



TOOLKITS FOR MANAGING A COMPREHENSIVE RANGE OF INDUSTRY VISITS FOR SCHOOL AND COLLEGE STAFF AND STUDENTS



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Toolkit 8: Brokering an off-site location for Enterprise activity and/or awards ceremony

Toolkit abstract	
Duration of visit	1 day
Key beneficiaries	All students studying to KS3/4/5 and of additional relevance to; <ul style="list-style-type: none"> • those expressing interest in vocationally orientated full-time courses <i>or</i> applying for apprenticeships after Year 11 and Year 13.
	Staff teaching students to KS3/4/5 and of additional relevance to; <ul style="list-style-type: none"> • Staff teaching vocational subjects • Careers and other CEIAG staff in schools wishing to gain deeper insights into specific careers and the local labour market
Gatsby Benchmarks associated with this activity	5/6
Activity aim	The aim of this activity is to conduct an enterprise activity off site from the school and/or host an awards ceremony with the aim of the activity occurring in a live workplace environment or environment other than the school setting, which enhances the relevance and application of the skills learnt.

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Section 1: First considerations before contacting an employer

1.1 Key questions to ask before initiating contact

1.1.1 What learning outcomes do I want for the students from this off-site activity?

Knowledge	
Prior to the visit what do the students need to know about the employer they are going to be hosted by?	What additional information will the staff need to help students make informed careers decisions arising out of the activity itself and any experiences the students have had at the host location?
What currently studied subjects will the activities on this visit link to?	What key questions do I want the staff to ask whilst there?
Skills	
Specific skills or aptitudes that may be needed to work in the workplace visited?	What opportunities would there be to use communication, team-working and other soft workplace skills in the workplace visited or any other.
Importance of English, maths, ICT to roles in this workplace visited as host.	Any other important career-related information e.g. unique qualifications needed to progress towards specific career goals in the workplace visited?

1.1.2. What do I want to achieve from the learning experience?

What are the objectives of the activity for the school and its students?	How can this visit help to invigorate learning in academic subjects in particular core subjects?
If the venue will host the enterprise activity as well as being the setting for an awards ceremony, what do I expect the activity to look like?	That the learning experience is helpful in terms of developing work-related soft skills
Has the school already visited this facility before and if so was it beneficial?	What activities will I plan in school to follow up the event?

1.1.3. What does the organisation want from the visit?

What are the main objectives of the activity for the employer (and its employees), is it a CSR opportunity for them?	Is the company looking to influence recruitment of new employees, graduates, apprentices or interns as a result of skill shortage?
Is this an opportunity for the organisation to develop its own staff e.g. through delivery of training workshops or networking with educational providers?	Is the organisation looking to develop other strategic relationships with the school, e.g. sponsorship of facilities or provision of materials, equipment or expertise?

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1.1.4. Group size, access considerations, budget and staffing considerations

How many students are going to participate in an enterprise activity, award presentation ceremony or both? Will it be a whole year group or part of a year group? Will the employer have the resources to host large groups? Can a whole year group be extracted for this type of activity?	How many staff will be needed to supervise the students as they conduct the activity and/or participate in the awards ceremony?
Will the school need to hire a coach or vehicles larger than school mini-bus? If a bus is used, will the school pay, or will students need to pay?	Is the enterprise activity something the teaching staff will organise, or will the employer organise this, or is it being brokered by a third party organisation i.e. LEP or Careers and Enterprise Company?

Section 2 – Research prior to making contact with employers hosting this type of experience

2.1. Key considerations

Is the school looking for a venue to hold an awards ceremony for its own enterprise activity, or is it hoping to work with an employer to provide a complete experience i.e. an enterprise activity and an awards ceremony arising out of it?	Is the hope that a third party will organise the activity and the school will broker a suitable employer venue to hold the event at?
Is the activity an opportunity to conduct an enterprise activity with the aid of the employer, with the intent of helping the students visit a workplace simultaneously?	Is this a package that a third party e.g. STEMNET or others can broker as an off-the-peg experience?
Important points to remember!	
Before making contact with an employer regarding using their venue for enterprise activity it is probably best to be very clear about what the activity represents, i.e. is it a start to end experience, or is it just the reward for activity done elsewhere?	
Are there economies to work with other schools, or work with third party facilitators to work with one employer to host an award ceremony?	
Give some thought about what business the company is in. Enterprise award ceremonies often court local media attention, so be clear that the values of the organisation are in broad alignment with the values of your school. So, for example, if the company manufactures a controversial product, are they trying to enhance their negative reputation at your expense?	

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Section 3 - Contacting the employer

3.1. Preferred method(s) of communication with employer

Communication method	Benefit	Drawback
<p>Preferred method(s)</p> <p>This again is a bespoke activity and once you are clear what you want, and clear that there aren't any other organisations you've chosen to collaborate with, make contact with the company with a broad outline of what you have in mind and ask to speak to the person who is most appropriate to help in this situation.</p> <p>Perhaps consider having a few ideas to suggest to them, so that you go in with a menu of possibilities that they can help you with.</p>	<p>Many engineering and high technology companies have well developed Educational Outreach and CSR programmes and will be looking for ways to find effective interfaces with schools through off-the-peg activity.</p> <p>This encounter with your staff could also be the start of wider strategic working in the future for your school.</p>	<p>As a business seeking to maintain its sustainability and market position the organisation may focus upon its unique needs and what it offers may not adequately address your specific needs in relation to the delivery of curriculum.</p> <p>However, even in this situation look for any wider gains your school will achieve by working with the company.</p>
Important points to remember!		
Before making the approach, just be aware of the organisational effort that needs to be expended with this sort of activity, and if you have the time to realise all of the aims.		

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3.2. What to do include in your ask?

Relevance & points to negotiate	
What curriculum need is this filling for my students, and what do I actually need from the employer?	Supporting materials given out by the employer need to be educationally relevant to be able to incorporate into schemes of work and lesson plans
If the company is prepared to be both facilitator of the activity and host to the awards ceremony how much autonomy will I give them, and how much autonomy will they want?	What will I judge as being relevant to the curriculum? Is it a demonstration of the direct use of STEM subjects, or what an employer will look for in a student who has interest and good results in STEM subjects?
Important points to remember!	
Larger employers and those with substantial educational outreach budgets are likely to be the strongest bet to contact for this sort of activity, but remember you're not the only school out there looking for employer support.	
Enterprise activity hosted by a particular organisation with a particular focus will be representative of one part of the local labour-market, so whilst the experience may be rewarding for you and your students it doesn't represent the interests or needs of all of your students.	

3.3. Next steps after making initial contact

Take up the offer of a meeting or site visit to negotiate what you feel would work best, this will help you define what they can offer, and also what would be most helpful to learn from them to help your students.	Define responsibilities, if it is to be a workshop based activity with delivery by both your staff and for example STEM ambassadors establish who will do what on the day(s) of the visit(s).
Housekeeping	
Ensure you are clear about how refreshments are going to be organised and who is paying for them, is it you or the host?	Ensure that you are clear about; <ul style="list-style-type: none"> • Duration of the visit –a full day starting at x and finishing at y • Any offer of support by the school is realistic and there is an adequate school resource to support it, i.e. how many staff are taken off timetable to support this event.

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Section 4 – Planning the Activity

4.1 SMART Objectives for visit

1) Activity prior to the visit (staff)	Measure of success
1.1 Staff to define what preparatory activity needs to be conducted, so for example will it be a lesson preparing for the enterprise activity or actual activity done at school in advance of an off-site awards ceremony?	Against the aims of the activity, all students are briefed, or have conducted pre-cursory activity ahead of the visit to the employer. The enterprise activity is complete, the work is assessed by staff and/or third party judge e.g. STEM ambassador or employer representative in advance of the awards ceremony.
2) Activity prior to the visit (students)	
2.1 Students engage in enterprise activity, if the activity is to be held at school before an offsite awards ceremony	Students are assessed through the completion of the enterprise activity or project using relevant assessment methods i.e. submission of a finished product, assessment of group working through a presentation of findings etc.
3) Activity during the visit (staff)	Measure of success
3.1. Staff to undertake assessment of students engaging with the enterprise activity if conducted with the employer at their workplace.	Using relevant assessment and observation techniques, ensure that learning is taking place in group activities including presentations and relevant and timely feedback is given to the students during the activity.
3.2. Staff to complete any feedback requested by the employer.	To provide relevant and timely comments upon request from the organisation, outlining any areas of improvement relevant to the learning experience.
4) Activity during the visit (students)	
4.1 Students to engage with the activities organised by the host staff, or to engage with the awards ceremony positively.	The students have all participated in the activities and understand the relevance of the activities to their future careers and work life. Assessment and active questioning during the event by staff will assess if the students can understand how the activity will be relevant in terms of the cultivation of soft workplace skills, e.g. communication skills, team working, and problem solving skills.

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5) Activity after the visit (students)	Measure of success
5.1. Students to complete a reflective log of their experience.	<p>In addition to the activity undertaken above, reflective log could include response to the following sample questions;</p> <ul style="list-style-type: none"> • The most useful part of the activity was (why) • The least useful part of the activity (why) • Did you enjoy generally the visit to the employer (why) and, if not, why? • What are the key things you have learnt from this experience? • What do you now know more about the application of academic subjects to this particular type of employment?
6) Activity after the visit (staff)	Measure of success
6.1. Staff to evaluate learning experiences during the enterprise activity and subsequent awards ceremony.	<ul style="list-style-type: none"> • Establish mechanisms to incorporate learning experiences into subsequent lesson plans or isolate element or themes to incorporate into the scheme of work. • Explicit use of resources supplied by the company at the training activity including virtual resources supplied. • Reflection on key successes and individual successes displayed by students whilst with the employer.

Section 5 – After the Activity

5.1. Follow-on activity after visit is complete

5.1.1. Follow-on steps for the staff

- Contact the employer after the visit and thank them for their support of your team and your school and invite them to visit the school if they have opportunity to do so.
- Provide any feedback that you have received from the staff and students about the experience.
- Publish their experiences on your website including photos and videos and share with other members of your team and the employer (data protection permitting).
- As outlined above, ensure that accurate records have been made of the names and positions of any staff they met/ or you contacted whilst brokering the visit.
- Make timely suggestions about improvements which can be made to the learning experience to the employer based on feedback from attendees.

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Section 6 – Timeline

6.1. Timeline

- 3-6 months before intended enterprise activity and/or awards ceremony make initial contact with the employer(s) shortlisted for support.
- As soon as possible arrange a visit to discuss what can be offered and negotiate who will deliver what during activity and enlist support of third parties.
- 2-4 weeks before activity call to ensure everything is still set and ready to go, also contact any third parties attending to re-confirm attendance.
- 1 week before the visit confirm with other staff that they are clear what they will be doing on the day.
- Day of the visit, ensure that you are visible to other staff attending and ensure they go to the correct rooms etc.
- 1-2 days after the visit, call, e-mail the employer to thank them, provide any feedback, and follow up on any queries, comments raised by the staff.
- 1-2 days after the visit, ensure that a student representative has written to the employer to thank them for their efforts in supporting this learning experience.
- 3-4 days after the visit, publish pictures, write an article to go on your school website or to be put in newsletter and share with the employer.
- Based on your initial conversation with the employer immediately afterwards and no longer than 6 months after make contact again to establish any other forms of support they can offer.

Section 7 – Information Sources

7.1. Additional resources

Blackfriars Priory <http://www.gloucesterblackfriars.co.uk/>

Cheltenham Racecourse - <http://cheltenham.thejockeyclub.co.uk/>

Endsleigh Insurance Cheltenham <https://www.endsleigh.co.uk/site-info/about-us/>

University of Gloucestershire Outreach team - <http://www.glos.ac.uk/partnerships/outreach/pages/schools-and-fe-colleges.aspx>

Royal Agricultural University Outreach team - <https://www.rau.ac.uk/about-us>

UCAS Cheltenham <https://www.ucas.com/corporate>

Zurich, Cheltenham <https://www.zurich.co.uk/en/about-us/our-offices>