

## DE4L EVENT CASE STUDY

### A GREAT DE4L FOR DONCASTER BUSINESSES



*Image 1: Doncaster business's, schools and learners working together to address skills needs*

The following case study relates to the successful DE4L menu launch event, which took place on the 19<sup>th</sup> September 2008 at Doncaster Racecourse. Including strategic partners and support staff the event attracted 88 attendees and it resulted in 48 pledge sheets being returned, indicating employer feedback and wide ranging support for enterprise partnership activities with Doncaster learners.

#### **Example attendee comments:**

“This was an excellent event – useful to hear from other businesses that have had previous experience of work placements” - **Chris Harrison (Tech Support Holdings UK limited)**

“I will return to the work place with some good ideas and potential opportunities for closer/ new ties between my company and the community of Doncaster” **Brian Riches (Royal Mail Doncaster)**

“A great insight in to some of the objectives for Doncaster’s future...essential for the development of effective employer /school links” **Julie McGuigan (Lux Hair)**

“Enlightening - opportunities to network and support diploma delivery- the event helped me recognise the value of enterprise **Mary Laws (Hall Cross School)**

### Event purpose

With a bank of around 100 Doncaster businesses, who had previously indicated their support for the DE4L project, the purpose of this event was:

- 1) Update these employers / celebrate achievements to date
- 2) Promote the Network more widely
- 3) Encouraging new partnerships and more employer involvement
- 4) Launch the DE4L employer menu of opportunities.

### Event agenda

The agenda was split into three distinct parts:

- 1) Networking (to allow partners to provide specialist support and build relationships).
- 2) Presentations – Doncaster businesses provided feedback from their own partnership experiences to inspire and encourage others
- 3) Menu launch / Q&A session – raise awareness of the DE4L website portal, encourage its use and allow the opportunity for questions/concerns to be raised and addressed.



*Image 2: Employers study the new DE4L Network 'Employer Opportunities Menu'*

**Pledge forms** – 48 feedback forms were returned and on many multiple pledges of future support for partnership activities have been secured.



*Image 3: Q&A session –Businesses and DE4L partners - addressing the challenges together*

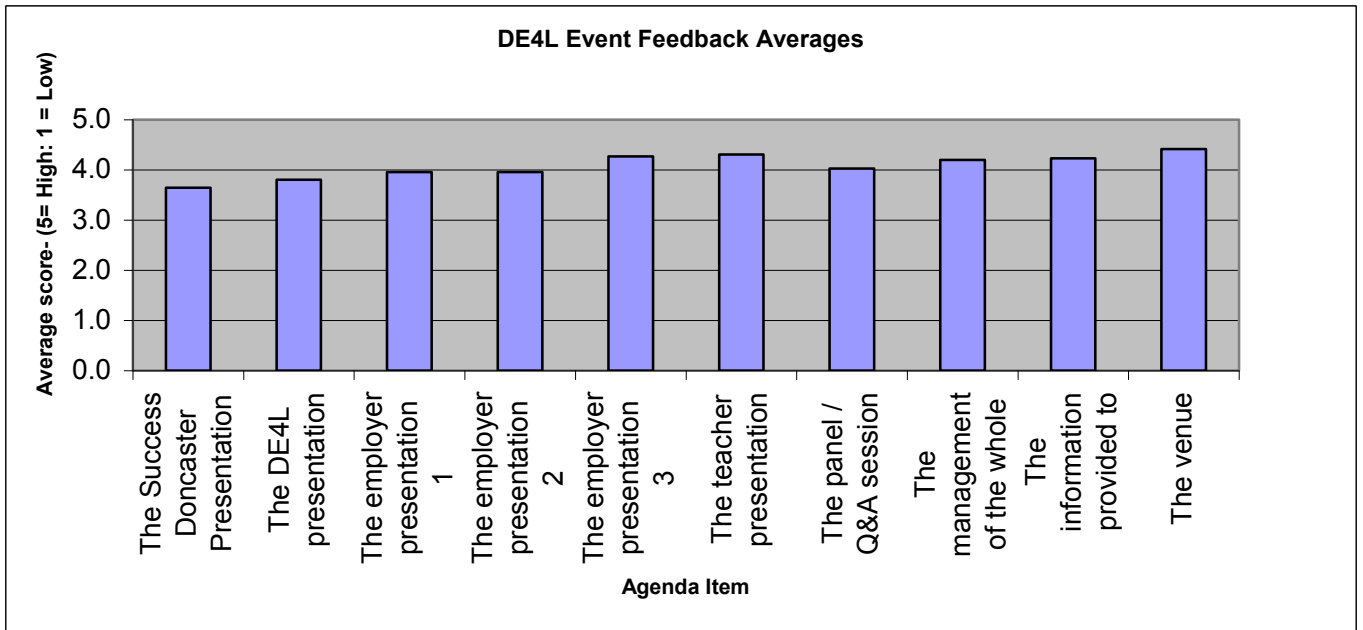
**Presentations** - Six speakers together provided a clear message that indicated the need to work together to enable Doncaster to achieve its full potential.



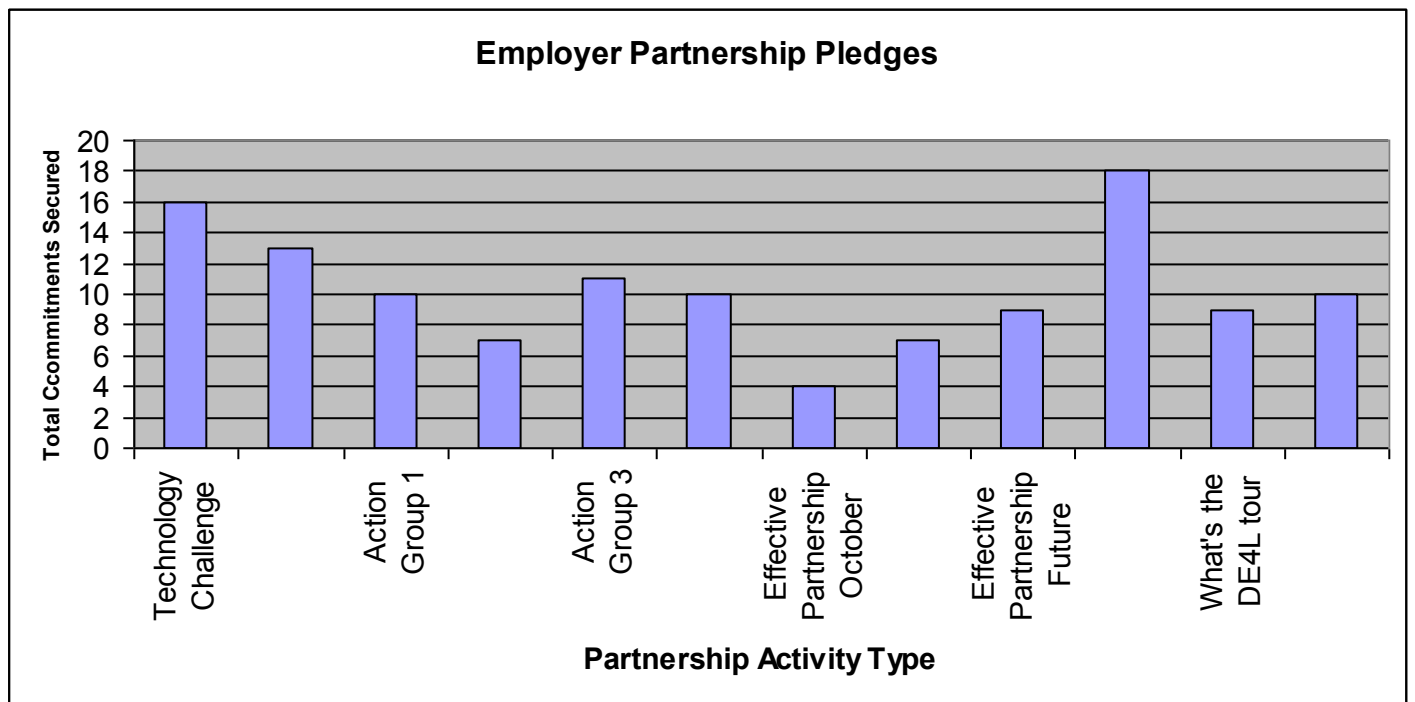
**Event Speakers from left to right:**

- (1) **Claire Bosward**-Success Doncaster (2) **Miriam Shores** (Henderson Garage Door Supercentre)  
 (3) **Tim Jones** (Hayfield School) (4) **Doreen Speight** (Trador Marketing) (5) **Kath Fitzpatrick** (DE4L Project Manager)  
 (6) **Keith Glanvill** (DE4L Network Manager) (7) **Linzi Askew** (Directions Finningley)

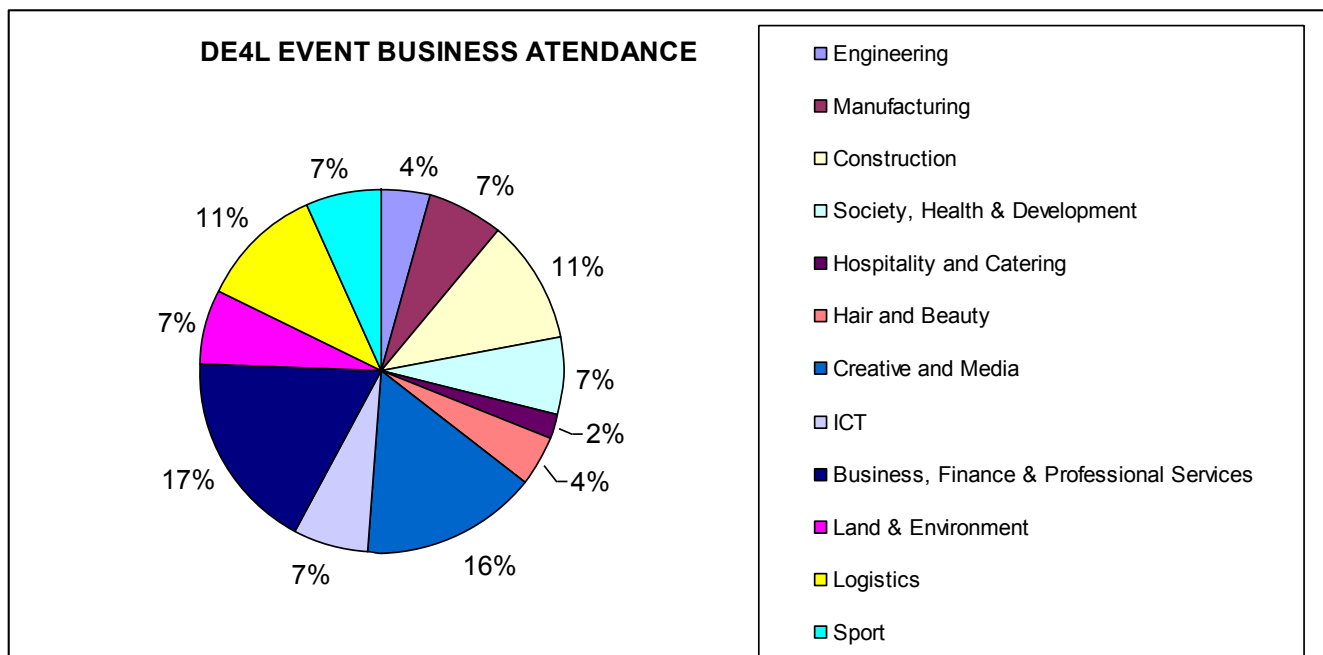
**Event Feedback**



**Chart 1 (Delegate event feedback)**



**Chart 2 (Delegate pledges of support for future enterprise partnership activities)**



**Chart 3 – EVENT ATTENDEES**

The DE4L event attracted 88 attendees, covering a wide range of Doncaster’s industries, as shown above.

The DE4L project is being delivered by a consortium of 7 partner organisations and these partners all supported on the day (partnership in action).

The DE4L team are also linked in with other local and sub regional ‘strategic’ Partners, such as Doncaster’s Chamber of Commerce Enterprise and part of the purpose of the DE4L event was to raise awareness of project progress across these networks. As such a range of the strategic partners working in Doncaster were also in attendance.

The support staff and strategic partners who were present on the day are not part of the data set used to create the above chart.