

## Meaningful Learning Experiences

Strategic Commitment	✓	Part of a regional, ESF-funded 'Careers Local' programme
Curriculum Provision	✓	A level content about 'language and occupation'
Employer Partnerships	✓	Local business-to-business car valeting company
Reflective Young People	✓	Developing teamworking skills in particular
Informed Career Choices	✓	Motivating students about careers that use English

### Post-16 English students learn about occupational language from car valeting specialist

In their bid for funding support, Pingle Academy in South Derbyshire stated, *'We are in need of a sustained and regular approach to CEIAG and our students need it to be embedded into their lessons.'* One of six curriculum projects developed by the school involved A level English students and helping them with learning about 'language and occupation': *'Students do not have much insight into the world of work, occupational language, jargon and register associated with different occupations. Having someone from an occupation/industry would bring the topic to life, instead of making it textbook-led. Any occupation will be relevant'*.

Autoclenz, located a mile from the school and established in 1969, provides a full one-stop vehicle preparation solution to the motor industry. The firm's marketing executive provided a business brief for a social media advert, along with information about their business-to-business service and examples of current marketing literature and magazine advertising. She also visited the students to answer questions and talk about her role in the business.

Students came up with their own ideas, but then agreed a single proposal, which was sent across to Autoclenz, who asked their graphic designers to mock up visuals. She visited the students to agree final changes before the advert was produced and to discuss how the project had gone.

### Benefits for the Students

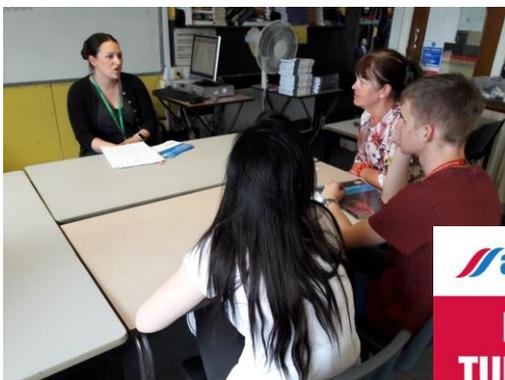
- *'It's really exciting to know that such a big company is going to post this on their Facebook group and so many people are going to see it. It's what we've done as a group – it's not just mine – and it's something to really be proud of'*
- *'It helped because we get to see how English is used in the workplace. They have to make sure their English is correct ... It's motivated me to work harder in English to get my grade up'*
- *'I'm definitely happy about it. I'm proud. It's good to hear. We had to work as a team ... which wasn't easy at first, but as we moved further on it got easier as more ideas started to develop between us ... You're learning to work with other people – to listen to their ideas and put your own ideas out there'*

## Benefits for the School

- 'I think the students felt a bit under pressure because it may be a local company, but it has a national outreach. That's when they felt they'd better do a good job'
- 'They would normally write about the language of the Law or the language of Education, because those use a standard formal register, but they struggle to think of a standard register that is informal ... so, in the pressures and stresses of the exam, my group will be able to bring Autoclenz out of their brains as an example'

## Benefits for the Employer

- 'Some of the lines they've put in are really good ... We'll add the contact details and a few minor changes, but nothing to the content or the copy they wrote'
- 'From the first time we visited, their confidence, even with speaking to us ... Hopefully they'll be able to take that away into their exams and use it'
- 'I've really enjoyed it. At first, I was really nervous. It's the first time I've done anything like this. To see how much they enjoyed it and what they've taken from it. It was good'
- 'The directors have seen it on my desk and commented on it. It'll be seen by a lot of people ... Facebook and LinkedIn ... we'll post it with a credit to the students'



Post-16 student English students were challenged to produce a social media advert for a local business as part of their studies about 'language and occupation'. The marketing executive visited the group to provide a brief and then feedback before they were sent final artwork for approval.

**autoclenz**  
Company Briefing

Organisation Name: Autoclenz Ltd

Type of organisation: Profit - Limited Company

Nationwide - delivering a full one-stop vehicle preparation solution to the Motor Industry.

Established 1969.

Nationally over 1800 Self Employed Operators, 90 Employees

2017 Sales of £40 million

2017 Profit before tax £1.34 million

Visit experience in Automotive Operations: Valeting, SMART Repair, PDI, Collection & Delivery Drivers, Concierge, Valet Parking & Imaging.

Autoclenz Customer base is solely B2B within the automotive industry, supplying 8 of the top 10 Dealer Groups -

Main Dealer Groups such as Inchcape, Mercedes Benz Retail, Pendragon PLC, Jardine Motors, Porsche Retail Group, Trust Ford, TCH Ford.

Car Rental Groups such as Europcar, Avis, Sixt.

Main Competitors include Direct Valeting, Quality Assured Valeting, Motorclean, EVS, Secure Valeting and QAV.

**autoclenz** www.autoclenz.co.uk

**DO A THREE POINT TURN ON THE CATWALK**

**At Autoclenz we put your stock in front of the lens**  
Picture it now... Shining bodywork and glinting chrome that will grab the eye of potential customers.

In a busy modern world, convenience is a priority. To make things handy for you and your customers, our high quality technology is available on most portable devices where some of our innovative features can be viewed, such as the 360° 'walk-round' video.

Putting the 'lens' in Autoclenz is our advanced imaging technology where highly trained staff use their technical expertise to do a meticulous job on your vehicles.

Our 90 second video is all it will take to convince your customers to visit, buy and drive away. Your product will be the centre of attention in ten striking photos produced by our professional video software.

**Strike a pose with Autoclenz**

VALETING    PRETIRE VALETING    IMAGING    COSMETIC REPAIR    DELIVERY & COLLECTION    PREWASH CLEANING    CUSTOMER EXPERIENCE