

Date: 4 December 2003

Your Ref:

Our Ref: KF

Direct Dial: 01603 215300

Please ask for: Kerry French

Dear Headteacher

**Re: 'Your Essential Guide to Professional Development Placements' leaflet**

Would you like to enhance your management knowledge or understanding? Would any of your teachers like to update their specialist subject knowledge or gain another view of life beyond the classroom? Perhaps some of your support staff would like to learn new skills?

Why not take a look at 'Your Essential Guide to Professional Development Placements' included in this week's post to see how they may be able to help?

A Professional Development Placement is when teachers or education professionals spend time with local businesses or commercial organisations as a form of professional development.

Placements are open to both teaching and non-teaching staff in all schools across the county. As you will see from your leaflet, placements are extremely flexible, cost-effective, and will all vary in their aims, objectives and duration.

The overall aim of the project is to create a better understanding and strengthen partnerships between education and businesses in Norfolk. As QCA has noted: "If pupils are to be prepared appropriately for working life, it is essential that teachers have up-to-date knowledge of the world of work, and are aware of the opportunities the curriculum provides for this preparation."



Reply to

Norfolk Careers Services  
83-87 Pottergate  
Norwich  
NR2 1DZ

Brent Jones  
Quality & Development Manager

Tel: 01603 215300 / 215370  
Fax: 01603 766819  
e-mail: [qad@norfolk-careers.co.uk](mailto:qad@norfolk-careers.co.uk)  
[www.norfolk-careers.co.uk](http://www.norfolk-careers.co.uk)

Professional Development Placements may well fit in with any initiatives you are currently involved with as a school. For example, if you're working towards Investors in People or introducing new vocational subjects then some of your staff would probably find a short placement in industry an extremely useful and rewarding experience.

There's also lots of scope for creativity and imagination – if any of your staff fancy doing something a little bit different to boost the curriculum, for example, then here's your chance. Maybe one of your Year 4 teachers is interested in using a local garden centre to develop materials for Science activities, or perhaps your Business Studies teacher would benefit from work-shadowing at one of Norwich's financial giants?

During the Spring and Summer term, there'll also be placement days and events based around various industry sectors and themes for larger groups – so make sure you keep an eye out in your post and on e-courier for more information.

Please take a moment today to have a look at Professional Development Placements and see how the exciting opportunities they offer could help build on your school's success.

If you would like more copies of 'Your Essential Guide' or if you would like to apply for a placement, please return your completed reply slip or contact me on the details below.

Of course, if you have any further queries about the scheme, then please do not hesitate to get in touch on the number below.

I look forward to hearing from you soon.

Yours faithfully

Kerry French.

Kerry French  
Teacher Placements Co-ordinator  
Norfolk Careers Services

Tel: 01603 215300  
Fax: 01603 766819  
Mobile: 07887 627044  
kerry.french@norfolk-careers.co.uk

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**Please complete this slip and return to: Kerry French, Teacher Placements Co-ordinator,  
Norfolk Careers Services, 83-87 Pottergate, Norwich, Norfolk NR2 1DZ**

Your name: \_\_\_\_\_  
Position in school: \_\_\_\_\_  
Name & postcode of school: \_\_\_\_\_

Please send me \_\_\_\_\_ copies of 'Your Essential Guide'

Please send me an Application Form & Guidelines for an individual placement

Please contact me on tel. no. \_\_\_\_\_ about this programme

**Thank you for your interest in Professional Development Placements.**



# Your essential guide to **Professional Development Placements**

Would you like to gain another view of  
life beyond the classroom?

Perhaps you'd like to enhance your  
management knowledge or learn  
new skills?

Or maybe you're in the  
business world and would like  
to develop links with the  
community?

This simple guide will tell you  
everything you need to know  
about Professional Development  
Placements on offer in Norfolk and  
how they can help YOU.





Professional Development Placements offer a unique opportunity to explore the links between business and education.

They are open to both teaching and non-teaching staff in all schools and colleges across the county, and many other education professionals.

## What is a Professional Development Placement?

It's when teachers or school support staff spend time with local businesses or commercial organisations as a form of professional development.

## Who are placements aimed at?

Placements are aimed at teachers, teaching assistants and all support staff in Nursery, Primary and Secondary schools in Norfolk. They are also suitable for FE or Sixth Form college lecturers, school governors, those working in Special Needs and those involved with careers guidance and advice.

(For simplicity, all those eligible for placements are referred to as 'teachers' throughout this document).

## Can you describe a typical placement?

There's no such thing as a typical placement - they will all vary in their aims, objectives and duration. They are entirely flexible and can be arranged at a time that is most convenient for all those involved.

Placements can last anything from half a day to five days, but they can be longer and are sometimes spread over a number of weeks or months. They can be tailored, negotiated programmes for individuals or jointly planned for larger groups spending a day together with a host company.

## So what's the point of a placement?

"If pupils are to be prepared appropriately for working life, it is essential that teachers have up-to-date knowledge of the world of work, and are aware of the opportunities the curriculum provides for this preparation." Qualifications & Curriculum Authority, 2000

Placements help to create a better understanding and strengthen partnerships between schools in Norfolk and business, industry and the wider community - such collaboration can have mutual benefits for teachers, schools and also host companies.



Lecturers

Connexions Staff

Employers

Governors

### What are the benefits to teachers and schools?

If you're a teacher, placements offer you a valuable opportunity to enhance your understanding of business and industry, help to improve your management skills, update your specialist subject knowledge or create curriculum resource materials modelled on your host company.

For schools, a placement is a highly flexible, cost-effective form of professional development for your staff (placements are free but supply cost is not included). They can be used in many different ways to develop the knowledge and skills of your staff so that targets for pupil achievement set out in your School Development Plan can be met.

Links established with local businesses can be strengthened by follow-up activities such as school visits, presentations or work experience placements for pupils. Employees from your host organisation may even wish to become involved with your school on a long-term basis as mentors or governors.

### What are the benefits to employers?

You will be able to encourage a greater understanding in schools about the world of work and give teachers an insight into your needs as a business. You will gain valuable information about the world of education and also find out about new qualifications.

Building links with local schools will also enhance your profile within the local community, and also presents excellent development and training opportunities for your staff.



Teachers

Connexions Staff

School support staff

School support staff

Employers

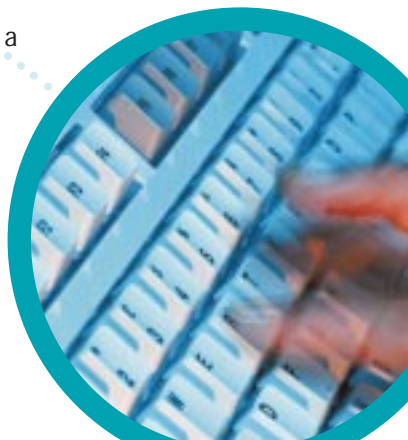
Governors

Lecturers

Teachers

## Here's some examples of placements run in Norfolk in the past:

- To increase pupil and teacher motivation and raise aspiration in science, maths and technology, eight Secondary teachers spent a week at NASA's Kennedy Space Centre in Florida, working alongside rocket scientists, engineers and astronauts
- Ipswich & Norwich Co-op Society have run very popular training days for Primary and Secondary teachers based on Enterprise and Citizenship through co-operative learning
- Six Primary teachers and two Maths advisers got together to devise 'Maths Counts' - a series of maths games which were developed and put into context following a one-day placement at Sainsbury's
- Norwich Union played host to teachers of PSHE (Personal, Social and Health Education), offering a valuable insight into their recruitment and interviewing process and helping teachers to review interview skills delivery and enhance their knowledge of employability for 14-16 year olds
- A Head of Food Technology at a Secondary school participated in a placement at The Lavender House restaurant owned by a nationally-renowned chef to enhance her pupils' understanding of life in a working restaurant





## How is the Professional Development Placements programme funded?

The project is managed by Norfolk Careers Services and is supported and funded by the Norfolk Education Business Exchange Ltd and the Norfolk Learning and Skills Council.

## What should I do if I am interested in applying for a placement or if I would like to offer places for teachers at my company?

Get in touch **today!** Please contact:

**Kerry French -  
Teacher Placements Co-ordinator,**

Norfolk Careers Services,

83-87 Pottergate,

Norwich,

Norfolk NR2 1DZ

Telephone: 01603 215300

Fax: 01603 766819

Mobile: 07887 627044

Email: [kerry.french@norfolk-careers.co.uk](mailto:kerry.french@norfolk-careers.co.uk)

Please see [www.norfolk-exchange.org.uk](http://www.norfolk-exchange.org.uk)  
to find out more about education and business  
partnerships in Norfolk.



**THE  
EXCHANGE**

Norfolk Education Business Exchange Ltd



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Providing Independent Careers Guidance

