

Meaningful Learning Experiences

Strategic Commitment	✓	Pilot project for multi-academy trust
Curriculum Provision	✓	Embedded within year 7 'Integrated Learning'
Employer Partnerships	✓	Working with an employer next door to the school
Reflective Young People		
Informed Career Choices	✓	Encouraged fresh thinking about local work opportunities

Neighbouring racecourse provides the basis of a real project for innovative year 7 curriculum

Danum Academy in Doncaster meets a wide variety of needs and abilities among children from the local community. In spite of economic development in the area, few young people have positive aspirations and many come from families where long-term unemployment is the norm.

The school's 'Integrated Learning' presents year 7 students with learning themes and smoothes the transition from primary school. The leadership team wanted to introduce a project that would bring one of these themes to life by working with a local employer.

Doncaster Racecourse is, literally, across the fence from the school and so they were enthusiastic about developing links with a local secondary school. With 65 full-time staff, the business employs up to 1,500 part-time staff for major events, such as the St Leger Festival. Their 'Winning Ways' programme is used to train staff about customer service – and they challenged the year 7 students to come up with fresh ideas to make the programme even more effective.

Classroom resources were created using toolkit documents and these were adapted to suit the age of the students and, in particular, the level of literacy. Launched with a short video message by the Racecourse Executive Director, he came back to listen to students' presentations, bringing his Sales Director and Marketing Director with him – rewarding the winning team with a VIP experience at a future race day and free tickets for other children and their families.

Benefits for the Students

- Students were highly motivated, confirmed by data from their self-assessment forms and the buzz around the school when the management team came to hear their presentations.
- Information about job roles and other information from the employer developed students' aspirations, particularly helping them, 'learn about what is expected of me in working life'.
- The school used the PLTS skills framework and self-assessment showed that students had particularly developed team working and creative thinking skills.

Benefits for the School

- Being so local to the school, Doncaster Racecourse is a natural partner for other learning projects in the future.
- The project illustrated how effective employer links can motivate students about classroom learning AND raise their aspirations about future working roles in the area.
- The year 7 team embraced the project and even adapted the resources, indicating their ability to implement something similar in other Integrated Learning themes.

Benefits for the Employer

- Although Doncaster Racecourse already does some work with other local schools, they had not worked with Danum Academy – next door.
- The project demanded only a little time at the start and at the end, as well as some information about staff roles. The VIP experience for the winners created a PR opportunity.
- The learning resources could be easily adapted and packaged to create a challenge activity for use in others schools in the area.

Name: Christopher Stealey
Job Title: Receptionist

RESPONSIBILITIES:
I am the first person that people meet on the main reception desk. Therefore I have to make sure that our great customer service is often here to get people to the right office but I try to help as much as possible. I need to be willing to help everyone.

I have to look after the main key board. This board has all the keys for lots of different things around the site. I cannot be phoned and give out information. I have to be polite to all times.

I have to take control of deliveries and it is my responsibility to make sure that everything gets to the correct person or department. I also need to let the department know that a delivery has arrived. We send out plenty of gifts to our customers, ensuring that delivery. My job is to ensure the gift is all sorted and correct, ready for the postman to collect.

TYPICAL DAY & CHALLENGES:
Starting at 8.00am, I will go through all voice messages. I will turn on the computer and, throughout the day, answer customer queries through the framing machine, answer telefax to customers.

I have to make sure that people know where to check that the right amount of money is in the

WHAT IS MOST ENJOYABLE?
I really enjoy helping people especially if they're interesting people.

PERSONAL CAREER PATH:
This is a great opportunity to work for and as a company to further my career.

I hope to be given the opportunity to become a team that ensure all our customers want to be working for and ensure the best business and take customer bookings.

Powerpoint slidesets and briefing papers adapted for use in the classroom

What is WINNING WAYS ?

Doncaster Racecourse need to make sure that all their staff, including up to 1,500 people working on a busy race day, provide their customers with a great experience. 'Winning Ways' is their way of training staff about 7 important ways they should behave:

1. Looking the part
2. Ownership of your area
3. Greeting the guests
4. Know your stuff
5. Communicating better
6. Together we are strong
7. Thank You





Self-assessment forms provide evidence of student motivation and skills development

