

## Meaningful Learning Experiences

Strategic Commitment	✓	Supporting school focus on enterprise
Curriculum Provision		
Employer Partnerships	✓	Ethnically-sensitive link to local employer
Reflective Young People	✓	Learning log recorded student development
Informed Career Choices		

### Real business challenge creates fresh ideas for the boardroom at local superstore

One In A Million Free School (OIAMFS) was opened in September 2013, with a single group of sixty year 7 students. The school is located alongside the Bradford City FC ground and places importance on Sport, Arts and Enterprise. It is situated in an area of significant deprivation but draws its students from across the city of Bradford. After running an enterprise programme earlier in the year that had not captured the students' interest as much as had been hoped, the school wanted to present students with a real and purposeful challenge at the end of their first year at the school. It is OIAMFS's intention that each term's learning culminates in a real enterprise activity.

Bombay Stores is a large and long-established local business offering Asian fashion clothing, with customers from around the country. Discussions with the HR director had identified a need for fresh ideas to diversify their fashion footwear department – in particular to reach younger customers.

Learning coaches (form tutors) led students through material that informed them about the company's background and business, including video clips of staff talking about their job roles. The challenge was presented by the HR director in assembly and defined by a set of criteria in a checklist, which each student had to complete. This included sign-off and feedback by their learning coach.

After working on the challenge during the week, students presented their ideas to the HR director, who came back into the school. Twelve students, from across the range of academic ability, then represented the school and pitched their business ideas to chief executive Saleem Kader in the board room at Bombay Stores. Ideas included practical changes, such as customer seating, special promotional offers and a radio jingle. But their main proposal involved selling pump-style shoes with 'Henna' designs that could be personalised for customers from the teenage market – an idea that is being seriously considered by the company's directors.

### Impact on the Students:

- Student evaluation forms revealed that the majority of students had found the project interesting and an even higher proportion had enjoyed the experience
- Evaluation forms also revealed that students felt the project had influenced their aspirations, particularly helping them *'Learn about opportunities in life after I leave school.'*

- 'At Bombay Stores, the shoes will become more popular because of us, with Henna designs'.
- 'I am proud of getting it done on time and the poster I made'.
- The thing I am most proud of is: 'Organising the class'.

**Impact on the School:**

- The project was managed within coaching teams, so coaches were able to apply their own teaching style to outline lesson plans and resources, which they also adapted to suit their groups of students.
- Teaching staff were motivated about the business challenge. They were enthusiastic about the 'real' challenge – and even a little competitive with their colleagues.
- Involving the HR director provided an insight for students about a job role most did not know about and helped them learn about the skills and attitudes required by all employers.

**Impact on the Business:**

- Although long-established and very successful, Bombay Stores is always looking for fresh ideas to retain its lead in a highly competitive market. Working with the year 7 students gave them a special opportunity to find out about the needs of a youth market – directly from the customers.
- Bombay Stores is very committed to working with schools and the wider community in Bradford. Even so, the chief executive was genuinely surprised and impressed by the depth of thinking and quality of ideas presented by such a young group of students.
- The Bradford Telegraph and Argus published a story about the company's support for the challenge, providing positive PR to their local customers and contributing to their CSR objectives.



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**Creative students show off new designs at Bradford's Bombay Stores**

11:05am Friday 4th July 2014 in News



Bradford Telegraph and Argus: Bombay Stores MD Saleem Kader and Aadam Aktar look at one of the designs



CREATIVE students from a Bradford free school have turned designers to help boost the product lines of a Bradford shop.

A group of 60 students, aged 11 and 12, from One in a Million, Cliffe Terrace, Bradford, were asked to come up with ideas and footwear designs to add to the range at Bombay Stores, Shearbridge Road, Bradford.