

Case study: Employers into Primary's

Stoke-on-Trent Opportunity Area



The Challenge

In 2019, to support the Stoke on Trent Opportunity Area, a project was launched called '**Employers into Primary's**'. The project sought providers who could deliver employer engagement opportunities for primary schools to open up new possibilities of learning and to connect children at the primary learning stage with the world of work and careers.

The project aim being to help the schools to embed careers work, into a framework, which included the delivery of employer encounter activities as part of a 'virtual wallet' for 35 primary schools that were taking part in the pilot. Each school could spend an allocation of up to £2000 per school. These employer encounter activities were to either be based in the primary school and/or workplace.

Our Solution

A menu of opportunities was developed, from which the schools could select, to utilise their virtual wallet funds. There were costing options based on the number of pupils who would be accessing the session during the day, that offered economies of scale.

Each day had one or more employer volunteers in attendance.

Destination Rail – Race to Construct - Working with Rail Forum Midlands:

A 2-hour workshop to explore the range of careers that are involved in the rail sector, from the train driver to the station architect.

Career Aspirations Day -

Working with a variety of employers:

The day starts with an assembly session with 3 to 5 employer volunteers in attendance, during which the children will explore with them what they do in their day to day jobs and what inspired them to take their career route.

The day then continues with a carousel of hands-on activities led by LBD communicators, and supported by the employer volunteers, to explore employability skills.

STEMployment Day -

In association with EngineeringUK and Big Bang:

The day starts with an assembly session with 4 or 5 STEM employer volunteers in attendance, during which the children will explore with them what they do in their day to day jobs and what inspired them to their career route.

The day then continues with a carousel of hands-on STEM activities led by LBD communicators, and supported by the employer volunteers, to explore employability skills and different STEM careers.

Enterprising Minds Day -

Working with a range of employers:

A day of workshops to look at developing an enterprise idea to grow essential skills and attributes for employability.

FarmVention:

A workshop day to explore the careers linked to food and farming using the NFU FarmVention materials and project.

Construct your Future Day:

A workshop day to explore the careers linked to the construction industry.





Feedback

“Learn by Design was one of our most popular activity providers to be purchased as part of the project. They worked hard to deliver a high number of activity sessions to an excellent standard as shown by the feedback given by teachers and pupils. Their support post COVID-19 to design a resource web-based portal for our schools has been an exemplary addition to supporting the schools post COVID-19.

Kelly Meir Careers Operational Support Officer

*Learning Services - Children and Family Services Directorate -
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School Quotes – picked out of some of the feedback sheets:

“I enjoyed it, the activities were interesting.”

Pupil - The Meadows

“I learnt how to work together as a team.”

Pupil - Sneyd Green Academy

“Many thanks for a great day. The children (and staff) loved it and gained so much from it. We really appreciate the delivery and effort. Many thanks”

Teacher - St Peters Academy

“Very interesting . . .the children loved the different activities on offer.”

Teacher - Kingsland Academy

“I enjoyed learning about technology and engineering.”

Pupil - St Paul's Academy

“I enjoyed the activities because I learnt a lot and it was interesting.”

Pupil - Kingsland Academy

“I enjoyed it because we got to work with a company.”

Pupil - St Nathaniel's Academy

“The information I learnt will be useful when you get a job and start a career.”

Pupil - Moorpark Academy

“I enjoyed today because we did things that I did not know I could do.”

Pupil - Gladstone Primary Academy

“I learnt that engineering is fun because I thought it would be boring.”

Pupil - St Mary's CE

“A highly engaging day that introduced the areas of STEM to the children. I am sure that this will inspire many of them in the future.”

Teacher - St Mary's Catholic Academy

