

# The LocalBiz Project

Linking **E**ducation with **E**nterprise

## The Teamwork Award at Oakbank

April 2006

Tom Campbell, Work Related Learning Manager at Oakbank School in Keighley, started running The LocalBiz Project in September.

He chose an active group of WRL students, to do The LocalBiz Award for Teamwork. They wanted a real and practical challenge to prepare themselves for the world of work.



Tom has been delighted with the enthusiasm the students have shown, and the progress students have already made.

He has found the Teacher's Guide easy to follow, which has in turn simplified its delivery to the students.

The Student Workbooks, once completed, will be submitted to OCR for the Working With Others key skill qualification.

## ASDAN Gold

Neil Heron, at Burnside school in Wallsend, introduced his then Year 9 group to the Project in the Summer Term 2005. They continued with the Project during this academic year as part of a successful completion of their ASDAN Gold Award.



## The NEN Conference in July

Last year's LocalBiz Project workshop at the NEN conference proved a great success, and many schools subsequently joined the Project. Students from Penistone Grammar played a key role in the Workshop.

This year, Tonbridge will describe how their community website was developed in less than 8 weeks. They used the One Term Programme as the basis for starting the Project, but added a few extra activities and still achieved their objective.

We also hope that Challenge College - perhaps through video - will show how the programme can be used to create a lot of useful evidence for business and IT related national examinations.



## Work Experience

Juliet Lonie, at Seaton Burn College, is planning to start the One Term Programme after Easter with a group of Year 10 students. "Following discussions with LocalBiz, we are now building this activity directly into our Work Experience programme starting in May. We hope local businesses will appreciate this free, 24/7 local advertising and provide information for the college and our students to gain an up to date picture of the types of businesses in the local area."

## A Picture's Worth a Thousand Words

Some schools have already taken advantage of the new feature which allows the replacement of the images which come with the standard templates. If you want to see the impact of this, take a look at the Penistone and Tonbridge home pages.

Taking the photos, and creating the images may give some of your students exposure to digital image processing.

They could also extend this idea to take photos when they visit businesses, and add these to the site.



Doing this will give your website a much more "local" look, and make it more appealing to your visitors.

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## Key Skills Project

The LocalBiz team continues to develop ties with Education Business Partnerships within the UK, from Northumberland down to Kent. Key Skills qualifications have been a constant discussion point, and last year we launched the Localbiz Award for Teamwork which leads to the Working With Others Key Skill qualification (available from most exam boards).

One of our current projects is with Bob Jones and his team at the Bradford EBP. He is keen to map The LocalBiz Project to cover all of the Key Skills. All schools in

Bradford have been invited to participate. Salt Grammar in Shipley has just started the process to map the ICT key skill requirements against the Project's learning outcomes.

The resulting Teacher's Guide and Student Workbook will then provide a new programme which uses the practical nature of the Project to generate the evidence for this key skill. Once these have been reviewed by the exam boards, they will be made available as part of the standard Project material.

## Easier Editing on the way ...

The way in which business information is entered has been reviewed, following feedback. Over the Easter holidays, an improved and simpler method for editing advertising details will be introduced.

Currently there are two separate screens - one to update the advert, and another to preview what it looks like. These have been

combined, so that you start from the preview screen, and just click on the words you want to change.

We really value your input, so if you have any suggestions for improvements, or new features, just get in touch. We will put them in the melting pot for the summer.

## Featuring ... Tonbridge

Early in 2006, Tonbridge Grammar School decided to try The LocalBiz Project One Term Programme, to find out for themselves what it could offer.



"We are a group of students from Tonbridge Grammar School. In September we began a one year introduction to economics, as part of this introductory course year we

have been looking at business and economics. In February we were approached about setting up and running a website for local businesses to advertise for free, benefiting the companies and the local people. We aim to let local people know about what is going on in Tonbridge and what services are available to them."

Charlotte Lane, Outreach Support Co-ordinator said, "LocalBiz is becoming a huge success. We have been watching the students learn how to develop their organisational, communicative and administrative skills to a high level in a short space of time. The girls have been very forward thinking and have taken on

alternative options to promote this website, for example going into the local community and talking to the business owners rather than just sending a letter. This has proved quite an accomplishment as we are having streams of application forms coming in."



**"Such an experience is really educational, and an eye opener about how businesses operate and how advertising in the community works"**