

## Engaging Students in Community and Enterprise

### The Whole School Programme

December 2007

Schools who have been using The LocalBiz Project with smaller groups of students, are now considering ways to extend the use of running the Community

Year 7	Community Awareness - Role/Benefits of an Active Community Website
Year 8	Create News and Events stories for the Website
Year 9	Complete Extensive Community Survey
Year 10	Work Experience
Year 11	Website Management Team
Year 11+	Provision of mentoring / support roles to the younger students, to include visits to primary schools

Website across many more students at the school - and thereby getting even better value for money!

By getting the older students at the school to manage the Project, you can take a lot of strain off the teacher. So, the earlier they gain familiarity of community website concepts and operations, the better they will be able to play that leadership role in later years.

Activities involving whole year groups can be started as early as Year 7. You can find our factsheet at the Project's website, or contact the LocalBiz team. Hopefully we can progress this to discuss with your SMT. The story below illustrates how ALL Year 7 Form Teachers at Challenge College are using the Project to help develop community and citizenship skills.

#### Brighouse High

From September 2007, Les Dix from Brighouse High has been working closely with four primary schools in the Brighouse area.



With his support, each primary school is developing its own mini-community website linked to the main site for the Brighouse community managed through their school.

#### The Suite of Programmes

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



Visit [www.Demotown.Localbiz.co.uk](http://www.Demotown.Localbiz.co.uk)  
For ideas using the new features

#### New Site Graphics - a real Winner!

Students now working on News and Events stories really like the student profile facilities in V5 of the software.



This addition offers students the chance to personalise their work by adding a picture of themselves (real) or cartoon image to every story that they publish.

### The Year 7 Challenge

Challenge College has successfully run the LocalBiz Project for 3 years with a 6th form cohort of students. In 2008 the school plans to widen student participation across several year groups. All Year 7 form tutors will deliver a two-hour citizen/community awareness session, centred around the benefits of developing community understanding and the potential gains from offering a

well managed local community website. The session makes full use of the Enterprise Quiz. All that's needed is Internet access, so they can visit [demotown.localbiz.co.uk](http://demotown.localbiz.co.uk) to complete their LocalBiz workbook.

Yr 7 students will work through worksheets and answer questions. 6th form students will also mentor some of the Yr 7 classes.

## Supporting Your Enterprise Journey

7 Wheatley Grove  
Ben Rhydding  
ILKLEY  
West Yorkshire  
LS29 8SA

Tel/fax: 01943 434343  
email: [info@localbiz.co.uk](mailto:info@localbiz.co.uk)

Visit our website at  
[www.TheLocalBizProject.com](http://www.TheLocalBizProject.com)



## The Value of a Webmaster

One of the recommendations for running the Project is that you appoint a student Webmaster. Their role would be to look at the many additional features of the website, which are not necessarily covered by the structured programmes. Your student Webmaster is also encouraged to liaise directly with LocalBiz technical support.

One particular benefit is that this student can take a lot of the workload from the teacher. They are often better placed to have more frequent

discussions with the other students involved in the Project.

If you are running one of the more structured programmes, the Webmaster should be encouraged to look at some of the more advanced features of the website, and make recommendations to the team for using them.

Just like the other students, the Webmaster does not need to have HTML skills, and is an ideal opportunity to introduce a suitable student to webmaster skills.

## Version 5 of the Website

We do apologise for the delay in introducing Version 5 of the website, which was eventually made available in early November. Feedback suggests that the wait was worth it, with the "Student Zone" being much easier to use (as are the "Webmaster" and "Teacher" zones). [This replaces the "Back Office"]

A completely new behind-the-scenes infrastructure now makes it possible for us to turn your own layout suggestions

into designs specifically for your website. Ask us for details - we are here to help.

Also in Version 5, the "Community Section" allows you to add lots of information about your community, making the LocalBiz website a true Community website.

It really does hit the mark for Enterprise, Community, Work Experience, WRL and more, and is enjoyed by students of all abilities and motivations.

## Enterprise Day Programme - New Format at PEMBEC

Pembec LocalBiz is located in Pemberton, a small community on the outskirts of Wigan in Lancashire.

They have linked up with 'Young Chamber' part of the Local Chamber of Commerce to create a community directory which will support the local community.

A small group of 8 students were selected from different year groups (Year 8 to Year 11) and it was decided to kick start the programme in one day by using the Enterprise Day programme.

James Fildes, organising the event at Pembec believed that a small team of 8 students (actually 7 on the day) had the drive and skills to create an active site in one day. Furthermore, he decided usual procedures for the programme launch should be



replaced with a fast track approach.

His confidence was well rewarded, and at the end of the day the students (pictured) had created an excellent community website containing 8 businesses from the area, several news stories, and some important links to a variety of social enterprise sites.

Paul Foster from Greater Manchester Chamber came in to meet the team for the last hour. He discussed with the group the concept of an account manager.

Each student would have some accounts to manage. They would contact them (say via a group email) once a month, to check web content status, and enquire if there was any business news from their activities worth reporting.