



Student artwork is unveiled on Chiswick High Road

New partnership launches with BAM

The Business Links team was delighted to collaborate with BAM construction, together with Chiswick Community and Gunnersbury Catholic schools, on an art and design project to brighten up hoardings alongside the BAM site by Chiswick Moran Hotel, on Chiswick High Road, by the main Chiswick roundabout.

The project has provided an opportunity to motivate and inspire young people's creativity, raise their achievement expectations and better prepare them for the world of work.

Chiswick Community School produced a series of hoardings titled "The Green Family". Year 12 and 13 students studying A-level Art were inspired by the development's name "Chiswick Green". Students designed compositions consisting of people in a home setting and household objects. They have taken inspiration from the artwork of Julian Opie to influence the collaborative series.

Gunnersbury Catholic School's series is titled "Viewpoints on the World". These artworks are a collection of responses to the theme of the Environment and what that in

turn means to each student.

A collaborative piece by Years 7 and 9 focused on nature and the patterns within: the geometric star design was made by Year 9 pupils looking at solar power and other environmental concerns of the Chiswick Green building.

"Thank you to all the colleagues at BAM for suggesting such an exciting project for the students"

Garth Buckle, EBP Business Links

Three Year 11 pupils looked to their more immediate environment and experience, the urban cityscape, advertising billboards and the Japanese tsunami. Two Year 12 students looked at contrasting everyday objects and a Year 13 student explored the dangers of alcohol.

Garth Buckle, The Business Links Team, Hounslow Education Business Partnership, commented: "Thank you to all the colleagues at BAM for suggesting such an exciting project for the students. It provided a real context for learning and all the students, their parents and teachers are delighted their work will be on public display for several months."

Work Experience & Internships Service

has put **3000+** young people on placements within the borough and beyond this year.

Over **90%** of students secured their first or second preference placement.

HEBP Schools Services' Guide 2011/12

is now available for download from our website

Out and about...

The **Business Links Service** delivered hundreds of student opportunities this term through: Reservoir to Tap, Industry Days, Careers Fairs and Sky Podium Leaders.

Student projects coming soon from the Business Links team include:

- Eton Summer School
- Eton Design Challenge
- Construction Challenge
- Sky Sports Day
- Sixth Form Inductions
- BP Science Challenge
- Finance Conference
- Professional development placements.

Hounslow Learning Service has worked with 800 pupils in 4 schools delivering WEX Factor, whilst

Hounslow Apprenticeship Training has seen 24 Apprentices complete the programme and 4 take up opportunities in our latest intake. Another intake will take place in the Autumn.

Hounslow EBP services match Wolf report conclusions

“As a matter of urgency...more 16-19 year olds (should) be given opportunities to spend substantial periods in the workplace, undertaking genuine workplace activities, in order to develop the general skills which the labour market demonstrably values.”

One of Professor Alison Wolf’s main conclusions in her eponymous report Review of Vocation Education (March 2011) reflects much of the focus and approach of Hounslow Education Business Partnership (HEBP). In fact many of the suggestions and

conclusions of the much-heralded review are mirrored in the services which HEBP already offers young people and facilitates for schools and employers.

For schools and teachers seeking to fulfil both the current and future statutory requirements and obligations in the Wolf report, there is much to be considered, planned and acted upon. The EBP has already – and will continue – to work with schools to meet the requirements.

“For over twelve months Hounslow EBP has been shifting its services to meet the aspirations now set out in the Wolf report with greater emphasis on KS5 work experience, as well as continuing to increase the quality of experience.

Throughout 2011/12 we will continue to work with partners to meet the existing statutory KS4 requirements whilst reshaping our comprehensive and established services to meet the future needs of schools, employers and young people.”

Patricia King, Acting General Manager, Hounslow EBP

The EBP meets the Wolf challenge in all the key areas. We have highlighted key recommendations from Wolf and the EBP’s services responses in the table below.

Wolf’s main conclusions/ recommendations	HEBP service response
<p><i>“Work-related learning (WRL) remains a statutory part of Key Stage 4 curriculum until at least the end of 2011/12 academic year. We need to ensure that all young people are able to gain real experience and knowledge of the workplace...”</i></p>	<ul style="list-style-type: none"> • EBP will continue to work with all partner schools to deliver KS4 statutory requirement in 2011/12. • Through a variety of resources for students, schools and employers – as well as the development of the WEX Factor – EBP has continually improved the quality of work experience placements.
<p><i>“Local authorities are already under a duty to encourage work experience for students 16-19..”</i></p>	<ul style="list-style-type: none"> • EBP work experience services have increasingly been evolving to meet the bespoke needs of students and schools – this is set to continue. • Moving forward some partner schools may increasingly prioritise KS5 or even an element of KS3 work experience
<p><i>“The review of lower attaining pupils will consider how work experience and internships can support progress for these young people. We will consider how local employers could be reimbursed.”</i></p>	<ul style="list-style-type: none"> • The WEX Factor was in part developed to meet this need – the EBP believes a level 3 version could stretch all students. • Internships, we believe, can be a valuable opportunity for students of all abilities seeking to pursue a variety of career paths. • We wait to hear government proposals regarding the reimbursement of employers.
<p><i>“Ministers have decided to launch a separate Work Related Learning consultation exercise this autumn.”</i></p>	<ul style="list-style-type: none"> • The EBP will work with partner schools and the Institute for Education Business Excellence to respond to the consultation. It represents an exceptional opportunity to highlight the value of work related learning in general, and work experience in particular.

“Excellent” assessment for EBP

Hounslow EBP achieves gold standard for education business links and work related learning services



EBP Acting General Manager, Patricia King, flanked by Lord Knight of Weymouth (right) and Business Links' Garth Buckle.

Hounslow EBP recently achieved the **Award for Business Education Partnerships (AEBE)**, the gold standard for organisations that provide education business links and work related learning services. The Award, run by the Institute for Education Business Excellence (IEBE), accredits organisations to a national standard. It recognises the high standard achieved by Hounslow EBP in its essential work connecting schools and community partners in the borough.

“We couldn’t do what we do without the EBP. When employers participate in HEBP’s programmes, they have a good experience. HEBP is a safe pair of hands.”

Community Partner

What is particularly impressive about Hounslow EBP’s accreditation is that of the 17 criteria assessed 13 were rated as “excellent”, three rated as “good” and one as “satisfactory”. In their summary, the IEBE assessors said of Hounslow EBP:

“All the Head Teachers we spoke to told us that they were going to continue to buy back HEBP’s

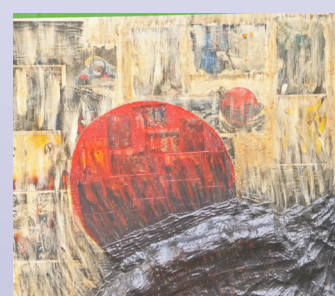
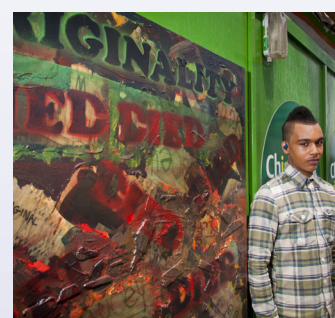
services, even in these tight economic times. One said that HEBP was “by far the most active EBP” he had worked with.”

Meeting the demands of schools, employers and young people

The report gave high praise for the HEBP’s leadership and employees’ efforts in meeting the demands of all stakeholders. It noted in particular:

- HEBP offers a wide range of WRL programmes, including work experience provision, education-business link activities and young apprenticeships which are highly valued by schools and clearly have a positive impact on the young people involved.
- HEBP’s WEX Factor programme is an innovative approach that integrates individual WRL elements into an accredited package delivered to meet the needs individual schools and sustained in the curriculum.
- HEBP is seen by employers as an organization that, through the effectiveness of its work, “gets things done,”

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Above, students and teachers and samples of work from the BAM art and design project (see story on front page).

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ensuring a high level of credibility within its community.

“Hounslow EBP is delighted with the report from the national assessors”, said Philip Miller, EBP Chairman.

“Our main priority remains the same: to raise the achievements and aspirations of young people in Hounslow and better prepare them for a successful and fulfilling working life.”

At the EBP’s Partnership Challenge presentation in December 2010, Declan Swan, the IEBE’s Chief Executive, described Hounslow EBP as “leading the way in education and business partnership”

Join HEBP Business Forum

Email abigail.conisbee@hounslowebp.org.uk to join the mailing list of the ‘HEBP Business Forum’.

This group of our most active and interested supporters are consulted from time to time on our service developments.

New challenges, new faces...

With the full support of the local authority, Hounslow EBP has become an incorporated charity. This has taken place in response to local authority/national funding cuts but leaves HEBP more agile and responsive to partners’ needs than ever before. Schools and businesses will see little change other than the email and website addresses of the

EBP and invoicing arrangements. Responding to changes in governance, we have continued the process of strengthening the board to enhance Hounslow EBP’s effectiveness. We are particularly delighted to welcome Marjorie Semple (Principal, West Thames College) and Kate Vintiner (former EBP General Manager) to HEBP’s board.

Charity board

Philip Miller (Chair) | Will Tyler | Marjorie Semple | Kate Vintiner | Michael Pears.

London Borough of Hounslow will nominate an officer trustee in the coming weeks.

Advisory board

Victoria Eadie | Hanif Khan (pictured top right) | Graeme Baker | other appointments to follow

Work Experience and Internships Service

(Acting General Manager- pictured right) Patricia King | Lesley Dorking | Tuesday Moodie | Jayne Spink
Email: patricia.king@hounslowebp.org.uk
Telephone: 020 8583 4625

Business Links Service

Garth Buckle | Andrew Dakers (pictured below right) | Abigail Conisbee
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Hounslow Learning Service/ Hounslow Apprenticeship Training

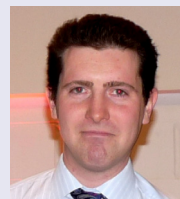
Michelle Matty | Lizabeth Gailer
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Hanif Khan



Patricia King



Andrew Dakers

...and a new website

As well as the new structures and appointments to the Board of Trustees and staff, Hounslow EBP has also freshened up its image.

A new website has been launched which includes details of key services and functions offered by the EBP:

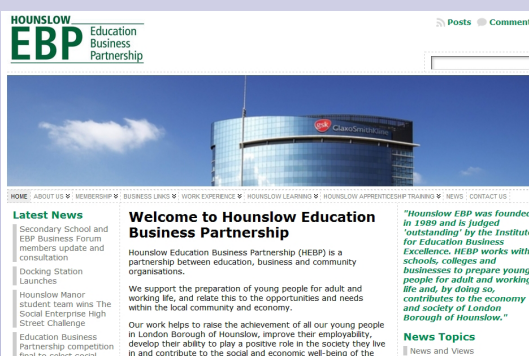
- Work Experience, details on school co-ordinators and updated key events.
- Business Links with case histories.
- Hounslow Learning, highlighting the WEX Factor and Young Apprenticeships.

- Hounslow Apprenticeship Training (HAT) with complete details on the programme and how it works for young people, schools and employers.

The site has been designed to make it easy to use for stakeholders and also includes details of how schools and businesses can work with the HEBP and gain maximum benefit from the services available.

There is also a news section which is regularly updated. You can check out the new website at:

<http://www.hounslowebp.org.uk>



The new HEBP website

