoing maintenance contracts in the Pennine Lancashire area, Balfour Beatty was keen to set up a Business Class partnership with Blessed Trinity Roman Catholic College in 2008.

Blessed Trinity Roman Catholic College, based in Burnley, was formed in 2006 following the merger of a Boy's Catholic school and a Girl's Catholic school. It is a large school, serving mainly the Roman Catholic community. The school is based within an area with social and economic characteristics that are generally below average.

In 2009, the Young Enterprise Team from Blessed Trinity Roman Catholic College in Burnley stormed to success under the guidance of their business mentors, Emma Sutcliffe and Andrew Cannon, two managers from their Business Class partner, Balfour Beatty.

Activity

Ten Year 10 students at Blessed Trinity RC College formed their business, 'Chequemate', decorating and selling glassware including wine glasses, vases, tea lights and candle sticks as part of the Young Enterprise Company Programme.

The Balfour Beatty mentors met the students weekly, advising on how to price their products, their marketing strategy and how to take their products to market.

Impacts and Outcomes

- Chequemate won the local round of the Young Enterprise company competition in Lancashire
- They attended the Annual Trade Fair and Competition organised by Young Enterprise Belgium in Brussels, where they competed against nearly 500 Young Enterprise students from around the world
- Competing in French, Chequemate won the second prize in the 'Three Minutes to convince' competition where they had to present a three minute advert for their product. In addition, they came third in 'The Best Team' and second for the best presentation

Next Steps and Future

Chequemate's success in the Young Enterprise Company programme was given the royal seal of approval when four of the team members presented to HRH the Prince of Wales in February 2010 in Burnley. The students explained how Balfour Beatty helped them to become young entrepreneurs and how this experience has given them a taste for business.

The 2009 Young Enterprise team also committed to pass on their newfound knowledge by mentoring their successors, the 2010 Blessed Trinity team, who also found their way to the Brussels International Trade Fair and competition, once again supported by Balfour Beatty.

“The help and support given by Emma and Andrew was invaluable and motivated the team by relating their project to the business world and giving them a realistic outlook.”

Polly Clegg Teacher, Blessed Trinity Roman Catholic College

Top Tip

Talk to Business in the Community about developing your partnership, they can put you in touch with others who have developed similar projects.

5 CASE STUDY - Employability and Enterprise

BUILDING THE FUTURE WORKFORCE

Project: Providing Gifted and Talented Students with an Inspiring Work Placement

School: Marsden Heights Community College

Business: Lend Lease

Cluster: Burnley

Target Group: Year 11 Students



“This was our first work experience programme of this type and we wanted to give the students an accurate insight into our business. Everyone seemed to get a lot out of it – students and coaches alike. The students took a real interest in the challenges facing them and their presentations showed they had grasped a lot of the important factors that can make for a winning bid.”

Simi Gandhi Lend Lease's Community Development Manager for the Lancashire BSF

Context and Objectives

International property group, Lend Lease are Lancashire County Council's private sector partner for its £250 million Building Schools for the Future project (BSF). They developed their unique approach to work experience through their involvement in the Business Class programme, embarking on a long term partnership with Marsden Heights Community College, a new BSF school.

Marsden Heights Community College was formed in 2006 following the merger of two schools from Brierfield and Nelson, two towns high in the multi-deprivation index with areas categorised as within 1% of the most deprived nationally. About 80% of the 711 students are of Asian Pakistani or Bangladeshi heritage. The percentage of students eligible for free school meals is significantly above the national average. Attainment on entry is well below the national average, but the school is working hard to raise aspirations.

Lend Lease allowed Year 11 students to spend a week getting hands-on experience of the property industry and gaining a unique and accurate insight into the skills required to bid for and win a major construction project.

“The skills the students have gained will be invaluable for their futures. I cannot praise Lend Lease enough for all the effort that went into making the week a success.”

Anne Chew Marsden Heights Community College Careers Coordinator

Activity

Lend Lease set the students a real life challenge: 'Why Lend Lease should build your new school.' The students were given coaching and advice on how to put together a winning bid, including CV writing and presentation skills. Working in three groups of five, they also had the chance to interview Lend Lease managers to help them prepare their bid presentations.

On the final day, each group had to make a seven minute presentation to a panel that included senior management from Catalyst Lend Lease, facilities management company Vita Lend Lease and construction partner Bovis Lend Lease. The winning team earned £50 worth of retail vouchers and were judged as "outstanding" by the panel.

Impacts and Outcomes

- The students gained in-depth, accurate and credible work experience and a thorough understanding of the construction industry and the huge variety of roles available
- They also increased their longer term employment opportunities through hands-on experience with a local employer and the development of key employability skills
- School staff who attended the final day's presentations were impressed with the transformation in some of the students and how confident they were

Next Steps and Future

The scheme met with approval from the Lend Lease senior managers who aim to extend the scheme to other BSF schools in the future.

Top Tip

Look at transforming work experience into Work Inspiration, providing a bridge between the classroom and the world of work.
www.workinspiration.com

6 CASE STUDY - Employability and Enterprise

THE GIRLS' ACHIEVEMENT GROUP

Project: Raising Aspirations of Underachieving Girls at Shuttleworth College

School: Shuttleworth College

Business: Aircelle

Cluster: Burnley

Target Group: Underachieving Year 10 Girls



“The personal achievement to me was in bridging the gap between school life and business life and trying to highlight what it is like in the real world.”

Hattie Wrest Special Process Quality Assurance Manager, Aircelle

Context and Objectives

Aircelle is a global leader in the manufacture of engine components; its products used on aircraft ranging from private business jets to the new A380 double-deck airliner.

Shuttleworth College is a smaller than average, mixed secondary school for 11-16 year olds established in August 2006 following local authority reorganisation. Serving an area with some high levels of socio-economic disadvantage, the proportion of students eligible for free school meals and with learning difficulties and/or disabilities is higher than the averages for England.

The Girls' Achievement Group was formed to tackle the recognised underachievement of a large group of girls in Year 10. Supported by the school, Lancashire County Council, BITC, Aircelle and the other Burnley Business Class cluster businesses, 26 Year 10 girls were selected to take part in the programme starting Easter 2009, with business input running until the girls started their work experience in July.

Activity

The group was launched with an evening event where girls invited a female 'supporter' to join them (mother, aunt, friend). The aim was to get buy-in of the girls and someone who could provide support outside school. It was also an opportunity to introduce a support network of female volunteers for the girls during the 10 week project. A local Educational Psychologist gave a motivational talk about her own background and how she overcame stereotypes and barriers to go on to achieve her goals.

Each week the girls attended a breakfast club and an afternoon session which alternated between careers talks and 'how to' sessions. Girls were encouraged to chat to the volunteers, who were there to motivate and help with homework. Each week there were themed discussions, such as Aspirations, Career Focus, Confidence Building, Overcoming Barriers and Hopes and Fears about Work Experience. Once a fortnight, female volunteers from a variety of business backgrounds came into school to give short talks and Q&A sessions about their jobs, how they got where they are, and the transformational power of education and the importance of literacy and numeracy.

Other short workshops covered what to expect at work, the reality of life without work, completing application forms, CV writing and interview skills. There was a session on public speaking by the Association of Speakers; a workshop addressing body image by Burnley Youth Theatre; a fashion workshop run by Marks and Spencer where the girls learnt about appropriate dress for work; and demonstrations by a local hair and beauty salon.

Impacts and Outcomes

- Progress in five GCSEs including Maths and English improved during the period of business engagement with the girls
- There was a further significant increase the following year when the school introduced incentives to the group
- Throughout the year there was a steady increase in Maths and English taking the girls nearer to their predicted potential than they had ever been by the end of the programme
- Attitudes improved significantly in many areas, particularly in perceived learning capability and confidence in learning

Next Steps and Future

The success of the Girls' Achievement Group, which was praised by Ofsted at a final inspection, is to be repeated with a Boys' Achievement Group which is on track to begin in Autumn 2010, once again supported by Aircelle.

“The connection with Aircelle was vital – we couldn't have got this project off the ground without the partnership with Aircelle.”

Karen Lightfoot Girls' Achievement Coordinator and Science Teacher, Shuttleworth College

Top Tip

Look for opportunities to work with other businesses in your cluster to provide more comprehensive, integrated support for your partner school.

7 CASE STUDY - Curriculum

MERSEYRAIL CONSULT TOMORROW'S WORKFORCE

Project: Supporting Students with Real-life Work Experience

School: Archbishop Beck Catholic Sports College

Business: Merseyrail

Cluster: Liverpool

Target Group: Level 3 BTEC Business Students



“Business Class has been a real success. It's great to see how eager and motivated the young people are to learn about our company. Our staff have loved it and have learned how to look at their own job with a different set of eyes.”

Bart Schmeink Managing Director, Merseyrail

Context and Objectives

Merseyrail is one of the most punctual and reliable railway networks in the UK, running almost 800 trains per day and carrying over 100,000 passengers on an average weekday. With approximately 1,200 staff, they provide an urban network of vital importance to the transport infrastructure of Liverpool and the North West.

Archbishop Beck is a specialist sports and ICT college serving an urban area of challenging social and economic circumstances. Despite these challenges they have recently attained Grade 2 (good) during a 2009 Ofsted inspection.

This Business Class partnership, founded in March 2009, focusses on building a strong working relationship and developing projects to support 'challenging' students and provide inspiring work experience. Following initial discussions with the school, Merseyrail wanted to provide students with a unique experience of work in the rail industry. Through this partnership, Merseyrail have created tailored projects to inspire and motivate the young people through work based scenarios and mentoring.

Activity

Level 3 BTEC students have been given the opportunity to act as 'consultants' to Merseyrail. They spend one morning a week on site at Merseyrail's offices where employees provide training on current industry practice and issues. Through the lessons the students have been able to tackle hands-on assignments and scenarios.

The school and business come together regularly to plan the lessons for the coming term with the business, bringing in internal experts from the field of HR, Comms, Management and Operations. It has also given the students an opportunity to ask questions.

The experience has exposed the Merseyrail team to a different aspect of their work, explaining a business role to a class of students requires a structured approach and a clear understanding of the goals of the lesson. It also builds confidence and enables the volunteer to see the impact they are having on the class.

Impacts and Outcomes

- Students are highly motivated and feel part of the Merseyrail business; teachers are reporting a more mature, independent approach to learning that is transferred back to school with improved attainment
- Teachers have reported that students who receive mentoring have improved attitude, raised aspirations and improved academic performance
- The staff from both the school and business have reported that it has helped with their own personal development

Next Steps and Future

The partners have committed to repeating the programme with a new set of students while the existing students will go into Year 2 of their programme. This will change the nature of their visits as they become less regular but more focussed.

Plans have been developed to mentor gifted and talented students to raise aspirations and ensure that they attain top grades, whilst simultaneously gaining an insight in the employment opportunities available in business.

Bart Schmeink, Managing Director of Merseyrail has also committed his time to mentoring a group of 'challenging' students. Creating incentivised action plans, he is supporting students to improve their grades by overcoming issues affecting their achievement.

“Business Class has given me real experience of a real business. I always work harder when I'm at the Merseyrail office and it's given me a good idea of what I want to do in the future.”

Merseyrail Consultant and Year 12 Student at Archbishop Beck Catholic Sports College

Top Tip

Whether you are a school or a business, ensuring you have senior level buy-in is fundamental to the success of your partnership.

8 CASE STUDY - Curriculum

BUILDING CONFIDENCE

Project: Enriching curriculum through applied learning

School: Salford City Academy

Business: PZ Cussons

Cluster: Salford

Target Group: Year 9 English Students and Level 1 Diploma students



“Applied learning is essential to the vision for the Academy and the Diploma. The Diploma qualification requires at least 50% of principal learning to be applied. Business links like PZ Cussons (UK) Ltd allow learners the opportunity to actively engage with professionals and the curriculum they are studying. It is very important to our students as it allows for learning within different contexts and environments.”

Stuart Moss Assistant Principal, Salford City Academy

Context and Objectives

PZ Cussons (UK) Ltd, part of the PZ Cussons Group, is a major manufacturer of personal healthcare products, with recognised quality brands such as Imperial Leather, Carex, Original Source, Charles Worthington and Morning Fresh. The company recently celebrated its 125th anniversary at the heart of commerce in Greater Manchester by opening a new £26m innovation centre in Salford and a new head office at Manchester Airport Business Park.

Salford City Academy opened in September 2005 and retains the predecessor school's designation as a Training School, partnered with three universities for initial teacher training. The academy is a smaller than average sized school with a small sixth form. Students attend from the local area which includes districts of high social and economic disadvantage. A third of the students are eligible to claim free school meals, which is well above average. The proportion of students with learning difficulties and/or disabilities is above average, although a below average number have a statement for their special educational needs.

The partnership wanted to support the curriculum through Applied Learning, focussing on PZ Cussons' expertise in the field of Health and Beauty and Marketing. Applied learning in Salford City Academy encourages linking understanding and learning activities to job roles; interaction with professionals; and real life investigations and active enquiry. This 'learning through doing' also involves interaction with other learners through group work and learning in different environments.

“Charles Worthington is an inspiration to me and meeting him has motivated me to work really hard to achieve my dream career of doing glamorous makeovers on cruise ships. He told us to be bold and express ourselves through our work and made us understand that we may have to start at the bottom, just like he did, and work our way up.”

Amy Smith Year 10 Salford City Academy Student

Activity

To support the English department with their focus on marketing, PZ Cussons set a brief for all 110 Year 9 English students exploring different forms of persuasion. PZ Cussons met with the department to review the curriculum and provided materials to support the lesson plans. Using “Foamburst” they asked the students to promote the product to a new audience; considering the market, design and positioning of the product. The session was filmed for future use so the project is sustainable. The students presented back to a “friendly” Dragon's Den panel and had the opportunity to discuss their work and learning.

The Academy has their own salon/beauty area and PZ Cussons are working with the students to increase their confidence.

A group of Level 1 Diploma in Hair & Beauty students comprising Salford City Academy pupils and students from Oasis Academy Media City, enjoyed a morning talking with Charles Worthington, professional hairdresser and owner of a prestigious London salon. They learned that by performing style makeovers they have the power to change more than their client's look; it can change how they feel inside. The students also took part in a Communication and Confidence course with a PZ Cussons representative.

Impacts and Outcomes

- Students gained confidence and teachers reported that it brought unexpected students to the fore
- Through role play and discussion, the Hair and Beauty trainees developed their professionalism and skills in listening, body language and rapport building, which will all impact on their effectiveness in their future careers
- Improved resources created to support the Year 9 English Curriculum

Next Steps and Future

It is planned that the young people will participate in some product testing of new shampoos developed by PZ Cussons, take part in workshops and undertake work experience. PZ Cussons' employees will act as mentors for the young people and the business emphasises the enjoyment and enthusiasm their people experience.

Top Tip

Spend time developing your objectives at the outset to ensure your partnership is effective.

9 CASE STUDY - Wider Issues

BBC RADIO LANCASHIRE CHALLENGE UNITY COLLEGE STUDENTS TO A COOK OFF

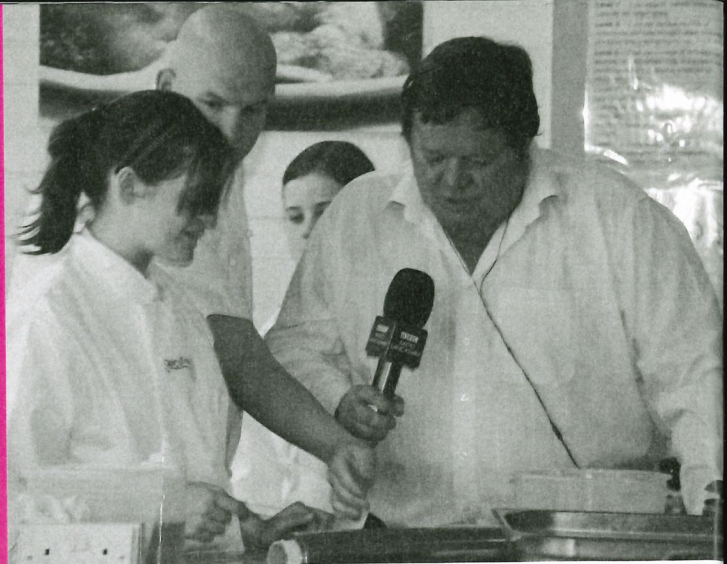
Project: Showcasing Careers in Catering

School: Unity College

Business: BBC Radio Lancashire

Cluster: Burnley

Target Group: Year 9 Students



“It has been great to work with Unity College and the BBC on the Cookery Challenge. All the students have showed real passion and professionalism today. There is still a huge skills shortage in the UK for talented chefs. Hopefully, today we have managed to attract a new generation of Nigel Haworths or Paul Heathcotes.”

Shaun Turner Editor of my-hospitality

Context and Objectives

Unity College is a mixed secondary school for 11-16 year olds in Burnley. The school serves an area of social and economic disadvantage and the proportion of students eligible for free school meals is also higher than the national figure. The proportion of students with learning difficulties and/or disabilities is also higher than the national average.

With a specialism in performing arts, Unity College was delighted to be partnered by BBC Radio Lancashire in 2008. BBC Radio Lancashire is broadcast across Lancashire and is listened to by 239,000 people each week.

An exciting project to showcase careers in the catering industry was developed at Unity College through a collaboration with their Business Class partner, BBC Radio Lancashire, and North West Hospitality.

A Cookery Challenge was designed to give Year 9 students an insight to what it would be like working in the fast paced hospitality industry.

Activity

Preparation for the competition spanned the curriculum with all Year 9 students taking part in planning sessions incorporated into Maths, English, Design and Nutrition lessons. Four teams of four students led by an industry chef or Unity College member of staff took on the challenge to create a healthy, two course menu with an Olympic theme using local produce and all within a budget of £30.

The teams liaised with their Head Chef prior to the challenge to devise their menu which must reflect the country they were representing. The professional chefs were Ian Matfin, Executive Chef at Abode in Manchester who led Team USA and Steve Smith from Stanley House in Mellor who took on Team Italy. From Unity College, Sue McDonald headed up Team Spain and Unity College Catering Manager, Ingrid Verpoorten led Team France. North-West Hospitality supplied the chefs' outfits which the participating students were given to keep.

The challenge was launched at 8.30am with a 12.30pm deadline to serve the meals to the tasting panel. Throughout the morning there was a live link to BBC Radio Lancashire with the Ted Robbins programme broadcast live from the College featuring interviews with all the chefs and their protégés.

The judging panel was carried out by Ted Robbins, Producer Alison Brown, Shaun Turner from N-West Hospitality, school governors, Unity's head boy and head girl and John Clayton, Managing Editor of BBC Radio Lancashire.

Impacts and Outcomes

- The Cookery Challenge gave students an opportunity to find out about a career in the catering business
- Students learned to cope with the pressures of a live broadcast and gained a unique insight into two distinctive career areas
- They can now consider future careers that they may not have considered before – one student is committed to training to be a chef and is working in the college canteen for his work experience

Next Steps and Future

The whole event was captured by Unity College film makers. The aim being to produce a film to be shown on the college's in-house TV system and which will also form the first part of a library of career-related films, to be shared with other schools across Burnley.

“The Cookery Challenge was a really good example of the way Business Class partnerships can work. The students really threw themselves into it and thoroughly enjoyed working alongside the professional chefs who were incredibly generous with their advice and support. As well as raising interest in jobs in the hospitality industry locally, it made a great radio programme. I've been really pleased with the way our partnership has progressed and we've already got some great ideas for new projects.”

John Clayton Managing Editor, BBC Radio Lancashire

Top Tip

Remember business volunteers aren't teachers, but they can bring a new dimension to the classroom.

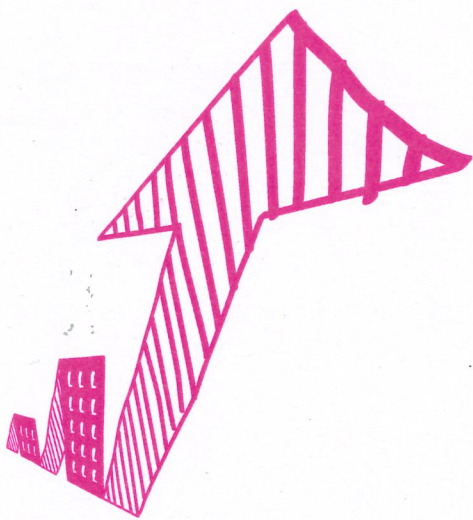
ACKNOWLEDGEMENTS

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BUSINESS	SCHOOL	CLUSTER
Marks and Spencer	Sir John Thursby Community College	Burnley
BBC Radio Lancashire	Unity College	Burnley
United Utilities	Hameldon Community College	Burnley
Aircelle	Shuttleworth College	Burnley
Balfour Beatty	Blessed Trinity Roman Catholic College	Burnley
Lend Lease	Marsden Heights Community College	Burnley
Calico Housing	Thomas Witham Sixth Form	Burnley
BBC Radio Merseyside	Holly Lodge Girls' College	Liverpool
Alliance and Leicester	Savio High School	Liverpool
Merseytravel	North Liverpool Academy	Liverpool
Merseyrail	Archbishop Beck Catholic Sports College	Liverpool
Merseyside Fire & Rescue Service	Parklands High School	Liverpool
ICE	New Heys Community School	Liverpool
Lorne Stewart	Fazakerley High School	Liverpool
Valuations Office Agency	Childwall Sports College	Liverpool
World Duty Free	Newall Green High School	Manchester
KPMG	Manchester Creative and Media Academy - Boys	Manchester
Pets at Home	Saint Paul's Catholic High School	Manchester
Enterprise Rent-A-Car	Manchester Creative and Media Academy - Girls	Manchester
Manchester Working	Whalley Range High School	Manchester
John Lewis	Parrs Wood High School	Manchester
Yorkshire Bank	Abraham Moss High School	Manchester
BAM Construction	Ashton-on-Mersey School	Manchester
Siemens	The Barlow Roman Catholic High School	Manchester
PricewaterhouseCoopers	Our Lady's Roman Catholic High School	Manchester
HMRC	Chorlton High School	Manchester
E H Booth and Co. Ltd	Ashton Community Science College	Preston
Yorkshire Bank	Corpus Christi Catholic Sports & Technology College	Preston
KPMG	Christ the King Catholic Maths & Computing College	Preston
Springfield Fuels	Moor Park Business & Enterprise School	Preston
PZ Cussons	Salford City Academy	Salford
Hammonds	Oasis Academy	Salford
BBC Radio Manchester	Harrop Fold School	Salford
Contour Housing	Buile Hill High School	Salford
APS Group	Stockport Academy	Stockport
Adidas	Priestnall High School	Stockport

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