

# The LocalBiz Project

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

## A Day in Enterprise Week 2006

December 2006

Students at Wirral Grammar for Boys successfully launched their own community website in just one day during Enterprise Week 2006. Students from Year 8 to Year 12 were invited to join the initial team (of 30) to launch The LocalBiz Project.

Jacqui Kennah said "The majority of the students have now put themselves forward to be interviewed for the various roles needed to develop the community website further, as an

extra-curricula activity this year, with a view to incorporating it into our formal timetable next year."

Tony Boustead (Community Manager) added: "By launching the Bebington Community website, local businesses, partner schools and members of various other community groups can now play a key role in ensuring that this success now extends well



George Schenk (Y9, left), Nathan Just (centre, Y8) and James Cowgill (right, Y9) explaining to their mentor Robert Anson (back, Lower Sixth) how they are entering the business details, and asking him to review their words.

beyond the school gates ... long may it continue!"

## A Whole Year Group Experience

Neil Heron, at Burnside School in Wallsend, is taking a radical approach to vocational learning with Year 10. By the time they get to the end of Year 11, they will have obtained the equivalent of an additional 3 GCSEs (grade B).

Central to their work is ASDAN's Certificate of Personal Effectiveness. Earlier this month, as part of this, the entire year

group of 248 students participated in an Enterprise Challenge Day using The LocalBiz Project.

Neil undertook this whole year group activity with nine supporting teachers, using IT equipment spread across a number of classrooms.



A key part of the day involved students meeting the visiting business ambassadors. They then created advertising copy after learning about their business operations.

The students, working in teams of 5 or 6 also undertook research about other businesses in the area, and developed their ebusiness skills by adding all of this information to their LocalBiz community website.

## Work Experience

We are currently in discussion with two EBPs about offering free advertising in the community website as a 'reward' to those businesses supporting the area's work experience programme. EBPs or schools should contact us for more details.

## Joint Ventures

Following the success of their community website launch last year, the girls at Tonbridge are moving forward by developing their social enterprise skills through helping a nearby school in Tunbridge Wells launch their community website.

From all at LocalBiz

We wish you

**FESTIVE  
GREETINGS**

and

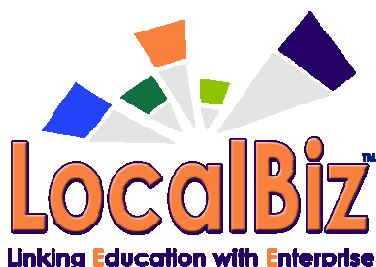
**BEST  
WISHES  
FOR 2007**

## Linking Education with Enterprise

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## Working with EBPs

Our working with some EBPs (or equivalents) across the country is promoting wider awareness of the Project. Each region has its own unique targets to meet, and the flexibility provided by the Project is helping some of these to be addressed.

Overleaf, you have read about Burnside School in Wallsend – the start of a roll out programme to many of the secondary schools in North Tyneside.

Over in Halton, with Andy Page's full support, a "Launch Day" exercise is planned for early in the New Year, and this will involve students undertaking work in their local City Learning Centres.

In the Eastern Region we are in discussions with Suffolk, Norfolk, Essex and Bedford, and hope to be able to run a number of PDP programmes to demonstrate to WRL and Enterprise staff the sustainability of the Project.

## Webmaster / Website Changes

Students are rapidly finding out that they require a varied set of skills in a team to work effectively. Creating the role of Webmaster (one or two students) is important to the group's overall success - and helps the teacher as well. The role of Webmaster is ideally suited to someone who has a good grasp of ICT and web page design. Part of LocalBiz Support (via email) is aimed at answering technical questions, and providing advice,

directly back to the Webmaster, and seeking suggestions from them. Earlier this month, a new facility was introduced to allow the visitor count to be displayed on your home page.

We are currently prototyping a facility which would allow you to send customised emails semi-automatically to your clients. Recently, we have had a new design submitted to us, which we hope to make available early in the new year. Keep student ideas coming!

## Starter Pack Update

We mentioned the Starter Pack in our last newsletter. Over the summer and autumn months, it has grown. Latest entries include O2 and HMV, and students enjoy searching these business websites for contact information, and identifying suitable logos to use from their main website.

**Use the Starter Pack at any time to introduce students to the Back Office**

We are constantly seeking new national businesses to add to this list, and the latest additions can be found in the On-Line library.

The "Enterprise Quiz" introduces students to the concept of a

business directory, and obtains 'buy in'. Experience shows that using the Starter Pack as an early activity following the Quiz, enables the students to add pre-prepared information to the website, discovering how easy it is to do.

The experience gained through these two activities gives them the confidence to go into the community with a working site. They can show local businesses the high quality and standards and encourage them to join in.

Students also have a much better understanding of the sort of information they are seeking when talking to local organisations – and they have examples to show for marketing purposes.

## Primary Schools

LocalBiz offers more than just the Project. Our "School Web Designs" product uses the same form-based approach, but this time the outcome is a website ideal for primary schools. This provides a great opportunity for your more mature students to get involved with feeder schools. They can demonstrate and help run an up-to-date and vibrant website for that school. These sites are very easy to use and maintain.

It may even be worthwhile developing a co-ordinated approach with your feeder schools, helping them to avoid challenges such as cost of ownership, out of date information, or even losing contact with the web designer. Contact us for more details.