

# PASSPORT TO SUCCESS



Passport to Success reflects EBC's growing standing as a leading education business partnership provider of opportunities for young people to engage in work related learning and enterprise education opportunities with businesses from the leisure, hospitality, travel and tourism sector.

In 2006 EBC was awarded the accolade of Gold Award Winner in the Tourism Ambassador of the Year category of the North East Tourism Awards. The award was made in recognition of EBC's work in forging partnerships between tourism-related businesses and in delivering innovative programmes designed to raise awareness in young people of the careers and opportunities open to them in this growing sector.

Passport to Success offers young people the opportunity to work with a wide range of businesses from the tourism sector and to gain an understanding of the range of careers available, and various entry routes, into this sector which offers outstanding opportunities for young people - opportunities which are set to increase even more as Britain prepares to host the 2012 olympics.

Passport to Success gives young people the opportunity to work with current tourism industry practitioners on a range of practical tasks designed to:

- Give an insight into the diversity of employment opportunities, entry routes and career paths in the sector.
- Provide opportunities to 'taste' the kind of tasks they would carry out if they joined a tourism-related employer.

Businesses are recruited from across the hospitality, leisure, travel and tourism sector to support this programme.

They are tasked with providing an insight into their work through the designing of practical

activities to support pupils' learning whilst embedding both the key skills of literacy, numeracy and ICT and the 12 employability skills valued by employers. These include:

- Teamwork and problem solving.
- Communication.
- Meeting deadlines including task and time management.
- Listening to, and acting upon, instructions.
- Creativity and innovation.

Supported by major tourism businesses, EBC's Passport to Success is aimed at all secondary school pupils, but particularly those following either an academic or vocational study route linked to either tourism or business studies. The programme embeds pupils' work related learning and experience of enterprise throughout.

Each event attracts up to 120 pupils and activities can be tailored to match the ages and learning route of pupils. For example:

- A carousel of tourism-related activities with pupils spending 30-40 minutes with each business.
- An event which sees pupils working with the same business supporter throughout the day on activities specifically designed to meet individual schools' requirements in terms of curriculum needs.

There is also the option of a post-event classroom visit by business supporters to reinforce pupils' learning re career routes, etc.

Education Business Connections provides:

- Recruitment of businesses to deliver activities.
- Practical advice and guidance to companies on the development of their proposed activities.
- Recruitment of schools to take part in the event.
- 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'**