



Learning by Experience

The 14-19 Diplomas - and your vital role!



Work experience is the best way for students to find out what working is really like, and to understand the importance of sharpening up all their communication skills.

Interviewed on the **Radio 4 Today Programme**, 23rd August, David Frost, Director General of the British Chambers of Commerce, was concerned that almost half of school leavers have not attained 5 GCSEs at A-C, including Maths and English, this year.

Employers have been integral to the creation of the new **14-19 diplomas**, which are to be launched in September 2008. They are designed to address employers' concerns by improving on basic skills and providing education with a **major emphasis on vocational learning**. The Runnymede 14-19 Network of schools and colleges is asking that local businesses work with them to help provide two diplomas, Media and Creative Studies, and ICT, with a third, Business and Finance, awaiting approval.

Former **MD of Coca-Cola Great Britain, Chris Banks CBE**, will be the main speaker at our next Breakfast Forum meeting, on **Tuesday 2 October**.

Chris is Chairman of the Learning and Skills Council, Deputy Chair of the National Employment Panel and Chief Executive of Bigthoughts Holdings Ltd. Come along and get the facts and find out how you can contribute to what has been called '**a fantastic blueprint for success**'. The closer that education and business can **work together** on this, the better the outcomes will be.

To **book your free place** at this meeting, which is hosted by the **Merlin Entertainment Group** at their **Lake View conference venue at Thorpe Park**.

Information on the 14-19 reforms nationally can be found on: www.dcsf.gov.uk/14-19/

Following the meeting there will be the opportunity for some 'Speed Networking' – for those who would like to stay and take part.

The Event is being held on Tuesday 2 October it starts at 7.45am, at the Lake View conference venue at Thorpe Park. Book your free place now; see details on back page.



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INSIDE

.....
Runnymede
Breakfast Forum

.....
Flying the Flag

.....
Carbon Busting

.....
Hands on Web

.....
Local Business
updates

.....
and lots more...



We Made it Clear!

Some business delegates at our Summer Breakfast Forum meeting, 5th June, found out just in time that the new Smoke Free legislation really did apply to them! Karen Simmonds and Wendy Kite gave a succinct presentation on the legislation, law from 1st July, and a lively Q & A session followed. A queue of delegates took the opportunity to ask for further advice at the close of the meeting.

If you were unable to attend and would like further information: www.smokefreesurrey.co.uk, www.smokefreeengland.co.uk, stop.smoking@surreypct.nhs.uk, also www.runnymedebp.org.uk for archived RBP Newsletters.

The Business Partnership responded to requests, to introduce networking opportunities, by allocating table numbers to the delegates at this breakfast meeting. Colleagues from the same firm were split-up onto different tables. This trial exercise was very popular, so will be repeated at future breakfast meetings.



Wendy Kite & Karen Simmonds

Well done to Peter Winfield and his team at Runnymede Borough Council for winning green flag awards for Victoria Park, Addlestone and Memorial Fields, Ottershaw.

The Green Flag Award is the national standard for parks and green spaces in England and Wales. The award scheme began in 1996 as a means of recognising and rewarding the best green spaces in the country. It was also seen as a way of encouraging others to achieve the same high environmental standards, creating a benchmark of excellence in recreational green areas.

Winning a Green Flag Award brings excellent publicity. Both the media and the public are becoming increasingly aware that a site flying a Green Flag is a high quality green space. We realise that all green spaces are different and this diversity is welcomed. Each site is judged on its own merits and suitability to the community it serves.

Awards are given on an annual basis and winners must apply each year to renew their Green Flag status.



Memorial Fields, Ottershaw



Join the Congestion Stress & Fumes

Reduced CO2 Calm Route

Which Direction will you Take?

Carbon Buster Sponsorship

The **yellow bus service** is promoted by the **Runnymede Business Partnership** to reduce peak hour congestion. Some 250,000 car journeys are removed from the road each year by students selecting to travel to school by the bus or by cycling. The seven yellow buses serve four secondary schools in the Borough of Runnymede, transporting some 500 students daily. The service is co-ordinated by the Runnymede Borough Council but the Council is neither a Transportation nor Education Authority and funding has to be secured from other sources. Collected fares and development related funding together with Business Sponsorship maintain the service.

By offering seven buses with 60 seats each the Partnership is able to reduce car journeys and save some 350 tonnes of carbon emissions each year.

Businesses supporting the yellow bus service are able to contribute towards the reduction in carbon dioxide and trade this off against their own emissions.

Do not hesitate – join the club now. We have various categories of members with sponsorship opportunities ranging from £12,500 to £500. For more info please contact: Bob Etheridge 01932 425270 or bob.etheridge@runnymede.gov.uk

www.yellowbus.info



Sponsor the Yellow Buses and join the Carbon Trading Scheme.

Web Design

'Hands-on' Overview Workshop

Thursday 25 October



Following the success of our seminar in April, we're holding another half-day, with **Thom Poole**, but this time it is a **'hands-on' workshop**. Thom is Visiting Professor of Marketing, London School of Business and Finance, and has over 18 years experience in online marketing and web strategy.

- Do you feel that you need to speak another language when discussing websites?
- Do you want to commission, re-vamp or build a website?
- Would you like an overview of best practice in web design?
- Would you like an overview of how websites are planned?

Then this hands-on workshop is for you!

please email: joanna.swatridge@runnymede.gov.uk



Runnymede's concise local directory with over 1500 firms at your fingertips...

Are you in it?

New Businesses in Runnymede

BAS - Eversley Way Egham, Superdrug - High Street, Addlestone and Cegedim Ltd - Pound Round, Chertsey

Literature & Latte

The new Chertsey Bookshop,

in Guildford Street, is open seven days a week, 8am – 6pm Monday – Saturday, 10am – 4pm on Sundays. They specialise in stocking the latest books and also have an ordering service. With an in-house Coffee Republic, a children's corner and occasional special events the shop brings a new style of book buying to Runnymede.

for more info log on to: www.thechertseybookshop.co.uk



Chambers of Commerce

ADDLESTONE AND DISTRICT CHAMBER OF COMMERCE

For details of Chamber activities contact
Cllr Peggy Broadhead
Tel: 01932 844465

e-mail: cllr.patricia.broadhead@runnymede.gov.uk
Address: c/o 2 Coombe Drive, Addlestone, KT15 1DB
www.addlestonechamber.co.uk

EGHAM CHAMBER OF COMMERCE

For details of Chamber activities please contact the
Chairman, Mark Adams, on
Tel: 01784 460108,

Address: c/o Strode's College, Egham TW20 9DR.
e-mail admin@eghamchamber.org.uk
www.eghamchamber.org.uk

CHERTSEY CHAMBER OF COMMERCE

The Chamber meets on the second Monday of the month
at 6.00pm at: The Crown Hotel, London Street, Chertsey.
Chairman, Douglas Showell,

Address: 58 Guildford Street, Chertsey, Surrey, KT16 9BE,
Tel: 01784 - 460108
e-mail admin@chertseychamber.com
www.chertseychamber.com

Breakfast Forum



Autumn Breakfast at

Lake View, Thorpe Park *Learning by Experience*

**Date: Tuesday 2nd October 2007
Time: 7.45am**

**To reserve your free place at this event
please contact Joanna Swatridge**

**Tel: 01932 425272
Fax: 01932 425271
joanna.swatridge@runnymede.gov.uk**

Learning by Experience

The new 14-19 Diplomas - and your vital role!

Help shape the future workforce!

These new qualifications have been shaped by employers, so future businesses stand to benefit through better qualified and motivated recruits and fewer skills shortages.

You too can contribute, as the closer education and business can work together on this, the better the outcomes will be!

The Runnymede 14 -19 Network is developing partnerships with local business, you can contribute through mentoring, work experience/shadowing, visits to schools and colleges, business simulation exercises etc.

Let's make this happen!

To get involved or find out more please
contact the Runnymede 14-19 Co-ordinator,
Norman de Laune (normandel@tiscali.co.uk)

