

## Meaningful Learning Experiences

Strategic Commitment		
Curriculum Provision	✓	Enriching MFL teaching & learning
Employer Partnerships	✓	Bringing a global firm into the classroom
Reflective Young People		
Informed Career Choices	✓	Showing that MFL has real-life value

### Marketing challenge from global property firm stimulates interest in languages

Baverstock Academy is located in the Druid's Heath area of Birmingham. Many young people come from homes where worklessness is the norm and where families struggle to see the relevance of modern foreign languages. Working in partnership with teachers from the school's faculty, this project aimed to help students discover the practical value of learning another language.

The focus for the project was 120 year 8 and 9 students who were studying the Foundation Certificate of Secondary Education and considering their GCSE options. The teachers were keen to ensure that students saw languages MFL as a useful choice that could help them in their future working life.

A request for business support sent out by the local Employment & Skills Board resulted in an enthusiastic response from Colliers International, a global firm offering quantity surveying and other property services – and based in the city centre. Director Harry Dunger visited the school to share his career story, including learning French while working as a ski instructor after university – which has helped him in his working life. Importantly, the company's marketing team also agreed to produce a leaflet about their global operations, based on illustrations and short translations produced by the students.

#### Impact on the Students:

- *'It will help because you have to use the skills you already know – You go back and remember what you did before to do it.'* Year 8 student.
- Helping to produce a leaflet about an international business was a departure from normal language lessons – and clearly motivated students about learning this curriculum subject.
- Most students had neither heard of Colliers International nor knew about quantity surveying. The experience widened their career horizons and brought an inspiring role model into their classroom.

#### Impact on the School:

- *'This helps me a lot because ... they can see that everything we've been doing in the classroom is relevant ... applying it to the world of jobs out there.'* *'Something like this is absolutely important – it helps them see the point of working harder in my lessons.'* German/French teacher.

- *‘Thank you for your very positive comments about the work produced by our pupils. They were all quite chuffed with the praise. I am glad you found ideas and artwork you will be able to use.’* Email from Head of MFL Harry Dunger at Colliers International.

**Impact on the Business:**

- The leaflet produced by the company was designed as part of a large portfolio of marketing materials. Not only does this illustrate their international reach, but it also shows their commitment to working with communities – contributing to the company’s Corporate Social Responsibility objectives.



Director Harry Dunger shares his story with one of the Key Stage 3 classes.

Colliers International produced a marketing leaflet based on students’ illustrations and translations.

