

Meaningful Learning Experiences

Strategic Commitment	✓	Part of a regional, ESF-funded 'Careers Local' programme
Curriculum Provision	✓	Addressing 'Human Resource' topics in Business Studies
Employer Partnerships	✓	Involving a local employer and a global brand
Reflective Young People	✓	Particularly learning what to expect in working life
Informed Career Choices	✓	Promoting the opportunities in Catering and Hospitality

Real human resource decisions at Premier Inn guide GCSE Business Studies students

In their application for 'Careers Local' funding, Newark Academy stated their intention to, *'... embed the activity into mainstream curriculum by producing schemes of work, lesson plans and resources that will feature Newark-based employers, making subjects relevant to staff and pupils alike, to be designed for use over several academic years'*.

The specification for GCSE Business Studies requires students to learn about human resource decisions, specifically, 'effective recruitment', 'effective training and development' and 'motivation'. The operations manager from the Newark Premier Inn provided information about their procedures for recruitment and training, including a short, informal video message to be played in the classroom. Students were challenged to research the material, apply their learning about the theory and submit a short, memo-style proposal to Julie about how their recruitment, retention and motivation processes could become even better.

The students' work was dropped off at the hotel ahead of the operations manager coming into the classroom to give feedback and announce the group of students who had provided the best proposals, inviting them for a VIP visit and lunch.

Benefits for the Students

Impact survey revealed that students were most proud about:

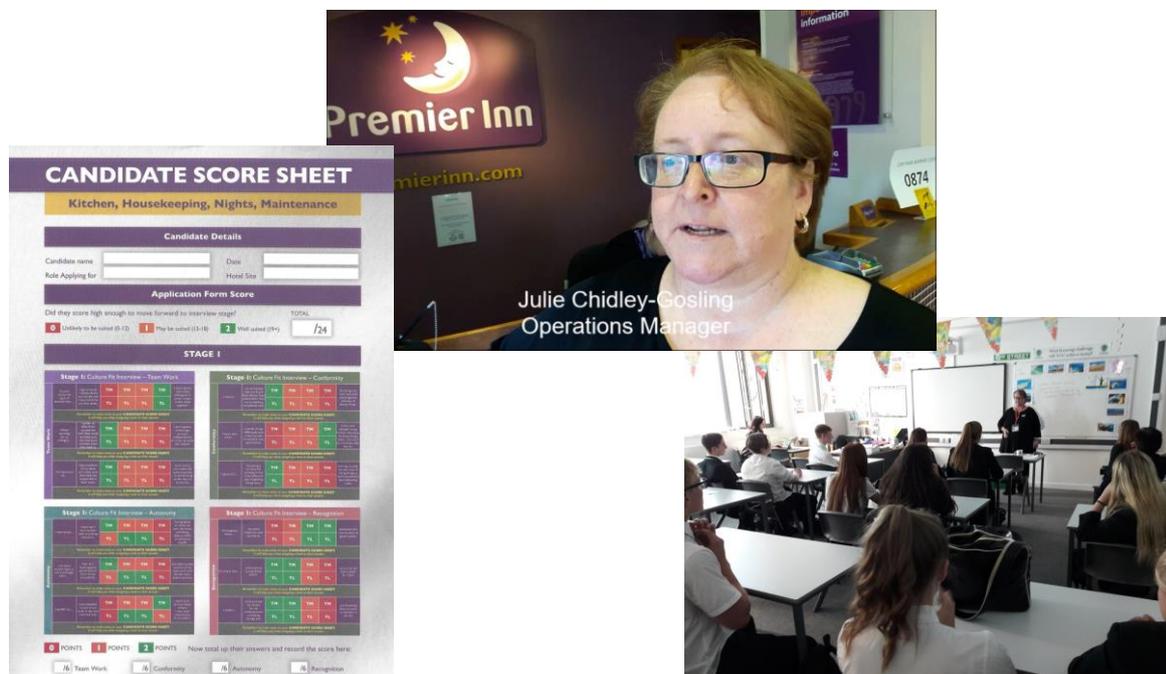
- *'Being able to apply my knowledge to the situation'*
- *'Knowing what jobs Premier Inn have to offer'*
- *'Getting to know more about Premier Inn and that management roles are just as rewarding as anywhere else'*
- *'Producing a strong piece of work that won'*
- *'Asking questions'*
- *'My ability to work interdependently'*
- *'I did lots of good research on the jobs at Premier Inn and wrote up a good report'*
- *'Participation'*

Benefits for the School

- Low aspirations among students was a problem for the school, with many believing there are few career opportunities in and around the Newark area
- The project involved a local employer representing a global brand, fulfilling a key objective of the school's Careers Local-funded programme
- The head of Business Studies project also acts as the school's Careers Leader, providing an opportunity for the project to encourage similar activity in other subject areas

Benefits for the Employer

- Premier Inn's 'Force for Good' programme states that the company is, '... passionate about charity fundraising, serving our local communities and helping our customers make informed, healthy choices'. The project resulted in the operations manager involved being nominated as a champion for Whitbread Investing in School and Employment (WISE).
- Catering and Hospitality are sectors that are often perceived negatively by young people when considering their career paths. The project provided an opportunity to show students how a global brand maintains its high standards and for them to hear a first-hand account from a local manager who loved her role with the company.



The operations manager of Premier Inn at Newark provided information about the company's working practices for staff recruitment, training and motivation. Students worked in groups on proposals, about which they received feedback when the operations manager visited the classroom.