



# The LocalBiz Award for Teamwork

## Delivering Key Skills

The LocalBiz Project is a set of learning programmes built around activities which involve research, communication, risk assessment, creativity, and the use of ICT in business. In this programme, students work in teams and make real business decisions. The LocalBiz Project has as its central theme the management of a community website, which combines social and business enterprise. Students collect information about businesses operating in their community, events which are taking place, items of news, and publish these on a ready-made, easy-to-use website which they promote within the community. Students gain the LocalBiz Award for Teamwork upon successful completion of the programme.

## The Teamwork Programme is ...

... centred on activities which involve working together, within which the students take on different responsibilities. It is a mini-enterprise, with the objective to target local businesses, and display their details on a community website, and to promote the website within the community.

It is based on the "Working With Others" key skill, which is equivalent to  $\frac{3}{4}$  GCSE. A student's completed workbook will contain the main body of evidence to make up their portfolio. The "Working with Others" qualification is available from most of the examination boards.

Within the Award are two assignments: **Marketing**, and **Sales & Operations**. The first is completed as a whole team, the second by working in pairs.

In the Marketing assignment, the students need to understand their "product", identify likely "customers", and prepare suitable marketing materials. These will take the form of (amongst other things) posters, letters, application forms, and press releases.

The Sales & Operations assignment uses the output from the first assignment. Each pair of students takes a share of the potential customers, and plan their own "sales campaign". As each application form is completed, they add the information to the website, via an easy-to-use interface.

## The Teamwork Programme delivers ...

- ◆ Evidence for the "Working With Others" key skill - equivalent to  $\frac{3}{4}$  GCSE
  - ◆ Certificates for full or partial completion
  - ◆ An introduction to the World of Work - real work with real customers
  - ◆ Motivates and interests students of all abilities - from Yr10 upwards
- ... through an exciting, interesting, and unique hands-on learning experience.



*"The Teamwork Programme not only provides additional portfolio evidence for the First Diploma in Business, it also leads to additional GCSE points. It is a vocational qualification with real relevance to the World of Work."*  
Lorne McNeill, Challenge College, Bradford.

More Information at  
[www.TheLocalBizProject.com](http://www.TheLocalBizProject.com)  
or call 01943 434343

