

LEARN
bydesign 



**INSPIRING LEARNERS
SINCE 1995**

www.learnbydesign.co.uk



The Learn by Design Education Communicator team did an excellent job today with our students. **The sessions were interactive, educational and inspiring.**

Jacqui Gilman - Careers Adviser and Work Experience Coordinator, University Academy Long Sutton

Welcome

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Thank you so much for bringing such a varied, interactive and thought-provoking STEM workshop to the pupils, who were absolutely riveted. They thoroughly enjoyed the mental and physical challenges, relishing the variety of working styles and problems facing them. The teamwork required for so many of the activities was also exactly the right kind of challenge for them. We had plenty of happy pupils at the end, having plenty to write about on what they had learned and experienced on the day.

*- Bruno Shovelton
Dragon School Oxford*

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Our Purpose

Learn by Design's mission is to help young people achieve and sustain better lives.

We partner with some of the biggest industry brands to give young people extraordinary opportunities, particularly in the fields of science, technology, engineering and maths.

Our ambition is to inspire and motivate young people through these opportunities, to equip them with the skills they need for work and life and help them reach their full potential.

Learn by Design, part of the By Design Group, is a company founded in 1995 by entrepreneurs with a background in sport and engineering.

The approach is unique because it combines high-tech equipment, industry partnerships and innovative delivery methods in the classroom and beyond. Our dynamic team of specialist communicators and youth workers are committed to inspiring young people.

Our portfolio of educational offers include NCS, The Big Bang at School events, Our Future, NFU educational outreach, ZEISS Optical workshops, E.ON education workshops, competitions and recently the Governments Holiday, Activity and Food camps (HAF) across 152 local authorities.

We are proud to be part of raising the aspirations in young people every day and play our part in bridging the gap between curriculum and career related learning.

“To help young people achieve and sustain better lives.”



2022 SciSport Event Millenium Point.

Geoff Parsons | CEO



Learn by Design are a pleasure to work with.

They have been supporting our Robotics Challenge teacher training sessions, school management and planning competitions. We're looking forward to working with Learn by Design both now and in the future, to enthuse more young people to explore the technology of robotics.

Erika Smallridge - Tomorrow's Engineers EEP Robotics Challenge Manager, EngineeringUK

Our Provision & Our Strengths

Our inspiring Education Communicators and Youth Workers help maintain our unparalleled track record of success in programme management, design and delivery. With our extensive knowledge of education in STEM fields, as well as the business and education landscapes, we are able to deliver successful events, programmes and youth experiences that add social value both in schools and local communities.

Building on our strong links with industry partners – such as Rolls-Royce, Toyota Manufacturing, ZEISS, NFU, E.ON and HS2 - we work to share career advice across multiple learning fields. We specialise in developing bespoke programmes based on proven needs and strive to map the Gatsby benchmarks into all programmes.



Seeing beyond



Alignment with the Gatsby benchmarks:

We embed the Gatsby benchmarks within our work and ensure:

- Our work is linked into the overall work of the school's career advisers, to ensure it is enhancing the school's careers programme.
- We utilise career and labour market information for local areas effectively within our delivery.
- We address the needs of each student, adapting delivery to be inclusive.
- We link our careers activities to be relevant to their curriculum learning outcomes.
- We give young people enriching encounters with employers and employees.
- We provide access to workplace visits as part of our regional events.
- We bring mentors and exhibitors in from further and higher education to work with young people.

Learn by Design offer high performance and value for money with no compromise in quality.

Quality, Reach & Social Impact

Breaking down stereotypes

We take pride in encouraging young people to explore the wealth of career opportunities available to them no matter what gender, culture or background. At every opportunity we support young people to strive to achieve their potential.



At Learn by Design we are proud to employ more than 80 enthusiastic and dedicated people who are committed to raising the aspirations of young people. We are passionate about challenging perceptions and promoting career options for young people.

Trusted Staff

Our team members deliver our own designed and developed workshops as well as programmes on behalf of our industry partners. Our teams are comprised of communication and curriculum specialists with extensive subject knowledge and who are trained to work with young people. Our monitoring and quality assurance processes guarantee that we provide the best delivery services.

Project managers observe the Education Communicators and Youth Workers on a regular basis, ensuring the quality of delivery is of the highest standard. Our team is at the forefront of current industry developments and we are trusted to deliver and safe guard young people.

Quality Creative Services

Video - Animation - Digital - Print

Learn by Design have a team of in-house, graphic designers, animators, and illustrators that design branding that is specific for each programme and its target audience. Whether it is adhering to existing funder brand guidelines or developing a unique brand concept, our team uses design creation software to create logos, templates, social media graphics and online landing pages for “call to action” links across all social media channels.

We design and create a full suite of resources for each programme delivery. These resource creations ensure maximum audience engagement.

We champion influencers of change and support educational campaigns that raise aspirations such as National Careers Week, British Science Week and the #iwill movement.

Working with hundreds of schools nationwide.

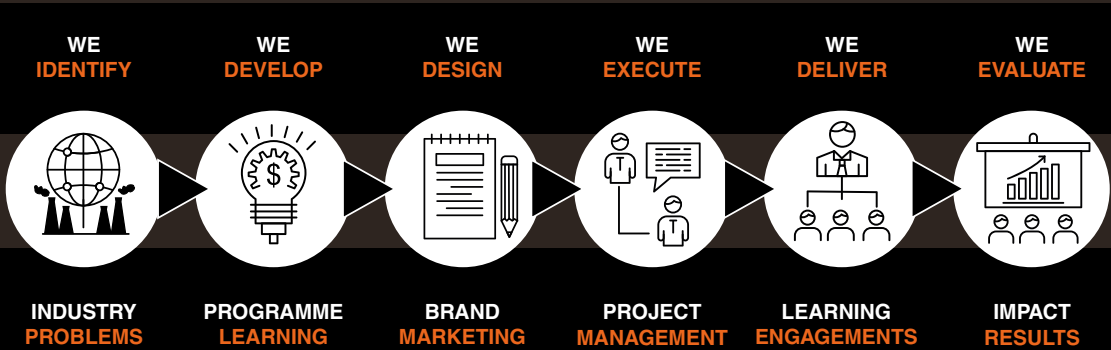
We bridge the gap between curriculum learning and the skills that businesses require to fill their talent pool pipeline.

With every business collaboration and company partnership relationship, we aim to facilitate a lasting legacy in each community we work with.

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The Rail Forum Midlands have been partners with Learn by Design for over 10 years to develop the iRail programme. Learn by Design have been instrumental in growth of the programme seeing new opportunities for funding to meet strategic needs within local areas. They embrace the needs of the industry effectively and go above and beyond to deliver high quality interventions to promote the career opportunities within our growing sector.
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*Elaine Clark - General Manager
Rail Forum East Midlands*

Full Package of Programme Management



Are you a business leader or school lead looking to develop an education programme?

The package of services could range from one-off experiences, to a longer, regular series of interventions. We have a dynamic team and a nationwide footprint and delivery capacity, that will meet your business or school needs whilst engaging young people in industry innovations.

By linking schools to local businesses we can help promote career opportunities in your region.

The links above are examples of how we have developed school programmes on behalf of industry. Take a look.



“

Thank you for such a successful and inspirational event for our students.

The mentors pitched the workshops at exactly the right level, as well as being totally engaging and incredibly organised.

The student feedback was excellent.

- Charles Dickens School,
Broadstairs, Kent

”

Why us?

“Our reputational uniqueness is as a high quality, trusted and cost effective delivery partner for all types of young person programmes and engagements.”

We succeed in this because of our company values.

| Our staff...

...are Committed

We will do what we say, and will always aim to delight our customers and clients, whatever it takes.

“If you work really hard and are kind, amazing things will happen” *Conan O'Brien*

...are Capable

Competent, qualified and conscious of our responsibilities, we provide the reassurance of a trusted friend and partner, providing reputational confidence to our many clients and a sense of wellbeing/security to our customers.

“It is easier to do a job right, than to explain why you didn't” *Martin Van Buren*

...are Curious

Knowledgeable and creative, our curiosity allows us to bring a broader, more innovative range of solutions to any client need.

“Listen with curiosity. Speak with honesty. Act with integrity” *Roy T. Bennett*

...are Confident

Courageous and empowered throughout the organisation, our staff will always aim for excellence, but will be quick to acknowledge mistakes and quicker to work to correct them.

“Confidence comes not from always being right but from not fearing to be wrong” *Peter T. McIntyre*

Our Workshop Topics

Proven experience delivering quality learning experiences.

Since 1995 Learn by Design have worked with thousands of schools to inspire young people in STEAM fields, as well as in the areas of enterprise, employability, motivation, creativity and wellbeing.



“The learning experience was excellent, well resourced and fully enjoyed by the children. Learn by Design staff were well prepared and presented the session to the children with enthusiasm, providing encouragement and support in their learning.”

- Teacher | Llanedeyrn Primary School



STEM

Our STEM workshops and programmes are designed to be practical, fun and innovative, to increase engagement in science, technology, engineering, arts and maths.

Environment

Learners explore the opportunity to consider how they can positively address the climate crisis and learn about energy and power.



Enterprise

Our enterprise school days help young people develop and be aware of the transferable skills needed to do any job in the world of work. Topics and sessions include sales, marketing, target setting and finance.

Careers Related Learning

Research shows children as young as five have stereotypical views about the jobs people can do based on their gender. Our sessions aim to break down these views and encourage positive thinking about career opportunities.



Employment

We aim to highlight and provide young people with the skills they will need to gain employment in STEM fields. We place a particular focus on skills that will transfer well to other fields and other parts of their lives. Learners gain knowledge in CV writing, problem solving, interview techniques and self-management.

Wellbeing/Motivation

An all-inclusive term we use to describe a series of different workshops which are associated with physical health, mental health, self-esteem, sleep, nutrition and wider character education.



www.learnbydesign.co.uk/our-workshops

Our Event Management



Event Staff

Learn by Design have a dedicated team of experienced staff that facilitate and manage large scale events across the region.

From educational summer school transition programmes to programme celebration and competition finals, Learn by Design delivers a full registration booking process, management of external exhibitors and recruitment, as well as a full event marketing package that showcases the event to your target audience.

Our Highlights

Young people are at the heart of everything Learn by Design does. Bringing people together through these live interactive experiences, is always a highlight in the Learn by Design calendar and we offer a hardworking and enthusiastic team to make every event an overwhelming success.

[Click the image links to see the action.](#)



Our Programmes



We understand how difficult it is to connect schools to local industry. We also understand the budget restrictions that prevent learners taking part in our enriching experiences.

If you are a business looking to add social value to your strategy - there is opportunity to sponsor one of our STEM programmes.

Your branding could be used on any of the below offers with tailored content that promotes the apprenticeships in your industry.

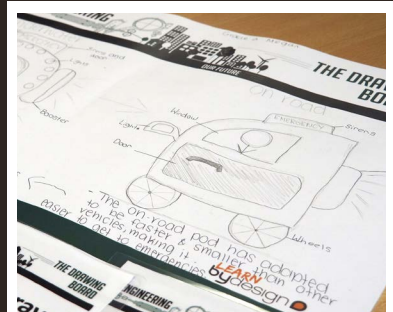
Get in touch today.

Engineering Our Future

The Engineering Our Future programme is offered as a back to back full day workshop for an entire year group exploring different aspects of Engineering and careers.

The learning experience will highlight the skills needed to enter the broad range of career opportunities in your towns growth sectors, such as;

- Technology
- Infrastructure
- Transport
- Energy and Utilities
- Construction

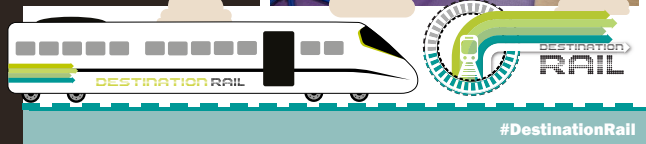


Destination Rail

Destination Rail is a careers related learning outreach programme that is specifically designed to enthuse young people into future careers in the rail industry.

By showcasing the industry and the careers available in this rapidly expanding area, The Destination Rail sessions consists of a Race to Construct activity that introduces young learners to the various careers in rail.

Set tasks provoke creativity, introduce budgeting skills and highlight the transferable skills required for future job roles.



#DestinationRail



Green Drive

The Green drive programme has been developed to support learners to consider how they can positively address the climate crisis via this interactive session focused on green transport.

By the end of this activity students will:

- Understand what is meant by sustainability
- Explore the future transport energy mix and understand the difference between renewable and non-renewable energy resources.
- Explore the future of green transport.
- Take part in the electric car challenge.
- Understand how their skills and learning in school relate to real world sustainability careers and challenges.

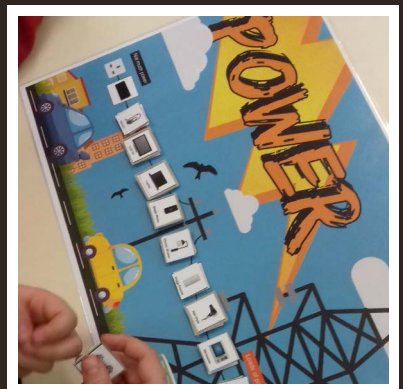


Power Your World

Learner will use multiple curriculum skills in the developed session including, maths, science, design and geography.

By the end of this activity students will

- Learn the definitions of power, energy, watts, joules, kilowatt hours, renewable energy and innovation.
- Explore how electricity is generated and distributed around the UK.
- Understand different renewable energy resources.
- Develop their creativity, problem solving, speaking, listening and teamwork skills.
- Understand how their skills and learning in school related to real world careers and challenges.



Career-Related Learning



Career-Related Learning Workshops for Primary Schools

Following the success of the pioneering Our Future project, Learn by Design offer a range of interactive and engaging career-related learning activities evidenced to have a positive impact on children's motivation and aspirations.

YES, I CAN!

Research shows children as young as five have stereotypical views about the jobs people can do based on their gender. Our educational experts have created a carousel of hands-on workshops for schools to mix and match to suit your learner's needs.

The "YES, I CAN!" workshop aims to prevent those stereotypes developing and enhance an understanding that boys and girls can do the same job. We will do this by exposing students to activities and role models that can inspire them and broaden their horizons. Framed in a positive and constructive way, the activities encourage children not to rule out career options for themselves because of their gender.



Learning Outcomes

- Understand anyone can do any job they aspire to.
- Identify historical figures that have created opportunities for us (KS2 only).
- Identify my interests and passions and link these to future careers.
- Develop skills for success.



The link above show a range of Primary School Career-Related Learning sessions that we offer.

Client programmes and partnerships



NCS is a unique opportunity for 15 - 17 year olds to meet new people, learn vital skills, build confidence and take part in social action projects in their local community. Learn by Design are proud to be instrumental in the delivery and management of this government programme for the past 10 years.



Challenge your Imagination is funded on behalf of ZEISS Vision Care UK and is a STEM Programme for Birmingham Primary schools exploring Optics and Robotics. Learn by Design have designed and managed the programme for 2 years. The schools session end each year with a celebration event and competition final.



We manage The NFU Discovery Barn which is an interactive educational platform. On behalf of NFU we take this platform out on the road to over 40 summer country events across the year. Establishing support for NFU members whilst educating young people about food and farming, the events bring together agricultural learning for both adults and young people.



The Find Your Fit brand and programme has been created by Learn by Design to build the confidence of 16 - 24 year old young people, develop their skills and find their next career steps. The programme is open for FREE to NEET young people across the Leicestershire and Leicester region. It has been fully funded by the LLEP.



Learn by Design has a long standing partnership with E.ON since 2000, with Learn by Design being the go to company for education business support and delivery. We have recently been able to manage and deliver a full marketing campaign which enabled young people to WIN £10,000 for their school. All finalists and winners have been showcased raising E.ON's social value in the community.



HS2 is the new high speed railway that will form the backbone of Britain's transport network. Learn by Design have teamed up with HS2 to grow skills needed in the transport infrastructure industries now and in the future. The EPIC Engineers workshop is designed for Secondary school students, focusing on the STEM skills needed in this sector.

Proud to work with trusted brands

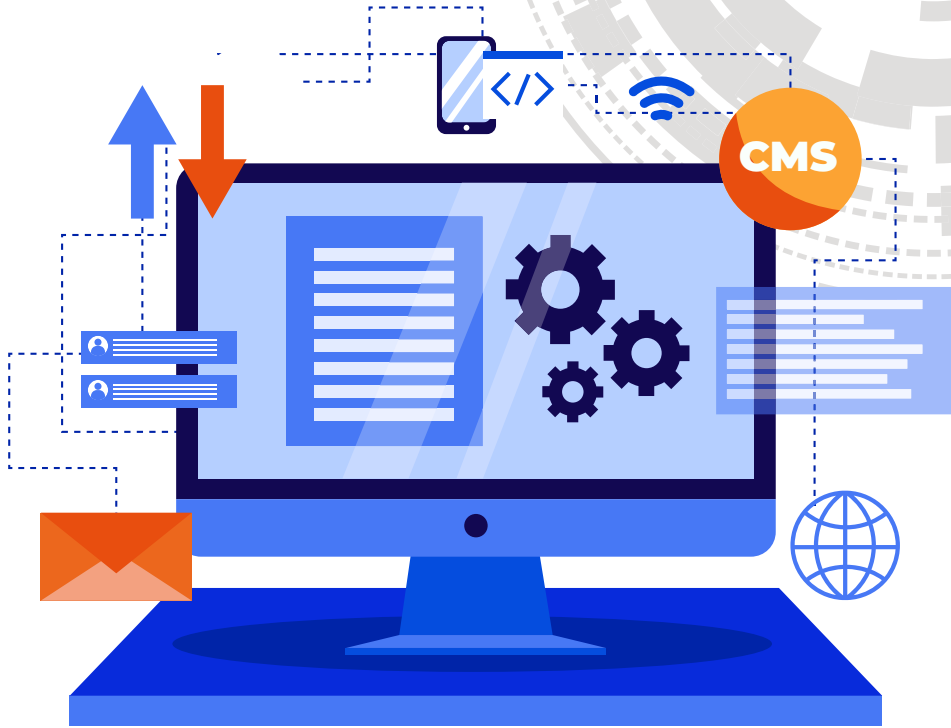
Each one of our collaborations are valued by us and **we are proud to champion working relationships** and share our experiences together.

Working with talented, passionate and like-minded professionals ensure Learn by Design are embedded in the educational landscape and evidences our commitment to raising aspirations in young people.

We are relied upon by top brands to deliver programmes to the education sector on their behalf.



Stay Connected



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[learn.by.design](https://www.instagram.com/learn.by.design)



LearnbyDesign



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Inspiring learners since 1995

