



Media Release

March 16, 2007

Showcasing the tourism industry

Photo Opportunities: See attached sheet for details Tuesday, March 20 to Friday, March 23 at a variety of venues around the region.

EXHIBITIONS about the beautiful, historic and fun tourist attractions in the North East are nothing new, but next week a very special series of displays will be showcasing the industry. Schoolchildren from across the region have teamed up with local tourism organisations – including Durham County Cricket Club and Bedesworld – to learn more about the sector and to win prizes for their school.

And a major part of the Showcasing Tourism project is the Challenge Week which will see students creating their own exhibitions about a specific business. As well as designing the displays, pupils will be on hand to give details about their chosen organisation. A team of judges will be touring the region to find out how the students have got on.

The schools taking part include: Hebburn School, Hetton School, Sandhill View School, Castlegreen School, Castle View School, Heaton Manor School, Barbara Priestman School and Houghton Kepier School. As well as competing in the Challenge Week the schools will be trying to forge closer links with businesses in the tourism sector at the final part of the Showcasing Tourism project – Pitching for Partnerships – which will be a large scale event with all schools and businesses spending a day together.

During Challenge Week each of the exhibitions will be visited by judges from a number of regional organisations, including: Richard Vickery, One North East; Mike Renshaw, City of Sunderland College; Christine Billingham, LSC (Learning and Skills Council); Hazel Barron Cooper, Tyne and Wear Museums; Victoria Thompson, North East Business and Innovation Centre, Gary Collin, Nissan Sports & Social Club; Suzanna Rickard, Sunderland Tourist Information Centre; Dr Dan Knox, University of Sunderland; Bryan Alderson and Graeme Miller, both of TWEBLO (Tyne and Wear Education Business Link Organisation).

Showcasing Tourism is a Learning and Skills Council (LSC) funded project. And it's managed by Tyne and Wear Education Business Link Organisation (TWEBLO), and Delivered by Education Business Connections (EBC). It is a follow on from our award-winning Exploring Tourism programme, which led to EBC achieving the Ambassador of the Year Gold award at the annual North East England Tourism Awards 2006.

Sarah Nicklin, who is organising the project for EBC, said: "The pupils taking part in this project have been given a great opportunity to gain hands on experience in the tourism sector. This is really important at the moment as the industry is growing rapidly, especially in the run up to the 2012 Olympic Games.

"And, as a result of the project schools will be able to create permanent links with tourism organisations."

Education Business Connections was formed eight years ago to support closer working between schools and businesses in Sunderland. It's success means that now the team delivers innovative educational programmes to children across Tyne and Wear.

Programmes are funded from a variety of sources, including from the European Social Fund and Tyne & Wear Education Business Links Organisation (TWEBLO), but EBC's ongoing development is supported by Futurebuilders (for more details go to

www.futurebuilders-england.org.uk).

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