



**Linking Education
with Enterprise**



Frequently Asked Questions

1) Accreditation and Awarding Bodies

- a) The Teamwork Programme is recognised as delivering the requirements for QCA's 'Working with Others' and can therefore be used as the evidence to support the qualification, worth the equivalent of for $\frac{3}{4}$ GCSE, from the examination awarding bodies.
- b) The LocalBiz Project can also be used to create evidence for the other key skills, and for the CoPE award,
- c) It can run alongside existing GCSE/First Diploma type courses to provide suitable case study evidence – and at the same time earn a vocational qualification.

2) How many students

- a) To manage the site, between 3 and 12. It is expected that the management team would change annually. They are the ones who would gain the evidence for the vocational qualifications outlined above.
- b) It could be launched through whole school involvement to gather information to get the site working quickly
- c) Alternatively, once set up, a whole class or year group (or school) could be involved in gathering and entering information.

3) Place in the Curriculum / Length of Programme

- a) Does The Project cover elements of the "Core Curriculum"
 - i) The project addresses over 50% of QCA's Work-Related Learning for all at Key Stage 4 - the new statutory requirement from September 2004
- b) How long does the Project last?

The Project is a flexible and practical learning programme, and can be used in many ways:

 - i) The Short Enterprise programme for the teacher to find out about its full capabilities and potential, or in a short "enterprise" situation such as 3 enterprise days, or during Enterprise Week. Students obtain a participation certificate.
 - ii) Two or three term programme – one hour per week – students can work towards an accredited qualification, such as Working With Others, by doing The Teamwork Programme

- iii) As part of a Mini Enterprise (eg a Young Enterprise programme) or as extra-curricular activity of no fixed duration (without formal qualifications).

How long does it last? From 3 days to a whole academic year!

4) How much does it cost / how can it be funded

- a) The full programme, which provides unlimited use of the system, costs £750 per annum.
- b) Can a school try it first?
 - i) There is no cost for a free evaluation, which lasts for 3 weeks. This provides access to the Teacher's guide for The Short Enterprise Programme. A trial website is also made available, so that a teacher can discover at first hand how easy the system is to use.
- c) How can it be funded?
 - i) The LocalBiz Project has been approved by the DfES for purchase using eLearning credits
 - ii) If a school is charging (see Q6), or in receipt of donations, then this income could quite easily cover the cost of the annual licence fee. For example if the school charged £20 per entry and had 50 businesses registered it would achieve £250 surplus after paying the licence fee.

5) How do students make contact with businesses?

- a) Do they need to go out of the school to visit businesses?
 - i) They do not need to go out, but if it is considered safe with the student cohort, then it provides a great opportunity to visit places of work and build communication skills with business owners and members of the public. The teacher will decide.
- b) What other means can be used
 - i) Part of the learning process is for students to identify these. Letters, email, surveys and telesales are examples which have been used.

6) Can the school charge for a business to be included in the directory?

- a) Yes, if they wish.
- b) Some schools found that asking for donations generated a larger return
- c) Provided the school is agreeable, the students themselves can make this decision, which is part of the learning programme
- d) Alternatively, a school may use the directory to help build stronger links with local businesses.

7) Marketing

- a) How does the community become aware of the website?
 - i) Part of the programme is for students to undertake an awareness and promotion campaign within the community. A good example is using the local press to advertise what they are doing.

- b) What role does LocalBiz play?
 - i) The central LocalBiz website has a postcode-driven search capability, which allows members of the public to find a LocalBiz community site serving their area.
 - ii) LocalBiz also promotes its corporate name through search engines, and via regional and national conferences
- c) To whom does LocalBiz market the Project?
 - i) We market to schools, either directly or by supporting bodies such as the Enterprise Advisers, Education Business Links, LEAs etc.

8) Are there statistics available for the website?

- a) Yes – a visitor count and two access counts for each business. They have been designed so that repeated “refreshes” of the page cannot be used to exaggerate the numbers.

9) How does The Project fit with ICT skills and training?

- a) The underlying concept of The Project is to remove the need for in-depth ICT skills; a typical student only requires the ability to use a browser.
- b) However, there are areas of the site in which a student with the requisite knowledge could develop their ICT skills and develop the site’s web capability.

10) Support from LocalBiz.

- a) Does LocalBiz do the “delivery”?
 - i) No, but see 9.c (ii).
- b) Are there lesson plans available?
 - i) There is a full set of lesson plans and teacher guidelines identifying the key topics. Material is available (Word format) to edit as required.
 - ii) The Localbiz Award for Teamwork comes with a complete Teacher guide and a student Workbook, which provides the evidence required for the “Working With Others” key skill.
- c) What support is available to get a school started?
 - i) All of the documentation is available online.
 - ii) We can run CPD days for teachers and/or Enterprise Advisers; there may be a cost associated with this. Please contact us if interested.
- d) Can setup and delivery be done entirely from the website?
 - i) Yes. A school in Feltham did exactly this for a group doing the CoPE award.
- e) What about ongoing support?
 - i) Most support is delivered via email (teachers and students), although telephone support is also available.
 - ii) School visits can be made, although these would be at an additional cost.

11) Competition

- a) Are there not too many community websites already operating throughout the UK?
 - i) There may be, but equally many of them suffer from lack of resources to keep them current, thus nullifying any benefit to the community.
 - ii) With a new group of students each year, the currency of the website would be maintained, thus providing the sustainability of the Project.
 - iii) Otley proved that a website could be set up against such a backdrop
- b) What if two schools in the same neighbourhood wanted a LocalBiz site?
 - i) Whilst competition is good, two schools could not operate their own website for the same local community.
 - ii) Two schools could co-operate to run a single website; we have special pricing for this (contact us for details)
 - iii) Competition with a school in a neighbouring community would add to the overall business learning programme.

12) Teachers

- a) Where does the teaching resource come from?
 - i) Any business studies/ICT teacher can deliver the programme (with teacher assistants for disaffected students). Schools serious about building an enterprise culture (for example Penistone), will ensure that the necessary resources are made available, and use the directory to build relationships with businesses and people living in the community.
- b) Is it not too teacher intensive?
 - i) Motivated students do not require a great deal of teacher supervision.
 - ii) When linked to an accredited award, teacher time should be available.
 - iii) The Project can be used to get disaffected (or potentially disaffected) students back into learning. Whatever is done with these students, it will require teaching (or support teaching) resource.
- c) Would teachers not lose interest?
 - i) Teachers will be helping students to develop a 'real' business with real customers. Situations and circumstances will be constantly changing.
 - ii) Each year, new features will be added