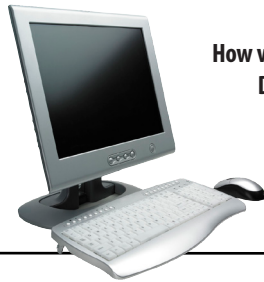




How Peterborough's building firms are helping students to learn about the construction industry



How versatile is the IT Diploma? We ask Tim Hutton, the Peterborough course leader



Emergency! Diploma Day 'accident'

## Introduction

Welcome to the first issue of BEN



THIS is the first of a series of newsletters

about the exciting new diploma qualifications for young people in Peterborough.

Diplomas offer fantastic opportunities to both students and businesses. The people taking these courses are the people who will be taking our city forward in the future.

*Business Education News* will tell you which businesses are getting involved, how they are helping students and how the programme is helping the businesses.

You'll be able to read case studies and, perhaps most important of all, advice and information to help get your organisation involved.

Welcome to the bright future of business education in Peterborough. We'd love you to be a part of it.

Sue Addison, editor  
sue.addison@winning-leaders.co.uk

## Diploma launch report

# Diplomas get off to a flying start across Peterborough

THE new diploma qualifications for 14-19-year-olds were introduced across Peterborough at the start of September. So far, 186 students have signed up for diplomas in IT, Hair and Beauty, Creative and Media and Society, Health and Development.

Society, Health and Development has attracted 98 students, including Michaela Butt (right) who is studying for the advanced diploma – equivalent to 3.5 A levels.

Around 200 businesses across the city have so far pledged support. Industry professionals help tutors design relevant coursework, go into classes to set projects and then return later in the term to see student presentations. Companies also help with student visits to premises.

Allison Sunley, head of the city council's 14-19 Team told *Business Education News*, "Support from local companies is a very valuable part of the diploma experience and we are delighted with the way so



Michaela Butt is studying for an advanced diploma in Society, Health and Development at Peterborough Regional College.

many Peterborough businesses have got behind the programme."

**"We're delighted with the way so many businesses in Peterborough have got behind the programme."**

Allison Sunley, 14-19 Team

Three more subjects will launch next year and Ms Sunley's team needs forward-thinking companies to get involved with the Business, Administration and Finance, Sport and Active Leisure and Construction and Built Environment diplomas. Phone 01733 310670 for details.

## Developer offers support to construction diploma

THE property developer behind Peterborough's exciting Garden Park project is helping to introduce ground-breaking new elements to the building diploma when it launches next year.

Gordon Edington CBE, below, will bring project conception, research, feasibility and implementation to the construction qualification.

### What's your idea?

Property development is very creative and visionary. Our idea is to work with the schools and colleges to put a project together around the Peterborough Garden Park development. It will ask the question



"Why a garden centre?" then look at finding a site, consider highways issues, acquisition, planning criteria and being responsive to local needs such as environment and community.

### Sounds huge

People have hidden talents. Those talents and passions have to be awakened and that takes time. Anyone following

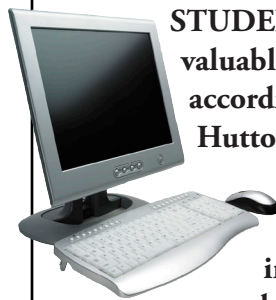
this programme would know all the steps required to take on a project such as building a garden centre or starting a business by following the same logical steps: analysing market need, planning how the different steps are to be implemented, bringing together the people and resources you need and finally, marketing the product.

### Like life skills, then?

Exactly. There's a lot of leadership involved. You need to be good at selecting people, bring them together as a team and then give them a higher purpose. They're not just there to do the job, they are there to create something really special.

Young people shouldn't be pigeonholed too soon. They should have all these opportunities open to them. Their eyes should be open to the endless possibilities this wonderful world provides.

## Computer qualifications will go a long way



STUDENTS on the IT Diploma get valuable experience beyond computers, according to IT Diploma leader Tim Hutton.

"It provides a great opportunity to study and gain an insight into business – how organisations work and how to work well with other people," said Mr Hutton.

Thirty students are studying IT at Orton Longueville School. "They have shown great enthusiasm for the hands-on style of the delivery and the opportunity to spend a whole day each week immersed in the subject," Mr Hutton said. "Norwich and Peterborough Building Society (N&P) has offered visits to its offices to view the use of all aspects of ICT, from websites to system controls. It's fascinating for the students."

## Students take part in realistic 'accident' scenario

A REALISTIC 'accident' scenario gave Society, Health and Development students an insight into the work of the emergency services, social workers and other support services.

The event was organised by The Britten Partnership at Jack Hunt School on October 1. It was sponsored by Aimhigher, Skills for Health, Health Skills East and NHS East England. Drama students from the Regional College took part in the mock incident, which was followed by workshops supported by the police, ambulance service and other community support agencies.

Photo: Nicki Greaves/Jack Hunt School



# Why Diplomas are right for us

HERE'S a selection of people involved in diplomas in and around Peterborough. Some are teaching them, some are supporting the programme from industry and some are actually studying for them.

Do you know somebody getting involved with diplomas? Are you? *Business Education News* would like to hear from you and tell your story. Send an email to: [info@winning-leaders.co.uk](mailto:info@winning-leaders.co.uk)



**Emily Roberts, student**  
"I'M enjoying it. It's a lot more 'hands on'. You do more presentations and you do a lot more activities altogether. It all relates and goes together. It is a lot of work but the day goes quickly when you're busy."



## Focus on Society, Health and Development

**MEET the Society, Health and Development Advanced students. Some have moved over from sixth form, where they were studying AS levels. An Advanced Diploma is equivalent to three-and-a-half A levels. Back row, l-to-r: Becky Evans, Emma Whiteway, Leanne Jenkins, Michaela Butt, Emily Roberts, Gemma Hastings, Sheryl Brooks, Sam West. Front row, l-to-r: Joanna Sisman, Gemma Mudie (course leader), Lyndsey Peart.**



**Lyndsey Peart, student**  
"THE course helps you look at loads of things before you decide what you want to do in your career. I'm looking forward to visiting Whitemoor Prison to interview an officer. My career path will be in the criminal justice area."

## Paul Huggins, Lindum Sturgeon, construction industry supporter

"LINDUM Sturgeon has a strong commitment to education and training of its workforce."



"For the last five years Lindum has been listed as one of the 100 *Sunday Times* best companies to work for and were this year voted the best construction company and fifth best overall company to work for in the UK. Lindum received an award from the *Sunday Times* for being the best mid-size company in the UK for engaging with the education sector."

"This has brought us to the attention of education providers such as Peterborough Regional College where many apprentices and management trainees have attended."

"As a consequence, and because of the active support we give our trainees, I have been asked over the years for advice on course content, work experience, interviewing etc."

"I like the opportunity for change that the diploma offers. Too often a career in the construction industry is only considered after all other options have been exhausted! Young people will get an earlier look at our industry, including tailored work experience, and be better placed to make informed decisions about whether the construction industry is right for them."









"Employers owe it to our industry to recruit the best possible young people and early contact will give us a better chance of succeeding."

"The diploma programme will only succeed if fully supported by local employers. I would urge other local companies to get involved by making a commitment to offer work experience, offer industry specific help and advice and to offer professional back up to college staff/teachers in specialist areas. Think of it as putting something back into the community which provides us with our daily business."

EMPLOYERS stand to get a lot out of the diploma programme, especially if they are able to put something into it. Businesses around Peterborough are already lending their support and reaping the benefits. Your business could get involved too. There are many ways to get involved and many cost nothing but a little bit of your time.



## Some fast facts about the new diplomas

-  Diplomas are new qualifications for **14-19-year-olds**. There are three levels to study at.
-  A **Foundation Diploma** is the same as five GCSEs at grades D-G.
-  The **Higher Diploma** is the same as seven GCSEs at grades A\*-C.
-  An **Advanced Diploma** is the same as 3.5 A levels.
-  These four diplomas were offered in Peterborough from September 2009: **IT; Creative and Media; Society, Health and Development; Hair and Beauty**.
-  Three more diplomas will be offered from September 2010: **Construction and the Built Environment; Sport and Active Leisure; Business, Administration and Finance**.
-  Looking further ahead, these subjects are planned and the delivering organisations are looking for businesses to get involved now: **Hospitality; Retail Business; Engineering; Manufacturing and Product Design; Environmental and Land Based Studies; Public Services; Travel and Tourism**.
-  If you or your organisation want to get involved with preparing young people for an exciting future, call **01733 310670** now.

## Some employers' FAQs answered

### Why should I get involved?

Diplomas are about learning in real-life context, so it is essential that employers get involved.

### Are any companies already in?

More than 5000 employers helped develop diplomas. They have been firmly in the driving seat of what young people learn. Diplomas help equip students with the attributes you are looking for. No wonder Vodafone, Rolls-Royce, Cisco, BT and a host of other key employers already support diplomas.

### OK, what can I offer?

You'll be surprised how much you can do to help. You can help teachers understand the workplace, or design realistic work-related projects. You could give talks or attend industry days. Or you could become a mentor or host visits to your company.

### I'm in. What next?

Find out more from the website at: [www.dcsf.gov.uk/14-19/employercontact](http://www.dcsf.gov.uk/14-19/employercontact) or call the number below to get things moving.

If you would like to be involved in the diploma programme, contact Sue Addison on: **01733 310670** or email: [info@winning-leaders.co.uk](mailto:info@winning-leaders.co.uk).

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