

# The LocalBiz Project

## Linking Education with Enterprise

### Big Support from National Companies

We now have the support of a number of large national companies, who want their business details to appear on all of the LocalBiz community websites. They really are sold on the idea of these websites being managed by young people. It was also very encouraging to be asked to visit ASDA,

**WHSmith**  
45 High Street  
Meadowhall  
Sheffield  
S9 1EN [View Map](#)

T: 0114 2568000  
F: 0114 2569091  
[www.whsmith.co.uk](http://www.whsmith.co.uk)

WH Smith PLC, is one of the leading retail groups, it is made up of two core businesses - WHSmith retail and WH Smith News. WH Smith Retail has 542 high street stores and 127 travel stores at airport and station locations across the UK.

High Street Retail sells a wide range of newspapers, magazines, stationery, books and entertainment products. Travel retail sells a tailored range of newspapers, magazines, books and confectionery products for people on the move.

Delivery to 22,000 customers daily, WH Smith News is the UK's market leader in newspaper and magazine distribution through its 47 distribution centres across England and Wales, it serves both independent and multiple retailers.

WH Smith PLC is listed on the London Stock Exchange (SMWH) and is part of the FTSE mid 250 index.

WH Smith Direct - [www.whsmith.co.uk](http://www.whsmith.co.uk) - serving customers on the internet 24 hours a day.



and get their buy-in to the learning programme. The Corporate Starter Pack will be available in

September with all the details. Its main benefit will be in allowing students to discover the sort of information which is needed, how it is put into the system, and seeing what it looks like. Students will then be more confident in explaining the Project to prospective clients, with the ability to show them an example.

End of Year Special  
July 2006

### Social Enterprise

Next year, schools like Wales HS in South Yorkshire will be operating as a regional hub for other schools, to encourage and improve channels of communication. They will be using the Events guide both to promote community cohesion, and to advertise the events that they and their "spoke" schools will be holding.

### The Project Keeps Getting Better!

It's been another busy year for the LocalBiz Team, with an expanded range of programmes from which schools can select in September. And, two more programmes will be piloted before the end of the year.

Based on discussions with some schools in the North East, and in South Yorkshire, work has commenced on a programme linked to Work Experience.

Continuing our work with Bradford EBP, we will shortly be piloting a programme linked to the "Problem Solving" key skill.

#### The Suite of Programmes

- The Short Enterprise Programme
- The Enterprise Day Programme
- The Teamwork Programme
- The ICT Programme
- The Full Enterprise Programme
- Your own customised programme

### NEN Conference



Tonbridge students receive their LocalBiz Certificates from Bob Jones.

#### Use Them or Lose Them!

Don't forget that you can use your E-Learning Credits to purchase **The LocalBiz Project**. Your 2005/06 allocation must be spent by 31 August - or you lose it.

### More Website Facilities ...

As usual, the technical team will be hard at work over the summer months finalising Version 4 of the website, which will be available from September.

Amongst other things will be the ability to incorporate Shockwave (Flash) graphics on some pages, with more improvements to the way graphics in general are uploaded and used.

### Working with EBPs

We continue to work closely with Bradford EBP, but this year has witnessed interest from around the country, and we are working closely with EBP's in Halton, the North East, and Wiltshire.

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[www.TheLocalBizProject.com](http://www.TheLocalBizProject.com)



## Gearing up for Enterprise Week



With the introduction of the Enterprise Day Programme in the new academic year, we are looking for schools new to the Project to launch their website during Enterprise Week.

The day makes use of the Corporate Starter Pack (details overleaf), and visits by local business people, to energise the students, and to get real and pertinent information onto the site on day one.

Associated with this, but also available for schools running any of our Programmes, will be a new enterprising activity to involve the whole of KS4, based on a community fact-finding survey.

If you know of any schools interested in starting the Project, please tell them about us!

## Expanding into the Curriculum

When you contact existing clients next year, why not take a digital camera along, and make the client's page more colourful?

And if they don't have a logo, your school could even offer to create one for them. You may also be able to get a donation to the school in return! These ideas, and others like them, could be linked to a variety of courses, such as DiDA.

The LocalBiz Project provides numerous opportunities to link with existing curriculum activities, not only providing a practical activity, but more importantly a real-life one.

Nick Amyes, at the Grange CLC, is considering using its multimedia resources to build film and media into the learning process, building on the excellent work pioneered at Challenge College.

## Success Continues at Oakbank

The WRL students at this Keighley school have shown that the Project is suitable for all ages and abilities.

Tom Campbell, supported by Cath Cobrey, have achieved resounding success with this group. Their students have really made their mark, delivering fantastic results.

Having an activity in which they can see progress being made on a regular basis, has really helped to change their attitude and behaviour.

As part of the Programme, Tom asked each student to prepare a Powerpoint presentation - providing another way of allowing the students to feel proud demonstrating their own



individual achievements. At the next local Chamber of Commerce meeting, Tom will be presenting the best of these.

Given their level of ability, some students have struggled to keep up to date with their portfolio of evidence (the workbook which accompanies the Teamwork Programme). However, every one of them has persevered,

because they know they can obtain a Level 1 or Level 2 "Working With Others" key skill qualification if their work is good enough - equivalent to  $\frac{3}{4}$  GCSE.

Next year, Tom is considering using the workbook online, so that his students may find it easier to keep it tidy and up to date.