

LEARNING ABOUT LIVELIHOODS & LIFESTYLES THROUGH LEISURE



Learning about Livelihoods and Lifestyles through Leisure is an unique, highly interactive two day programme specifically designed to address growing concerns locally, regionally and nationally from health and education experts over the sedentary, unhealthy lifestyle, poor diets, etc of young people, as well as from employers with an increasingly unfit adult workforce.

Learning about Livelihoods and Lifestyles through Leisure is strategically important in preparing the region's future workforce in the run up to the 2012 Olympics which are expected to both increase the number of jobs in that sector, many open to current school pupils who will be entering the workforce in the next few years just as 'Olympic fever' begins to flourish.

The programme also seeks to increase participants interest in healthier, more active lifestyles at an early opportunity to try a range of different 'active' leisure opportunities many are not currently buying into as well as giving them an insight into the vast range of enterprises, careers, training/education routes in the growing leisure/lifestyle sector.

The overall aim of Learning about Livelihoods and Lifestyles through Leisure is to give Key Stage 3 and 4 pupils an insight into careers and education/training routes in the lifestyle/leisure industry and to equip them with the knowledge and skills to make informed decisions on improving their health and well being.

The two day programme sees a careful mix of hands on experiences of leisure and sports activities with opportunities for young people to engage with business experts from the sector.

Half of each day sees pupils trying a range of activities not currently included in mainstream education such as table tennis, aikido, indoor bowls, orientering, aerobics and volley ball and also exploring other healthy lifestyle issues

such as smoking and alcohol consumption, cooking, selecting health eating options, etc. The second part of each day sees pupils working with the businesses recruited to provide the young people with 'taster' sessions on their sport, leisure activities or lifestyle topic through a range of desk-based team-focussed activities designed to reinforce their learning whilst developing their understanding of the range of businesses, careers, education routes, etc, in the lifestyle and leisure sectors.

Pupils are challenged to come up with their own business idea, marketing campaign or promotional message aimed at encouraging their peers' involvement in the leisure/lifestyle sector represented by recruited businesses.

Each day the pupils will work with up to four different businesses - both through activities and desk-based team tasks. Over the two days pupils will have the opportunity to engage with up to eight different businesses and to explore various roles they may adopt in the leisure/lifestyle industry including consumer and employee.

As with all EBC programmes development of both key skills and employability skills are integrated throughout all activities, all of which also offer a practical insight into enterprise education through hands on work related learning opportunities.

- Education Business Connections provides:
- Recruitment of businesses to deliver activities.
 - Practical advice and guidance to companies on delivery of activities.
 - Integration of key employability skills and enterprise education across all activities.
 - Hands on opportunities to develop both key skills and the 12 employability skills.
 - Full event organisation, including arrangements for venues, transport, and all related housekeeping aspects.
 - Full post-event evaluation.

'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'