

PARKIN LIMITED

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work-wise

**Inspiration, skills and
employability for young
people**

**Are you ready
for work?**

work-wise

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- Background
- Apprentice needs
- Why work-wise is needed
- How work-wise works
- Kick off
- Benefits
- Funding
- What work-wise offers
- Rollout
- Career advice
- Involves students, schools, teachers, employers and parents

Background

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- Quality of pupils taking up apprentices
- Teachers understanding of work outside academia
- Pupils who are from 2nd generation unemployment
- Basic “Communication” skills of pupils
- Career guidance
- Obsession with University and FE for every pupil
- Focus on teaching academic subjects without practical applications
- Unemployable graduates
- Graduates with no career aspirations
- Graduates and parents with huge financial commitments
- Loss of “common sense skills”

Apprentice Needs

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- Work ethic and will to learn
- Inquisitive and enquiring
- Enthusiastic and innovative
- Good practical understanding of maths and science
- Multi disciplined approach to academic subject selection
- Encouragement
- Career advice by people from outside education
- A belief that they have something to offer an employer

Why work-wise was needed

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- 18 apprentices recruited three years ago
- All had GCSE “C” or equivalent
- None had an understanding of fractions or trigonometry
- Most had studied “Craft Subjects” but were totally naïve as to how these related to the real world
- The best pupils had gone to 6th form, FE or University
- None had considered sponsorship for University or an apprenticeship as an alternative route
- All employers faced the same issues and were receiving no help from schools, advisors or agencies
- b&e, DavyMarkham and Newburgh decided that by employers leading a work experience program, it would be made to work

How work-wise works

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- Employers sign a “Pledge” to commit to training young people
- Basic training for employers is provided by b&e
- Training packs and module documents are issued to employers
- Suitable pupils are selected from year 9
- Each student is given a 2 / 2 ½ module totalling 15 days per year
- Visits are made to several business during this period
- Each pupil works through a flexible program focussing upon work:
 - Awareness
 - Attributes
 - Capabilities
 - Knowledge and skills
- Company considers the pupil as an employer or signs off a document stating that the pupil has achieved successes in each area covered by the training

Kick off

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- “Sold” to four local employers:-
 - Forgemasters
 - AESSeal
 - Firth Rixson
 - Newburgh
- Breakfast meeting held at the Cutlers Hall with MD’s, CEO’s launching the event
- Business & Education South Yorkshire (b&e) administered the project
- Team of employers designed the methods, packs, training, procedures
- Launched in April 2010 – large and small employers
- Regular quarterly breakfast meetings – 80 attendees!

Benefits

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- No agreements or committee approvals required
- Almost seamless between employers and pupils
- Simple to establish and easy to run
- Introduces pupils into the work environment
- Gives pupils and understanding of what work involves
- Removes the “Industry Visit” syndrome
- Gives pupils specific work tasks so they will not become bored
- Establishes relationships so that apprentice selection becomes easier
- Prevents wasted University attendance
- Satisfies many employer and school objectives

Funding

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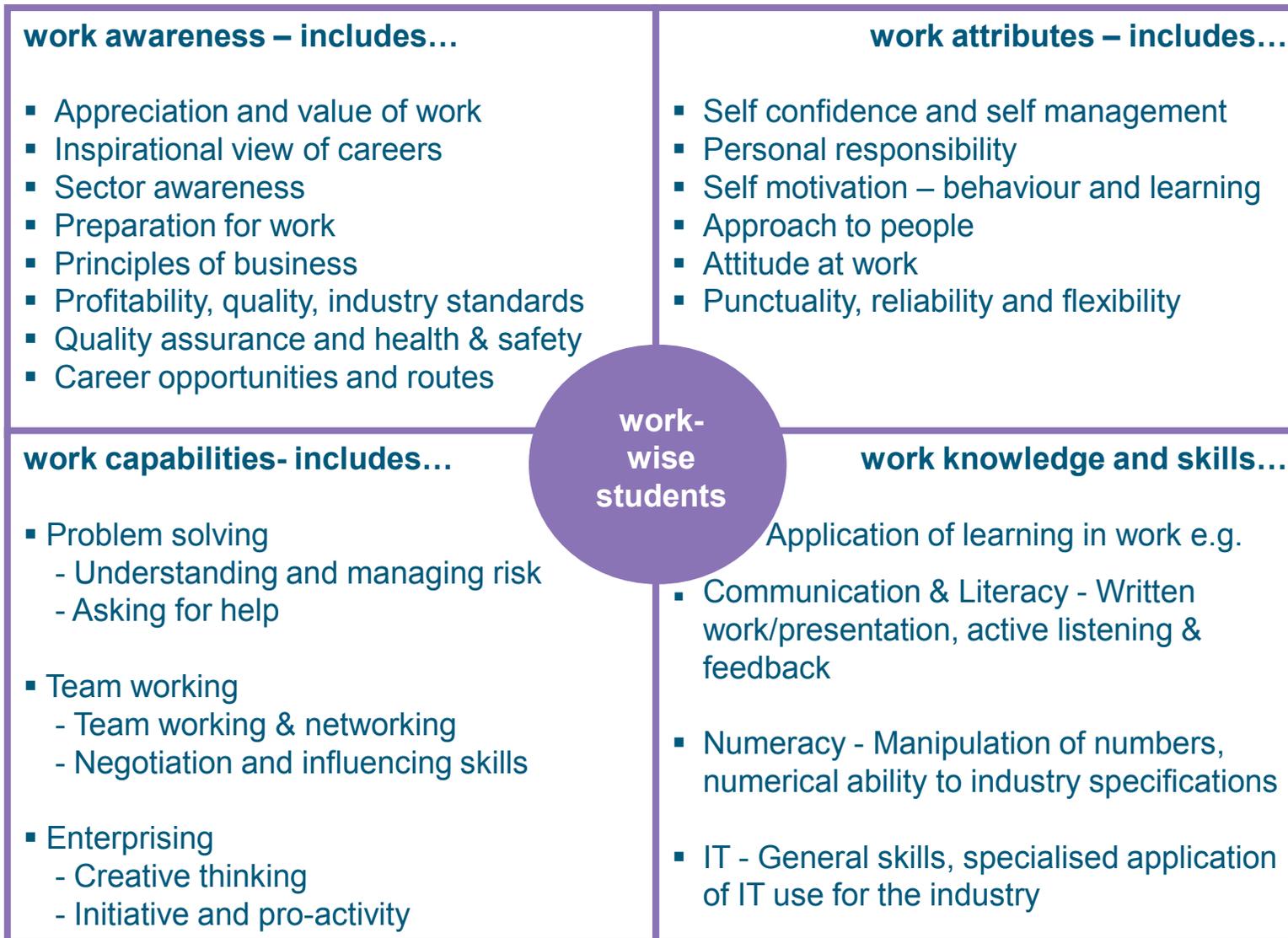
- Development funding by b&e
- Costs are relatively modest
- Funding available in schools
- Employers are providing the service free of charge
- Could the concept be financed by a contribution to b&e from academies / schools?
- Is the concept capable of being sold to other academies / academy groups / local authorities?

What work-wise offers

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- **Academies / Schools**
 - Confidence that pupils are being given unbiased career options
 - Developing non-academic and communication skills
 - Making more considered choices for subject selection
 - Developing relationships with local businesses
 - Modifying academic teaching in line with business needs
 - Very little input required
- **Pupils**
 - Encouragement
 - Practical understanding of work disciplines
 - Career advice by people from outside education
 - A belief that they have something to offer an employer
 - Relating practical situations to academic subjects
 - Possibility of being “sponsored” for a FE qualification or a degree
- **Business**
 - Improved sources of apprentices
 - Extended assessment of a pupil’s suitability



work-wise activities include:

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- Work Placements
- Industry Awareness Sessions in School
- Industry Visits
- Challenges & Competitions
 - e.g. Master Cutlers' Made in Sheffield Innovation Competition
- STEM (Science Technology Engineering & Manufacturing) Awareness Events
- Ambassadors and Mentors
- Careers opportunities/events
- Activity range developing, with feedback from students, schools and employers

AND NOW BEING DEVELOPED ACROSS OTHER SECTORS

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**Inspiring Skills and Employability
The Ultimate Interview**

For Pupils and Employers

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What a great advertisement for:

