

Meaningful Learning Experiences

Strategic Commitment	✓	One of a series of measures to address Ofsted criticisms
Curriculum Provision	✓	English topic: 'writing to present a viewpoint'
Employer Partnerships	✓	Innovative engagement with a major local employer
Reflective Young People	✓	Self-assessment using a D2N2 LEP skills framework
Informed Career Choices	✓	Presenting a range of pathways in a large local business

'Writing to present a viewpoint' gives major employer insights into young people's thinking

Staff at Newark Academy are working hard to address issues raised in a recent Ofsted report. The brief from the school's careers leader stated that, *'It would be fantastic if we could have our own success story'*. Discussions focused this story on the development of literacy skills in boys.

The project addressed paper 2 from the English Language GCSE specification, which involves 'writing to present a viewpoint'. The teacher brief reported that, *'... a frequent comment from students is 'when would I have to do this when I leave school?' We need to tackle this to ensure they understand why they would use it in real life context'*.

Team Knowhow, part of the Dixons Carphone Group, has a large site in Newark and employs around 4,000 people. Their 'Career Pathways' programme encourages personal development among the company's staff by showcasing the array of roles and work levels at the Newark operation. The business is also keen to get across to local young people that career opportunities involve much more than warehousing jobs alone.

Two managers from Team Knowhow spoke about the business to students, challenging them to write a piece on the theme, *'Millennials have the potential to reshape the workforce at Knowhow'*. Students who produced the best work would work with the editor of the company's '360' magazine, which is read by 8,000 staff, on an article based on the viewpoints they had presented. Work was submitted ahead of an assembly when Team Knowhow gave feedback and announced results.

Benefits for the Students

- *'Learning new skills and using my previous skills to make the article as good as it can be'*
- *'I could identify the hard drive (on a laptop computer)'*
- *Working efficiently in a group and sharing the workload equally to finish on time and to a high standard'*
- *'I am proud that my group won the creating writing project and I learnt a lot about my creative writing skills'*
- *'My improvement on research and writing part of the article'*

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 assistant head appointed as Careers Leader is keen to build on this experience and develop employer partnerships within all faculties
- This project provided an starting point for development of further exemplar curriculum projects across year 10, supported by 'Careers Local' funding from the D2N2 LEP

Benefits for the Employer

- The project complemented other involvement with the school, which was mainly aimed at specific student groups to promote vocational options
- Staff from Team Knowhow were only required at the start and end of the project, with the intervening activity led by English teachers in timetabled lessons
- *'I am keen to be involved in future projects ... to ensure more students will continue to get opportunities to enhance their learning outside the 'standard' curriculum'*



Managers from major local employer Team Knowhow gave year 10 students an insight into their business before challenging them to prepare a short piece of written work – with the 'winning' group being invited to work with the media team to produce an article for the company's quarterly in-house magazine. Not only did the project address literacy issues, particularly among boys, but impact assessment showed that students enjoyed this writing task in the classroom.

Knowhow Challenge

To meet the editor's requirements, it must be:

- Around 150 words – no longer than 500 words
- Attractive to our readers and include creative ideas

Team Knowhow
Help with all life's kit

