

## Meaningful Learning Experiences

Strategic Commitment	✓	Part of a strategic commitment by the academies trust
Curriculum Provision	✓	Addressing specific learning objectives in the BTEC spec
Employer Partnerships	✓	Part of the school's commitment to sustained links
Reflective Young People		
Informed Career Choices	✓	Challenging stereotypes and revealing new opportunities

### Store manager masterclass brings the real world of retailing into the classroom for BTEC students

Nottingham Academy, part of the Greenwood Dale Academy Trust, delivers BTEC Business Studies at its Ransom Road site. The teacher brief for this curriculum project explained that, *'Unit 6 is based around retail business and service provision. Employer or business contact will reinforce learning and show course content is relevant to real world'*, also adding that it would, *'... add relevance to what is otherwise just theory. I would like to organise speakers, visits to the business, work shadowing and some sort of work experience placements moving forward'*.

'The Pod' is a mixed use development in the centre of Nottingham, with Tesco Express located next door to catering equipment specialist Nisbets. The store managers from each of these businesses agreed to record a series of 1-2 minute video clips addressing specific topics from the BTEC specification, including job roles and performance management. They also agreed to visit the students for a classroom Q&A session after they had viewed the clips.

The teacher leading teaching of the BTEC has significant experience in retail business management, but recognised that this was from some time ago and that students would perceive him as a teacher, rather than as an expert in Retail Business.

The project is part of a strategic plan across the academy trust for careers and employability and the school explained the importance of employer partnerships: *'... our action plan is dependent on developing new relationships across year groups to deliver a sustained programme'*.

### Benefits for the Students

- *'If we hear it from someone who's experienced it, we know this is what it's like in retail'*
- *'I learned quite a bit from the video clips, but it's better to ask them in person'*
- *'Next time I visit Tesco, I'm going to think of all the roles and jobs involved'*
- *'It's very useful. It helps you to be more open-minded about opportunities in retail'*
- *'The classroom is an inside environment where you're just taking what's presented. When you meet someone outside, you can ask questions'*

### Benefits for the School

- The project contributed to strategic aims for both the school and the multi-academy trust
- Both employers offered the opportunity for students to visit the city centre stores
- *'... the opportunity to meet real people from their local community and from local stores has been really, really useful. Above all, it's a relationship we can build over time...'*
- *'This is the cherry on the cake ... to meet the people. A lot of what I have previously said to the students, these guys have reinforced. That gives the students more confidence in me'*

### Benefits for the Employer

- Two busy store managers could contribute to learning of a whole year 11 class with limited demands on their time and virtually no preparation
- The project helped to present a positive picture about young managers and varied career opportunities, rather than stereotype perceptions of shelf-stacking and check-outs
- Discussion with young people helped to communicate current rapid and exciting changes in retailing, particularly around use of internet and mobile technology



Half a dozen short, informal video clips of store managers from two city centre retailers were used in the classroom ahead of a Q&A session. The clips and discussion focused on key topics from the BTEC unit about Retail Business. Both managers offered the opportunity of further experiences for the students in the stores, supporting the school's commitment to building partnerships with local employers.