

# NetworkNews

The newsletter for businesses and partners involved in the DE4L network.



Happy New Year to you all and welcome to the Winter edition of DE4L's Network Newsletter.

Anyone who attended the latest DE4L Annual Conference will have gained an understanding of just how much has been achieved through the Network over the past two years. We have been working hard to improve links between Doncaster

businesses and schools and this has had a real impact on addressing employer needs, as well as helping schools develop their student's enterprise skills.

Throughout the project, DE4L Network staff have met with over 200 different employers with 185 of these registering their interest and support. During the last three months business representatives from 170 of those companies have attended DE4L activities. Working with our partners throughout the project, DE4L staff have impacted on thousands of the borough's students, through a wide range of activities. Our successes to date have been achieved by improving communications between employers and schools, by raising awareness of employer needs, the benefits of partnership and by reducing duplication and confusion.

Employer contribution at Skills Action Group Meetings plays a vital role in helping us to continue to understand business needs. DE4L staff will continue to support Doncaster employers during 2010 and during the next few months, we will be setting new dates for Action Group meetings. We also ran a new 'What's the DE4L?' tour for local employers on the 28th January. (more information inside)

What many of our partners like about the DE4L Network is that it benefits all types and sizes of businesses in the area. These range from those that have hundreds of staff, to micro companies and new start-up businesses. Some DE4L businesses have a long history of supporting student development, whereas others are looking at how they can develop this and what benefits can be secured from developing school partnerships.

So, we continue to encourage businesses of all types to get involved. Together we can create a more enterprising culture and an even brighter future for our borough.

Please feel free to contact me or any of the DE4L team if you are interested in the Network. Together we really can make a difference both to your own business and the lives and future careers of the young people living in our area.



Keith Glanvill - DE4L Network Manager

## 'SKILLS 4 SUCCESS' DE4L Conference 2009

Over 100 delegates from local businesses and employers helped to make the second DE4L conference, held at Doncaster Racecourse recently, a huge success. The event provided the opportunity to share and celebrate the contributions and achievements of businesses working with local schools, whilst encouraging more employers to get involved.

The keynote speakers at the event provided the audience with an excellent overview on area skills needs and examples of business / school partnership success and opportunities. The speakers were:

- Jackie Freeborn** Chief Executive of Business & Education South Yorkshire
- Stephen Shore** Former Chief Executive of Doncaster Chamber
- Paul Cooke** Engineering Manager at Pegler Yorkshire
- Christopher Harrison** MD of IT specialist Tech Support Holdings UK
- Kath Fitzpatrick** Curriculum Adviser from DMBC
- Claire Bosward** Enterprise Client Manager from Success Doncaster



Left to Right: Claire Bosward, Christopher Harrison, Keith Glanvill, Jackie Freeborn, Stephen Shore, Paul Cooke, Kath Fitzpatrick

Jackie Freeborn explains: "This event highlighted just how much has been achieved in Doncaster over the last year. Through working in partnership and listening to what businesses want, there is now a co-ordinated programme in place which makes it easier for businesses to understand how to work effectively with schools and impact on young people."

Feedback from DE4L Network companies was very positive, with many finding it a great opportunity to network with other like-minded businesses, as well as stimulating debate for future opportunities and incentives for businesses to work with local schools.

The event resulted in over 80 future pledges of support from the businesses who attended, which included involvement in activities such as: Technology Challenge, Enterprise and Skills Roadshows, Skills Action Group Meetings, What's the DE4L Tours and Teacher Placements.

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A group of sixth form students from Hayfield School also used the event as the perfect opportunity to interview local business people to record information for their school newsletter – with fantastic results, so well done to them!



Hayfield Schools 'Success 4 Schools' team From left to right (Elena Jonas, Kirsteen Patterson, Lauren Peel (Editor), Anna Haas, Mr Tim Jones (Business Studies Teacher), Rosie Morris, Danielle Swainston, Amy-Jo Fowler

"We were delighted with the response from the delegates and the positive feedback we received following the event," Lauren Peel (Chief Editor) also added "There is real enthusiasm from Doncaster's employers to work in the best interests of young people, for the long term benefit of the borough and ultimately the people who live and work within it."

With a whole programme of activities planned for 2010, the year ahead will be an exciting time for all involved with the DE4L Network.

# DE4L support 4 Jobmates project

The DE4L project is one strand of the Success Doncaster programme and DE4L staff work alongside the other Success Doncaster project teams, to look for synergies and create positive impacts through working together. As part of this process, we encouraged partners to attend the conference and we work to help raise awareness of the other strands which employers or schools may find useful. The Jobmates project below is one.

Jobmates are here to help the people of Doncaster find ways to tackle their own particular barriers to work. These barriers can be wide ranging – whilst some people suffer from a lack of self confidence, others may be unaware of opportunities or they may need to develop their skills in line with employer needs. Our friendly Jobmates staff have access to a range of support services to help find training, volunteering and job vacancies. They also offer assistance with housing, childcare and debt issues to help their clients gain employment.

Jobmates work with local businesses, helping them to quickly fill vacancies with hard working and motivated staff. For further information, please contact 01302 734554 or email [jobmates@northdoncaster.org.uk](mailto:jobmates@northdoncaster.org.uk)

## DE4L Skills Action Group updates

Details on the latest Action Group meetings held recently within Doncaster schools are provided below. At these meetings, employers were given a voice to allow them to assist in future development of partnership activities, which will ultimately impact on the development of student skills.

### Group 1 'MECC Group' (Manufacturing, Engineering, Construction and Computing)

Ridgewood School provided the venue for this Action Group meeting, which included a tour of the school to provide a further insight for businesses. Twenty-four delegates attended the meeting, which stimulated lively debates and the two excellent ideas shown below came out of it:

- It was proposed that DE4L organise a large careers event to cover the whole borough of Doncaster during 2010.
- It was suggested that a virtual online network be set up where students can upload their questions and DE4L Network employers can post answers.

Both of these ideas are now being progressed through the DE4L Strategy Group, to see if the necessary support can be gained from parties both within and outside the DE4L Network.

The next Action Group meetings are already being planned for February 2010, when feedback on developments will be shared.

(Dates and venues to be confirmed). Anyone interested in attending, should contact Keith Glanvill (see contacts on back page).

### ASI Group (All Service Industries)

The ASI Action Group attracted 14 business attendees and took place at Sir Thomas Wharton Community College. The meeting started with teachers Sarah Chappell and Kevin Grand providing an enlightening insight into school plans and partnership activities.

Topics discussed included the viability of students attending DE4L Business Network events and also the development of a panel of business experts through DE4L. Their role would be to look at the potential for working with students on developing business plans and prototypes - to create real products and provide a route to market for potential entrepreneurs with sound ideas.

Both of these suggestions will now be taken forward and discussed by DE4L partners and the outcome of these discussions will be communicated to employers via network communications and through network activities.

We would also like to welcome the recent additional employers to the DE4L Network:

- Kris Wilcox from Ecolnits
- Jonathan Stuart from Extreme Media



A recent DE4L Skills Action Group in progress

- Ruth Cartlidge from Premier Inns High Fishergate
- Shane Bratby from Mobility Buy

Along with all the employers in the DE4L Network, the new members have the necessary life skills, knowledge and experience to enthuse and inspire students. By working together, we can change perceptions about the world of opportunity outside education and the value of enterprise skills development alongside academic achievement.

### Pegler Yorkshire take a lead

At previous Action Group meetings, it has been highlighted that students need help in learning practical skills to prepare them for the world of work. This idea has been picked up by Paul Cooke, Engineering Manager at Pegler. He is now working with Outwood Academy in Adwick on a pilot scheme to help young people understand what makes a good employee.

DE4L will keep you posted with more information on this very worthwhile project as it progresses.

# What's the DE4L tour



The most recent 'What's the DE4L tour' took place on 28th January. The tour started with a presentation from Maurice Jackson of New DE4L for Communities (NDC) at the Maridon Centre, before visits to two further town centre venues, where information about NDC and Ways 2 Work (W2W) were shared with tour delegates. These tours are currently free for Doncaster employers. Their theme is 'Redevelopment and Enterprise' and their purpose is to help raise business awareness of the enterprise related projects within the borough as part of community regeneration.

During the recent tour, Maurice Jackson (NDC) shared information about the Minster Quarter, where NDC is transforming Doncaster's old Art College into an Enterprise Centre. After lunch, the tour then visited the new offices of W2W in Doncaster market place. Here, delegates heard about the work of the W2W team and their 70 per cent success rate in securing long term jobs working with over 1,000 Doncaster-based clients. Anyone who is interested in attending future tours, should inform Keith Glanvill as soon as possible. To reserve a place, email [keith.glanvill@be-sy.co.uk](mailto:keith.glanvill@be-sy.co.uk) or contact 01709 336700.

## A great DE4L to Shout About

As part of Global Entrepreneurship Week activities during November 2009, Doncaster students got the chance to showcase enterprise projects which they had undertaken during the year, at a special event held at Doncaster College.

The event, which was called 'A Great DE4L to Shout About', attracted student teams from six Doncaster secondary schools and was attended by representatives from 28 local businesses, who reviewed and judged each activity awarding prizes for (1) Best innovation and (2) Best teamwork.

Congratulations go to Ridgewood School for winning the innovation award for their Robot USA project. The project, which was originally designed for a competition that took place in Washington DC, involved Ridgewood working together with a team of students from Campsmount School. Together the students produced a robot with motorised components, which allowed it to pick up foam balls from the ground and

store them in its own trailer. The robot was pitched against 150 other teams with their robots in the USA. Considering the size of the sponsorship some of the American teams secured, they did very well to achieve 33rd spot overall!

In January this year, the Ridgewood 'Robot USA team' were presented with a plaque and £50 cash for the school by Michael Jenkinson, Managing Director of Jenkinson Electrical Engineering, as their reward for taking part in 'A Great De4l To Shout About!'. Michael was extremely impressed with the design and production of the robot and he gave the students some valuable advice on how they could best turn their passion for engineering into a future career.

Hungerhill School was commended too for best teamwork. The school put on a fashion show for the judging panel, showing not only design skills, but also entrepreneurial flair, and great communication skills between the team.



Businesses judge students' work at the Great DE4L to Shout About event

Carrying on with the fashion theme, Hall Cross School undertook a Fashion Enterprise Challenge, whilst Armthorpe School impressed members of the DE4L Network with their personalised 'MiMug' printed mugs business, as well as securing their first order at the enterprise event!

Coppice Special School's entrepreneurial activity was based on a healthy eating theme and involved them producing snacks and goodies for a healthy tuck shop. Finally, Hayfield School produced an Enterprise newsletter, which included coverage from their attendance at the DE4L Network 'Skills 4 Success' Conference back in October 2009.

Maggie Count from DMBC said: "This was a hugely successful event. All the schools demonstrated their talent for enterprise and many people who attended commented on how exciting it was to be part of an event which showcased the skills and talents of young people here in Doncaster."

Local entrepreneur Katherine Taylor, the owner of SEEN clothing in Doncaster - who appeared on BBC TV's Mary Queen of Shops, presented the school teams with their certificates and prizes after speaking about the importance of enterprise skills in the business world.



Left to Right: Teacher Chris Francis, Students - Jonathan Eyre, Adam Siviter, Jessica Edwards, Becky Wright and Caitlin Robbie alongside Michael Jenkinson from Jenkinson Electrical Engineering and Keith Glanvill

# Good news stories from the DE4L Network

As a snapshot of impacts, here are 10 examples of how the DE4L Network has helped improve communication and partnership across the borough so far:

**DE4L help with Diplomas** - Since September 2009, six Diplomas have been offered to students as part of the evolving school curriculum in Doncaster. Eventually 17 Diploma study lines will be made available. The DE4L project has provided information and free training on Diplomas which has helped businesses understand the value of the new qualifications. So far through DE4L, well over 200 Doncaster employers have now been involved in student partnership activities since 2008 and over 80 employers have visited schools supporting Diploma content development and delivery.

**Rail Company DB Schenker** is now supporting a European Exchange student placement scheme through the development of links built by DE4L Network staff. Keith Glanvill met with the company's HR Director where he found out about their need for foreign language skills.

**Kevin Grand** from Sir Thomas Wharton Community College is working with DE4L staff to discuss teacher placement, an outcome from a DE4L Action Group meeting.

**Business & Education South Yorkshire** (b&e) recently set up 15 Engineering Diploma students placements in Doncaster Engineering businesses. Eight of the students will be based with DE4L Network employers: Agemaspark, Ardagh Glass, Jenkinson Electrical Engineering, Pegler Yorkshire Group and Clyde Material Handling, representatives from these and most of the other businesses have previously attended DE4L Skills Action Groups and DE4L's free Effective Partnership training courses, where they were given up to date information on Diploma progress.

**Throughout 2009**, many new employers committed to getting involved in 2010's Technology Challenge. This included The Dome and The Frenchgate Shopping Centre. Representatives have now met with Mary Milburn, who is DE4L's 'Technology Challenge' specialist to look at the project in more detail.

**Impacts on local students** - Delivered with support from DE4L Network employers

- Technology Challenge – 2008/9 - 7,025 Students involved from over 100 schools, with 117, Teachers with 50 business people supporting.
- 177 Teacher/ School Workforce Development Placements in local businesses.
- 111 Employers completed the Effective Partnerships Training Programme.
- 205 Skills and Enterprise Roadshows - reaching 3062 students.

**Victoria Snowden** from Anthony Snowden Architects is now working at Doncaster's Hub College in a teaching role, after meeting with DE4L staff in 2009 and attending several DE4L activities, where she developed her understanding of the potential benefits of partnership and the opportunities to make an impact.

**Through DE4L relationships**, Directions Finningley, with their new global partners BAE systems have requested Business & Education South Yorkshire look at developing a structured plan to address the company's future school partnership activities as part of their CSR policy.

**Chrissie Wilkinson**, Learning & Development Co-ordinator at Waste Recycling Group in Doncaster now has a new Apprentice in place, thanks to links provided by the DE4L Network. When Keith Glanvill received a request from Chrissie for assistance, he quickly put her in touch with Wayne Miller of the Apprenticeship Matching Service. Within a short period, the company set on a new apprentice and Chrissie is now busy with training.

**With extensive support from Maggie Count and Keith Glanvill** from DE4L and assistance from b&e proof reading team, a team of sixth form students from Hayfield have created a Doncaster schools student newsletter. This will give students a voice and share school enterprise stories, whilst developing awareness of the difficulties involved in publishing. DE4L staff are looking at ways to expand the number of schools involved in the development of future editions.

DE4L was created to impact in a positive way on enterprise skills development, whilst helping to address the concerns of Doncaster businesses. The above support stands as a testament to show that people and businesses in Doncaster can have an impact.

The staff working within DE4L know that without business support we can achieve nothing, but by working, together Doncaster can evolve and it's current and future students will have skills that match better to business needs. Through partnership, the future for the borough is bright and the more employers we work with, the quicker we will see results. ..If you think you can benefit from involvement, please contact us on the details below.



## DE4L Network Contacts:

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**DE4L website - [www.de4l.co.uk](http://www.de4l.co.uk)**

**Want some ideas on how you could get involved? Visit the DE4L website and take a look at the Menu of Opportunities on the 'business' pages.**