

Meaningful Learning Experiences

Strategic Commitment	✓	Part of a regional Careers Hub initiative for Careers Leaders
Curriculum Provision	✓	Year 9 English: Non-fiction reading and writing
Employer Partnerships	✓	Involving a major property developer and local project
Reflective Young People	✓	Developing Creativity, Teamwork and Problem-solving skills
Informed Career Choices	✓	Revealing that persuasive writing is useful in working life

Property development project inspires Year 9 about non-fiction reading and writing

Ashton Park School in Bristol involved Year 9 students in a project designed to enrich non-fiction reading analysis and writing. The brief from the English faculty stated: *‘Using rhetorical devices and persuasive techniques to produce quality opinion writing is a crucial skill for students to develop for their futures ... Not only is this a useful skill for a career such as journalism, but in our adult lives we are constantly having to use the written word make our voices heard ... Through studying persuasive techniques and transactional writing, students can gain more of an insight into how language is used in advertising to manipulate for example. They can also use these techniques and skills to achieve success in their own lives.’*

An approach to a major property developer asked if they might be willing to look at written work by the students after they had read about one of their large local projects, which involved the transformation of the old Filton airfield. One of the directors responded, saying that *‘We would be delighted to help in some way but need to seek approvals first’*.

The firm – YTL Developments – provided video and other promotional information about the ‘Brabazon’ project and the Director of Planning & Development recorded a short message of greeting, expressing interest in seeing the students’ ideas about how the development can support health and wellbeing – ‘in writing ... on paper’.

This challenge was the basis for a 30-minute writing task that required students to apply rhetorical devices, persuasive techniques, an appeal to the audience, modal verbs and imperative sentences.

Benefits for the Students

The achievement I am most proud of as a result of this experience is:

- *‘The ability to think of ideas collaboratively as a group.’*
- *‘To develop an understanding of the ethical element of jobs.’*
- *‘Learning about what is expected of me in working life.’*
- *‘Being able to write a persuasive letter.’*
- *‘Realising that there are lots of opportunities in the future when it comes to careers.’*
- *‘Thinking about mental health.’*

Benefits for the School

The project fulfilled the ideal outcome described in the original teacher brief: *'Students will be able to see clearly how this strand of the English Curriculum has great importance ... for students to see just how many vocations there are in which mastering the skill of transactional writing is highly desirable to future employers.'*

'Taught the lessons last week - fantastic response.'

Benefits for the Employer

- YTL Developments *'... aims to bring a radical, new approach to development by creating sustainable communities that understand and meet the needs of people. Our ambition is to create neighbourhoods designed to promote the happiness, wellbeing and creativity of the people who live, work and visit them.'*
- The project helped to raise awareness about the organisation and its ethos and engaged dozens of young people in active learning about a major property development in their own city, without leaving the office or arranging a site visit.

Is this an example of an unsung hero?

How could this man in a hard hat and hi-viz be considered an unsung hero?

This is Seb Loyn, Director of Planning and Development @ YTL Developments.

Why might urban planning be considered heroic? What ethical and moral choices have to be made?

City planners and development companies have to think ethically and make moral choices to provide people with inspiring and comfortable settings to live in.

They also have to persuade city councils to accept their proposals!



This is the plan:

Brabazon

This 354 acre development will include:

- Over 2600 new homes including 1-2 bedroom apartments and 2,3 and 4 bedroom homes.
- Co-working offices, pocket parks and dynamic start-up workplaces in the Enterprise District.
- Schools, nurseries, and higher education facilities at the Learning District

A new train station connecting Brabazon to Temple meads in under 15 minutes.

cafes, independent restaurants, and boutique stores to the East Lake District.

will be setting us a task which considers ethics in terms of urban planning.

Main task

You have 30 minutes to turn your ideas on your planning sheet into a viable pitch:

How can infrastructure in the Brazabon development in Bristol support health and well-being?

Success criteria:

- Use rhetorical devices/persuasive techniques to make your argument convincing
- Use direct address and personal pronouns to appeal to your audience
- Use modal verbs and imperative sentences to appear confident and assertive

A major property developer provided the basis of an English task about a real local project that required Year 9 students to apply their non-fiction reading and writing skills.