

Media Release



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Sunderland School Tops for Tourism

WINNING schools have been revealed in a competition to raise the profile of the tourism industry. Teams taking part in the Showcasing Tourism project spent eight months working on presentations, meeting people who work in the industry and creating their own publicity material.

At the final event of the programme – called How Can You Help Us – the overall winners Castlegreen Community School were presented with their trophy by Sunderland's Deputy Mayor Cllr Les Scott.

The runners-up trophy went to the teams from Houghton Kepier School and third place prize was presented to Hetton School. The team from Castle View School were awarded a special prize for the best presentation at the final event – tickets to see Much Ado About Nothing at Gibside kindly donated by the National Trust.

Teacher at Hetton School Lisa Paget said: "Just wanted to say thank you. The pupils managed to get work experience at places they thought unimaginable and many of them are pleased with themselves in terms of doing things they would not normally do such as speaking to people and doing a presentation in front of a group of people.

"For many of the students they have achieved so much, it's really incredible and a lot of that is down to EBC and the opportunities you have given them."

Each school team was judged throughout the course of the programme by representatives from organisations including ONE North East, Tyne and Wear Business Links Organisation (TWEBLO), the LSC and the National Trust. A major part of the programme was the Challenge Week which saw pupils going out to different tourism attractions and creating displays and giving information to the public about their chosen attraction.

At the final event (on Wednesday, April 25) each team of pupils put their displays on show again. They also each gave a presentation to a team of judges and an audience which included VIPs such as South Tyneside's Deputy Mayor Tracey Dixon. Before they began students had a motivating talk from local celebrity Suzie Devey Humpleby – who took part in Channel 4's The Search and runs her own tourism business.

Later in the day pupils had to bid to participating businesses for the opportunity to work with them again in the future. Organisations were able to offer vouchers promising resources such as work experience placements, the opportunity for teacher's professional development, educational information packs and school visits.

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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