

# SERVICE BROCHURE

LEEDS EDUCATION BUSINESS PARTNERSHIP



## The Education Business Partnership

### Products and Services 2013-14

'Creative Learning in a Real Context'



## Contents

The EBP and what we do	page 3
Impacts	page 4
Curriculum Planning	page 5
Mentoring	page 6-7
Programmes	
Cashpoints—Money Management Game	page 8
Interactive Workplace	page 9
You're Hired!	page 10
You're Hired! on-line	page 11
Business 4 Better	page 12
Retail in Action	page 13
Leeds Apprenticeship Hub Menu	page 14
Employer Engagement	page 15
INPartners scheme	page 16
Other Partners	
Additional programmes	pages 17-18
You're Hired! On-line with O2	
Inspiring You—Girls into Digital Industries with O2	
Barclay's Lifeskills Programme	
Leeds Development Education Centre	



## The Education Business Partnership

*Addressing the 'Skills Gap' by working in partnership with employers to develop creative approaches to the curriculum to ensure young people are 'work ready'*

*The employment and education landscapes have changed dramatically in the last few years with youth unemployment rising, less central resource to support young people's transition and increased pressure to ensure young people progress. The EBP works in partnership with business and schools to ensure young people have the opportunity to develop the skills required to succeed in the workplace.*

Now part of Employment and Skills within Leeds City Council we :

- ◇ Support schools in identifying how they can integrate employability into the curriculum through high quality CPD,
- ◇ Contribute to 'Narrowing the Gap' for those young people with worse than average outcomes,
- ◇ Prepare young people for the workplace through providing a real context and relevance for learning by bringing the workplace into school,
- ◇ Offer a comprehensive mentoring offer to support the most vulnerable.

The EBP offers a comprehensive service to help schools meet their statutory duties by providing a range of opportunities for young people to experience the workplace and work with employers.

Employer engagement is at the heart of all of our work supporting young people in making a successful transition to work and helping them see the relevance of their learning in school. Research shows there is a significant link between a young person's experience of the world of work and their chances of making a successful transition to work or further learning. Furthermore, where a young person 'takes part in 4 or more activities involving employers they are 5 times less likely to drop out of school or training' (Taskforce report 2012)

Many young people have 'misaligned career ambitions' and are unaware of the diversity of jobs available. Young people make important decisions about their future careers at different stages in their lives. Those who pursue unrealistic ambitions often have a misaligned mix of qualifications and experience leading to difficulty in finding relevant work and periods of 'churning' between jobs.

Over the last 8 years we have supported schools in helping them better understand the work place and that they have the tools to engage effectively with the world of work.





### In 2012-2013 the EBP engaged with:

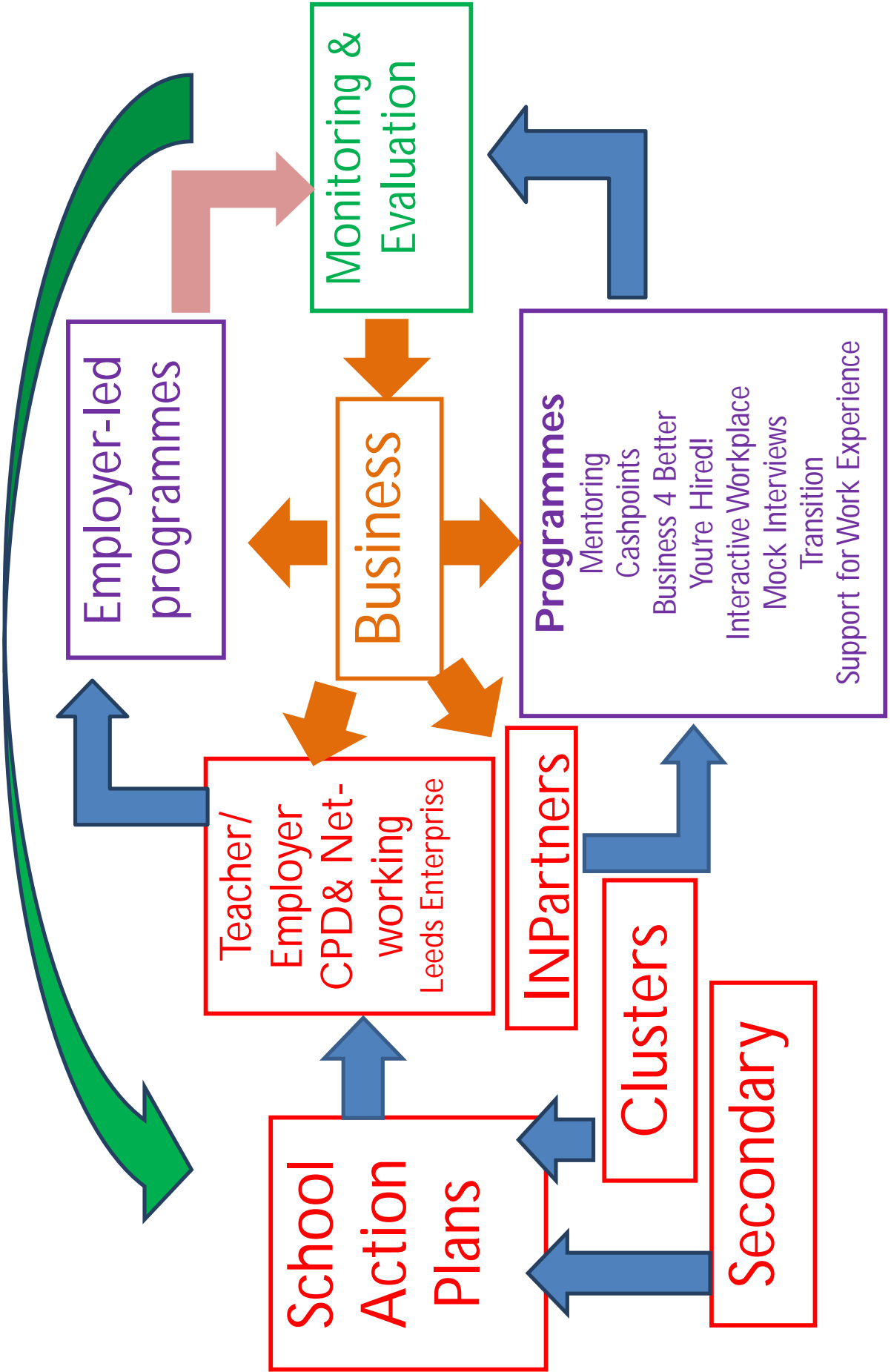
- ◇ 26 schools and academies,
- ◇ Over 9000 young people involved in skills development programmes including mentoring aimed at raising aspiration and attainment
- ◇ 2400 business volunteers from a range of sectors providing over 31,000 hours of support

### What we offer:

- ◇ A free **Curriculum planning service**—we work with curriculum leaders to identify schools' priorities; identify gaps in provision and signpost to appropriate services; progression planning around employability from KS3 to KS5;
- ◇ High quality **CPD and consultancy support** around curriculum design supporting faculties in exploring new ways of working;
- ◇ We work with schools to develop a sustainable employer engagement strategy and offer support through our **INPartners Employer Engagement Scheme** ;
- ◇ We work with employers to devise **employer-led activities** which address the skills gap;
- ◇ Free networking opportunities to engage with businesses and debate key topics through **Leeds Enterprise Exchange** events
- ◇ Comprehensive **evaluation** of all our programmes which demonstrates impact on learning and engagement.

# EBP OFFER

# CURRICULUM PLANNING SERVICE



## CONTACT:

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# MENTORING

LEEDS EDUCATION BUSINESS PARTNERSHIP



## Supporting young people to achieve, aspire and enjoy



76% of young people with a peer mentor reported an increase in self-confidence; 68% felt more positive about school and 74% felt more confident in managing their time.

The support of businesses and volunteer business mentors has been proven to help young people to progress into education, employment or training, helping shape a young person's future. The EBP Mentoring team recruits and trains business and University mentors to work with young people in groups and on a one to one basis, depending on individual needs, to encourage positive attitudes towards achieving their individual aspirations. In addition, the EBP Mentoring service is able to support young people in schools in becoming peer mentors with the option of undertaking a Level 1,2 or 3 Award in 'Peer Mentoring for Young People' with OCN. YH (This is due to change in 2014).

Mentoring provides:

- ◆ A valuable insight into the next stages in life, be that employment or further education
- ◆ Practical advice, engagement and emotional support to overcome problems
- ◆ Increased social and academic confidence
- ◆ Feelings of increased empowerment in making decisions
- ◆ Communication and study skills
- ◆ Strategies to help them deal with personal and life skill challenges
- ◆ Help with identifying realistic goals and establishing a sense of direction
- ◆ Encourages a positive attitude towards themselves and their future

The EBP Mentoring Service plans with schools the appropriate level of support for their learners and engage mentors to support the young people. Where schools opt for the OCN package the EBP ensure learners receive training, are registered and portfolios are assessed. (There is an additional cost per learner for the OCN Award).

To find out more, contact: Yasmin Ali on 0113 2476851 or e mail Yasmin.Ali@leeds.gov.uk

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# MENTORING



## Cost of Mentoring Programmes

mentor support	No of 1 – 1 Partner-ships	Cost per year £
Narrowing the gap GCSE Raising Achievement / aspirations	10	£2,270
Achievement in Maths / English	9	£2,170
Black & Minority Ethnic students	6	£1,880
Community Cohesion programme	6	£1,880
Looked After Children /vulnerable yp	6	£1,880
White Working Class students.	6	£1,880
Improving attendance / behaviour	6	£1,880
Subject specific, Business, Law etc	12	£1,395
School/Staff training day - mentoring	30	£425
Transition from Primary to Secondary.	30	£1,500
Peer mentoring and or Academic mentoring with accreditation (this includes 7 X 1 hour sessions and tutor assessing)	30	£2650—£3000
Anti Bullying ambassadors	25	£850
Gifted and talented More A* and A grades	12	£2,460
1 paid mentor	10	£2,450

## CONTACT:

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# CASHPOINTS

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Our adviser gave us really useful advice and targets to improve on by telling us when we were doing things well and when we needed to do things differently' (Y9 student)

## Cashpoints - the Money Management Game

Cashpoints is a fast-paced, fun event that helps to increase young people's financial capability, business awareness & employability skills. During this one day simulation, students work in teams of 4-6 to run one of ten different companies. Students take on a 'role' within their company (e.g. manager, sales assistant) and they are paid a wage. Each company is supported by a volunteer from business who gives advice on tasks and sets personalised targets for team members to help them improve their employability skills.

The simulation takes place over five rounds, each of which is divided into two halves. Students use half of each round spending their wages and half of it selling their company's goods and services. At the start of each round a 'News Bulletin' provides information on market changes which participants have to react to.

Individuals accrue points throughout the event for successfully managing their personal finances and demonstrating employability skills. Companies gain points for the decisions and profit they make. At the end of the day, certificates are awarded to the members of the winning company and to the individual within each company who has managed their money most effectively.

### *Learning Objectives*

- ◆ To raise students' business awareness & promote personal money management
- ◆ To offer students the opportunity to develop key employability & enterprise skills
- ◆ To demonstrate the workings of some areas of the economy; the demands of employment and the pressures of unemployment, variations in the demand for goods and fluctuations in money supply, the effects of competition and foreign trade, the role of the Government and the importance of the public sector, personal and corporate budgeting and financial planning.
- ◆ To emphasise the importance of qualifications and training.

'Cashpoints' is suitable for years 9—12 (minimum 40, maximum 54). It is a whole day activity delivered by the Education Business Partnership involving 9 employers.

*A minimum 12 weeks notice required in order to source business volunteers*

**Price includes a free skills evaluation<sup>8</sup> report**

price for 54 students  
**£1500**



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# INTERACTIVE WORKPLACE

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77% of young people rated themselves as more confident in knowing what skills and attitudes employers look for after taking part in the event (an increase of 59%)

## The Interactive Workplace

The Interactive Workplace is a hugely engaging, hands-on careers and skills awareness event. Students who attend the event hear from a wide range of businesses about the careers available in their organisations and within the industries they represent. Students discover what skills are needed for success in the different workplaces and start to consider the types of organisations and roles they may aspire to. Each business will ask students to participate in a hands-on activity that an employee might typically undertake in their business. Finally, students participate in a workshop which helps them to identify how the experiences they have in school are relevant to the skills needed in the workplace.

This event is suitable for students in Years 10 - 13 although it is recommended that all students who attend the event are a similar age as businesses tailor their presentations and workshops to suit the audience.

### *Learning Objectives*

- ◆ To provide young people with the opportunity to explore career options.
- ◆ To provide advice and guidance on the skills required to enter the world of work from an employer's perspective.
- ◆ To help students understand how what they do in school relates to the workplace
- ◆ To understand the importance of education in helping to develop the skills needed for success at work

The Interactive Workplace can be run with various groups sizes and can be used to focus on specific sectors linked to the curriculum. Please contact the EBP for further details.

*16 weeks notice must be given for this event in order to recruit 12 employers*

**Price includes a free skills evaluation report**

prices starting from  
**£1275**

**CONTACT:**

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# YOU'RE HIRED!

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94% of participants felt that interacting with business volunteers increases a young person's chances of securing employment in the future.

## You're Hired!

The **'You're Hired!'** event is a young person's ultimate guide to succeeding at interview with an added dimension that encourages participants to consider what sort of career matches their own personal skills, talents and interests.

Students work in teams of 6 supported by a volunteer with experience of recruiting staff who acts as their 'Interview Coach'. Teams compete to get hired by participating in a series of activities that correspond to the different stages of an interview. Points are awarded for performance and the winning team gets the job!

Key learning objectives are brought to life through video clips and students learn and practise techniques through group work, individual tasks and peer assessment. Regular slots are built into the event for 'Interview Coaches' to feedback and advise both their own team and the whole group. At the end of the event, participants are given an attractive pocket-size booklet containing all the advice, tips and tools they have used during the event.

### *Learning Objectives*

- ◆ To provide young people with an opportunity to consider their skills, talents and abilities
- ◆ To understand how to communicate their experiences in a way that makes them relevant to employers
- ◆ To understand how to prepare answers to competency based interview questions
- ◆ To understand the importance of non-verbal communication in making a positive impression

You're Hired! has a range of options for delivery and is suitable for year 9 - 13. This can be delivered as one full day to 72 students or up to 200+ in 2 half day sessions.

**See page 15—You're Hired on-line with E-engage and O2**

**Price includes a free skills evaluation report**

prices starting from  
**£950**

## CONTACT:

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# YOU'RE HIRED! ON-LINE

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Young people who felt confident in being able to make a good first impression at interview increased from 54% to 85%; knowing what attitudes employers look for increased from 62% to 85%

## You're Hired! On-line with O2

### Objectives

- ◆ To develop students' knowledge and understanding of the interview process and how to secure a job from the employers' perspective.
- ◆ To examine the role of the employer and what they look for when recruiting new staff with the support from virtual 'business coaches' who have current knowledge and experience of the recruitment and selection process.

A practical activity which provides students with an opportunity to look at issues of finding and applying for a job and taking part in a job interview. The practical activities involve students assessing applications with the aim of being better prepared for this process themselves. While taking part in this session students will be able to discuss online with HR specialists all aspects of this process to develop their own awareness of some of the important factors involved.

The EBP has developed a year 10/11 version which can be used to add value to the You're Hired! Programme or for those students who are not able to take part in work experience. The EBP is planning to launch a post 16 version in the Autumn term. Sessions last one hour and can be run by the EBP or the school. The programme can be run as part of careers to individual classes.

**Price includes a free skills evaluation report**

Prices per session from  
**£735—£820**



CONTACT:

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# BUSINESS 4 BETTER

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## Business 4 Better

'Business For Better' is a one day workshop which introduces the concept of social enterprise to students in years 9-10.

Students work in teams of 5-6 to develop an idea for a social enterprise. Tasks run in a sequence that simulates the process of starting a business. Teams identify a social or environmental problem relevant to them and their community and develop a business idea to solve the problem. They create promotional materials to market their product and pitch their idea to a panel of judges at the end of the event.

'Business for Better' is suitable for learners in Years 9- 10 and can be delivered as part of a school 'drop down' day; or as part of the curriculum through a series of 6 one hour sessions.

The EBP can provide the resource which schools can purchase for self delivery at a cost of £99 and make use of the EBP 'INPartners' scheme to source appropriate employers to support. (See INPartners scheme.) Alternatively, schools can buy in the EBP to deliver the event over one day.

### *Learning Objectives*

- ◆ To develop young peoples' understanding of their community, its issues and needs
- ◆ To develop and apply key employability skills
- ◆ To raise awareness and understanding of social enterprise

For more information contact: [Rebecca.Cumberworth@leeds.gov.uk](mailto:Rebecca.Cumberworth@leeds.gov.uk) or Tel: 0112 32476851.

**Price includes a free  
skills evaluation report**

Prices start from  
**£1000**



## CONTACT:

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Employer Engagement Manager

Tel: 0113 2476851

# RETAIL IN ACTION

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## 'Retail in Action' at the White Rose Centre

Designed to support students in year 10 and 11 who are interested in pursuing a career in retail or finding out more about the opportunities available in this sector.

Working in partnership with the **White Rose Centre and The Point Learning Centre** the EBP is offering 2 dates for 4 schools to take part in an innovative programme that enables young people to explore 'retail' as a career and to gain first hand knowledge of what employers look for when recruiting new employees.

Research shows that where young people have taken part in activities involving employers they are more likely to choose the right career path and develop the required knowledge and skills.

The aims of the 'Retail in Action' programme are to:

- ◆ Engage major retailers to explore opportunities within the retail sector
- ◆ Develop communication skills by interacting with employers
- ◆ Understand the skills and attitudes employers look for and what it takes to succeed in the workplace

Offer to schools 2013-14:

- ◆ 6/11/13 and 5/2/14 accommodating 4 schools on each date (7 students per school)
- ◆ 4 interactive workshops including two 40 minute workshops run and hosted by retailers at the WRC
- ◆ All resources including personalised workbook and 'You're Hired!' booklet
- ◆ Evaluation of impact report

To find out more or to express your interest contact: Jacky Haines, Employer Engagement Manager on 0113 247 6851 or email: [Jacky.Haines@leeds.gov.uk](mailto:Jacky.Haines@leeds.gov.uk)

During the introductory session it was clear that the young people were not fully aware of the opportunities in retail but they were excited at the prospect of finding out about how to secure a job in retail and what the retail sector had to offer.

**Price:**  
**£275 for 7 places**

# Leeds Apprenticeship Hub Menu of Activities

Contact: [nicholas.hart@leeds.gov.uk](mailto:nicholas.hart@leeds.gov.uk) for an application form



Target Audience	Activity	Partners Responsible	Suggested Duration
Young People	Presentation to full year groups (via assemblies)	National Apprenticeship Service Training Providers	30mins to 1 hr
	Groups of Schools (cluster, feeder, partnerships).		
	Group sessions/workshops (practical sessions to vary in duration and numbers) Lunchtime Drop in Sessions	National Apprenticeship Service Training Providers	30mins
	Apprenticeship Vacancy Registration days (year 10 + 11 only)	Leeds Apprenticeship Hub	Full day aimed at registering every young person in a year group. Multiple 1 hour sessions to take place in IT suite.
	Taster and Tour sessions	Training Providers	30mins to 1 hour
Staff in School	Apprenticeship Ambassadors – businesses talking about their experiences of a successful apprenticeship placement and how it can be a very positive route to progress your career.	National Apprenticeship Service	30mins
	Input at Senior Management Team Mtg	Leeds Apprenticeship Hub	10mins + 10mins Discussion
	Input at Staff Meeting	Leeds Apprenticeship Hub	10mins + 10mins Discussion
	Apprenticeship Academy School Engagement Offer	Leeds Apprenticeship Hub	Up to 3hours
	Employing an Apprentice in School	Employment Leeds/Leeds Apprenticeship Hub	10mins+10mins Discussion
Parents	Stand - Careers Evenings Post 16 Option Evening Parents Evening Yr9 Option Evening	National Apprenticeship Service Training Providers Leeds Apprenticeship Hub	As agreed
	Input at Governing Body meeting	Children's Services/Leeds Apprenticeship Hub	10mins + 10mins Discussion
	Input at Head Teacher / Governor Briefings	Children's Services/Leeds Apprenticeship Hub	10mins + 10mins Discussion

## CONTACT:

Jacky.Haines@leeds.gov.uk  
Employer Engagement Manager

Tel: 0113 2476851

# EMPLOYER ENGAGEMENT

LEEDS EDUCATION BUSINESS PARTNERSHIP



## Helping schools develop a sustainable approach to employer engagement

Leeds '**Enterprise Exchange**' is a networking forum led by the EBP which brings together employers, schools and others who want to see enterprise and employability flourish.

This is a key vehicle for building stronger alliances between business, schools and higher education with the aim of helping young people to develop employability skills and to ensure they leave learning 'work ready' and have a real understanding of the workplace.

Meetings are held twice a year. Teachers who attend are able to establish links with employers and gain their support for activity that enhances the employability skills of young people.

**School 'Business Forums'** are informal memberships of employers linked to a specific school for the purpose of supporting the employability agenda. The benefit to schools of running a Business Forum is the enhanced commitment gained from the employers.

Leeds EBP can support schools in setting up a Business Forum including recruiting a range of employers linked to the school's action plan and target specific areas of the curriculum; offer training to employers working with young people and support for individual staff in carrying out an audit to establish partnerships.

**INPartners** is a cost-effective employer engagement membership scheme for schools looking to take their first step to establishing employer links in the schools or to support existing activity. (See *separate section on INPartners*)

The EBP is due to launch its new '**Recruitment and Selection**' training package to schools and colleges which will provide teachers with up to date knowledge of current recruitment practices and support to integrate learning into careers lessons. Schools will receive separate information about this in the Autumn term. Further details can be obtained by contacting [Rebecca.Cumberworth@leeds.gov.uk](mailto:Rebecca.Cumberworth@leeds.gov.uk)

*26.1% of young people who could recall NO contact with employers whilst at school went on to become NEET compared to 4.3% who had taken part in 4 or more activities involving employers.*

## CONTACT:

Jacky.Haines@leeds.gov.uk  
Employer Engagement Manager

Tel: 0113 2476851

# INPARTNERS

LEEDS EDUCATION BUSINESS PARTNERSHIP



## INPartners Employer Engagement Scheme

Improving young people's employability is one of the most important social, economic and political challenges facing the UK. Now more than ever young people need to regularly participate in high quality work-related learning activities, which provide context and relevance to their education. The more frequent these activities are, the more positive the impact on students.

*26.1% of young people who could recall NO contact with employers whilst at school went on to become NEET compared to 4.3% who had taken part in 4 or more activities involving employers.*

The Education Business Partnership invites schools to join INPartners, the employer engagement scheme enabling member schools to access employer support for activities through the EBP employer database. Schools simply let the EBP know what the activity is, when it will take place and the number and type of business volunteers required. The EBP sources employers on behalf of the member school and monitors that engagement so both parties gain maximum benefit.

INPartners aims to support employability, IAG and Careers education as well as RPA and destinations.

Benefits of joining INPartners:

- ◇ *Quick and simple way of sourcing businesses to support school activities*
- ◇ *Repeated employer engagement is proven to increase students' engagement in learning, attainment and employability which impacts positively on leaver destinations*
- ◇ *Employer engagement can contribute towards the provision of independent, impartial careers advice & guidance*
- ◇ *Various levels available so whether you want to dip your toe in the water or dive right into employer engagement, there's a level to suit you*
- ◇ *CPD on employer engagement for all staff included to get the scheme off to a flying start*

To find out more, contact: Jacky Haines, Employer Engagement Manager on 0113 247 6851 or email [Jacky.Haines@leeds.gov.uk](mailto:Jacky.Haines@leeds.gov.uk)

*We couldn't have run our mock interviews this way without the INPartners scheme. Staff couldn't believe how much the students raised their game because the interviews were with real employers.*

prices from  
**£500-£1000**



## CONTACT:

Christine.Marsden2@leeds.gov.uk

Tel: 0113 2476851

# OTHER PARTNERS

LEEDS EDUCATION BUSINESS PARTNERSHIP



## Additional Programmes for Schools

The EBP is committed to working with other partners to ensure young people in Leeds have access to a wider range of employability opportunities. These opportunities are promoted to schools through the course of the year.

### You're Hired! On-line with E-engage and O2

The EBP has written a version of You're Hired which supports groups of students who are about to go on work experience, or who require more support on applications. There is a **small charge** for the one hour sessions which involve classes of students communicating with staff from O2 over a secure network deciding which candidates they would appoint for 2 job roles. They receive detailed feedback from the O2 "experts" whilst they work on-line. **Costs: between £13 and £16 per head** for a class of 30 depending on whether the EBP or school deliver.

### 'Inspiring You! Girls into Digital Industries with O2

The EBP has supported O2 in developing a unique programme which targets girls in year 10. The purpose of the event is to allow students to see what goes on inside the work place as well as focusing on the skills they have that will help them when applying for jobs. At each event the students hear from young women from Telefonica about their backgrounds and experiences, who then work with the students and help them progress through the tasks and complete their workbooks. In addition they will go on a tour of the O2 offices and hear about the Think Big initiative which the young people can get involved with following the event.

The students will take part in 4 sessions throughout the event, focusing on the following:

- Their skills and talents
- What qualities companies look for—what they are doing well, what they need to improve on, what they need to do to get there
- What they want to do with their futures

### Barclays' Life Skills Programme

LifeSkills, created with Barclays, is a programme designed to give young people access to the advice, support and opportunities they need to help them prepare for the world of work. Engaging resources support young people in the classroom and beyond as they prepare for their future jobs, and thousands of work experience placements throughout the UK will bridge the gap between theory and practice and give students a taste of how their future could look.

Log onto [barclayslifeskills.com](http://barclayslifeskills.com) or contact: [barclayslifeskills@barclays.com](mailto:barclayslifeskills@barclays.com)

*Over three-quarters of small and medium-sized businesses said they would be more likely to take a work placement if the young person had employability training.\**

*72 per cent of young people don't believe they will achieve their career ambitions, whilst nearly a third believe they don't have the necessary connections to succeed.\*\**

\*Opinion Matters 2013 \*\*Barclays Youth Barometer 2013

To find out more about any of the above programmes, contact: Christine on 0113 2476851 or e mail [Christine.Marsden2@leeds.gov.uk](mailto:Christine.Marsden2@leeds.gov.uk).



## Additional Programmes for Schools

### Leeds Development Education Centre Autumn Highlights

**18<sup>th</sup> October**

**Global Fairness School Celebration , Leeds Civic Hall**

For both teachers and pupils. Gain practical, hands-on activities to take back to school and be inspired by others' success.

**23<sup>rd</sup> October**

**Global Learning Celebration, Leeds Civic Hall**

Share good practice, hear about new opportunities while networking over free food and drink. Learn about an opportunity to have your ideas published in subject specific textbooks and teaching materials plus how you can take part in a visit to Vienna or Brussels.

**24<sup>th</sup> October**

**Global Teacher Award, Leeds DEC**

The Global Teacher Award will enable you to develop skills, knowledge and practical approaches so that you can incorporate global learning into your teaching and the curriculum. It will help you nurture informed, active global citizenship amongst your pupils and enhance your SMSC provision.

**4-8<sup>th</sup> November**

**Lille Study Visit**

A Global Learning study visit to Lille and the Nord Pas du Calais region in support of the UN's Millennium Development Goals. Learn, share, and network around global themes.

**14<sup>th</sup> November**

**Free Fairtrade CPD training, Leeds DEC**

Get fresh ideas about teaching Fairtrade, link Fairtrade to Pupil Voice and Philosophy for Children, learn how to get Fairtrade School status, and share ideas with other teachers.

**19<sup>th</sup> November**

**MDG '15 student debate**

Give your pupils the opportunity to present and discuss global issues involving the Millennium Development Goals. There is the possibility to hear young people's views from our international partners too.

**6<sup>th</sup> December MDG '15 Art Competition close**

**14<sup>th</sup> –22<sup>nd</sup> January MDG '15 Art Competition exhibition at Arts@Trinity**

West Yorkshire's young people (up to the age of 21) can contribute to this year's MDG'15 Art Competition. Any medium is welcomed to create work inspired by the Millennium Development Goals.

**For more information about any of Leeds DEC projects, workshops, resources and training, please visit: <http://www.leedsdec.org.uk/> email: [info@leedsdec.org.uk](mailto:info@leedsdec.org.uk) or phone: 0113 380 5655**