



SCHOOL TO BUSINESS: Bridge the Gap

With the gap between schools and business getting ever wider this new project sees Culture Shift join forces with Eastbourne Education Business Partnership to offer young people and businesses an opportunity to work together in order to understand and develop skills for the work place.

Working through Eastbourne & District Chamber of Commerce and Brighton & Hove Chamber of Commerce we are launching a pilot scheme for 4 businesses; 2 in Eastbourne and 2 in Brighton & Hove, to set a professional brief that identifies a specific need of their business. A team of young people from their local school in collaboration with a creative expert, highly skilled in the project's specialism, will develop and deliver to the requirements of this brief.

The brief can develop any aspect of the business, it could include:

- Developing a new marketing strategy
- Set up a promotional event
- Lead a re-branding exercise
- Develop your web presence
- Connect with younger markets via social networking

The framework of the project would run as follows:

- Business consultation with Culture Shift to develop brief
- Business presents brief to school (on site of business)
- School develops brief with creative expert – 4 days (partly on site / school depending on needs of the brief)
- School delivers brief (on site of business)
- Business gives feedback

BENEFITS FOR THE BUSINESS

- Opportunity to expand the business creatively
- Opportunity to help young people from the local school to develop the skills needed for employability
- Collaboration with a supportive project broker and professional creative expert in order to ensure quality control
- An injection of new ideas, shaping future products/services from a youth market perspective, lock in future customers and exposure to Generation Y
- Good local PR
- Develop a relationship with the local school and creative expert for future projects

BENEFITS FOR SCHOOLS

- Professional engagement with business, 'real world' experience for young people to put theory into practice
- Funding to support the initiative
- Experience collaborating with a creative expert
- Opportunity to experience and understand the skills needed for employability
- Good local PR
- Develop a relationship with a local business and creative expert for future projects

This framework is modelled on the successful Creative Partnerships Enquiry School programme. Culture Shift, previously Creative Partnerships, Sussex and Surrey based at the Centre for Community Engagement, University of Sussex delivered this national programme in Sussex and Surrey engaging 200 schools and an equivalent number of creative professionals. For more information visit www.sussex.ac.uk/creativepartnerships/resources/publications

This initiative will promote greater connectivity between the business community and schools by developing longer term relationships built around a shared learning experience. This practical professional experience will contextualise young people's learning and provide incentives for their continued educational engagement. Businesses will gain an injection of new original ideas for future expansion.

BUSINESS COMMITMENT:

- Identification and development of brief with Culture Shift and business representative
- Allocation of time and access for young people to develop and deliver brief, 1-3 days, depending on brief's needs
- £450 contribution and final project feedback

SCHOOL COMMITMENT:

- Lead teacher, with cohort of young people, allocate 4-6 days to develop and deliver brief
- Young people released from school for project visits and development, 1-3 days, depending on brief's needs
- Teacher cover, 1-3 days, depending on brief's needs and final project feedback

For a more detailed outline of the opportunity, previous case studies and the commitment involved contact Catherine Orbach at Culture Shift: hello@cultureshift.org.uk or Tim Sorensen at Eastbourne Education Business Partnership : tim@sorenlearningsolutions.co.uk
Deadline for initial interest is Friday 16th December 2011.