

CASE STUDY

# EMPLOYERS IN THE SOUTH WEST SEE BENEFITS OF WORK BASED LEARNING

Many employers are waking up to the potential gains of fully engaging with educational programmes and in particular offering work experience. Weymouth and Portland National Sailing Academy have been particularly forward thinking and proactive when it comes to providing work experience.

They have engaged with a number of educational programmes which cater for a range of ages and abilities. They have steadily built good relationships with local schools and have developed existing relationships with Weymouth College. In 2006 they offered work experience to over 17 students. They have recognised the great benefits of providing young people with the experiences of work which could not be achieved in school.

Like many sports, sailing events rely heavily on volunteers to help with the practical tasks of running the event. Work experience provides the potential to recruit new people passionate about the sport to assist and work within the industry. It is a perfect forum for the employer to identify talented young people with the right industry skills. Holly Henderson, the sailing academy's sailing curriculum development officer said:

"Initially it takes a lot of time to support them and make sure they know what they are doing, especially as sailing can be potentially dangerous, however it is a fantastic way of identifying potential future sailing instructors and event coordinators and have a direct input into letting the future employees know what the expectations of the industry are."

Weymouth and Portland has become one of the not in education and not in employment hotspots in Dorset. Weymouth College, in collaboration with the sailing academy are looking to deliver the Young

Apprenticeship in sports management, leadership and coaching. This will give young students the opportunity to follow an educational programme which allows them to focus on an industry they are passionate about. While students study a level 2 vocationally related qualification in sport and leisure and a range of smaller industry required awards and qualifications, they will also spend 50 days in work placements getting a real taste of what it is like to work in the industry.

Weymouth College was also awarded an entry to employment (e2e) contract in July 2007 working in association with the sailing academy. The e2e scheme is available to 16-18 year olds who live in England and who are not participating in any form of post 16 learning. It was decided to introduce a sailing and watersports e2e course, to be run out of Weymouth and Portland National Sailing Academy.



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HOLLY HENDERSON, SAILING CURRICULUM  
DEVELOPMENT OFFICER

For students on the e2e scheme, their progression opportunities look very optimistic, with some students already enrolling back into full time education. Good links have been established with local training providers to allow students to enter work based learning locally. If employment is not the right option, other opportunities exist through Weymouth College by remaining in full time education and studying.

The introduction of programmes such as the Young Apprenticeship and e2e is encouraging employers to be more and more forward thinking. It is a win-win situation where students benefit from real life, hands on experience in an area they are passionate about and employers have the opportunity to identify and nurture their potential recruits of the future.



For more information on the Young Apprenticeship in sports management, leadership and coaching visit our website: [www.skillsactive.com](http://www.skillsactive.com)

For more information on the e2e scheme visit: [www.connexions-direct.com](http://www.connexions-direct.com)

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