

Putting the
WOW!
into Learning



Preparing students
for the
World of Work

Tonbridge Community Website

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."

Tori: "This is an enjoyable project as we are giving back to the community which gives a rewarding feeling"

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

Reem: "This project has helped to better my understanding of advertising and retail"



Charlotte Lane, Outreach Support Co-ordinator:

"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."

"Using Demotown as a starting point was a good way to introduce the students to the project. It enabled the pupils to see how their website would be used in the future and bought up a few questions which they may not have otherwise thought about. The teacher guide has proved very useful with all the information and step by step guides leading you through the stages. We are extremely pleased with the way in which this project has fitted in with their business and economics lessons and we plan to pass all the information and the website down to a younger group so they can continue the work in the future."



Danielle: "I've learnt a lot already, through this project. Personally this has improved my organisational and communication skills"

Poppy: "I have learnt a lot through this project because of both contacting local businesses and running the administrative side"

Take a look at www.Tonbridge.LocalBiz.co.uk