

WHO AM I?



Britain in the 21st Century is an increasingly rich and diverse country. But this diversity, and the cultural richness it potentially offers can often be put at risk by ignorance and prejudice.

We believe the Who Am I? project is unique in the country. It was piloted in the Hendon and East End area of Sunderland thanks to funding from Sunderland's New Deal for Communities - Back on the Map - and Sunderland City Council's Strategic Initiatives Budget.

The project was originally developed through a partnership with:

- Local residents.
- Teachers and school support staff.
- Religious education experts.
- Representatives of ethnic minority communities.
- Parents.
- School governors.

Activities are designed to have transparent links with the National Curriculum areas of religious education, PSHE and Citizenship and cover infant, primary and secondary school pupils as well as offering considerable cross-curriculum learning potential, particularly in relation to the growing 'respect' agenda.

Faiths and cultures including Hinduism, Judaism, Christianity, Sikhism, Buddhism and Islam are covered in a wide range of stimulating hands-on activities and visits.

Crucially, the activities also see members of minority communities - both cultural and faith - recruited and trained to work alongside school staff to talk about their day-to-day lives and experiences. Who Am I? also draws upon the expertise of religious and cultural leaders from within the local communities to educate and inspire school pupils.

Who Am I? offers a range of activities including:

- Recruitment and training of Community Ambassadors.
- Access to Community Ambassadors to support classroom learning.
- Individual workshops or lessons on various aspects of culture and faiths.
- Support for topic-based project work.
- A programme of lessons, with supporting material, to support longitudinal development of children's learning and understanding.
- Bespoke packages designed to fit in with the specific requirements of individual schools.
- Visits to places of cultural or religious interest.
- Access to faith and culture resource materials to support learning.
- Transparent links with key subject areas.

Who Am I? seeks to counter the damaging effects of racism and prejudice by challenging stereotypical impressions and attitudes. The project encourages children to learn about the value of not only their own culture and beliefs but a diversity of cultures and beliefs.

Education Business Connection provides:

- One off class-based special activities.
- Packages of classroom-based workshop sessions.
- A range of teaching resources including lesson plans.
- Access to faith and cultural resource materials to support learning.
- Full event/visit organisation, including arrangement for venues, transport and all related housekeeping aspects.
- Links with both Community Ambassadors and religious/cultural leaders from key minority communities.
- Practical project work delivered in either one-off workshops, over either half a term or a full term.
- Full post activity evaluation where appropriate.

‘**BUILDING CONFIDENCE** IN YOUNG PEOPLE THROUGH A **CREATIVE APPROACH**

TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS’