

Company Profile

<i>Company name, address</i>	Education Business Connections Limited, Unit 75T, North East BIC, Sunderland Enterprise Park (East), Sunderland, Sr5 2TH
<i>Contact Person (name, e-mail, tel.)</i>	Barbara McClennan Chief Executive 0191 516 6411 07812 974 955 whiteh@btinternet.com
<i>City/Country</i>	Sunderland England
<i>Activity</i>	Education business partnership Registered Charity
<i>Description of core business</i>	<i>An education business partnership delivering around 40 programmes which embed employability skills, enterprise education and work related learning.</i>
<i>Year of foundation</i>	2002
<i>No employees 2006</i>	13
<i>Annual turnover 2006 (in EUR)</i>	Circa £600,000 907,740 euros
<i>Website</i>	www.ebcLtd.org.uk

Good practice description

<i>Issue(s)</i>	EBC was originally created in 1998 to engage businesses in a range of practical programmes designed to improve young people's understanding of the world of work. It is now a registered charity delivering over 40 programmes, all supported by businesses operating CSR approach to engaging with the region's future workforce. Around 300 companies from the public, private and voluntary sectors support our work, providing over £100,000 worth of in kind support for our work with young people each year.
<i>Description</i>	Working with both businesses to create linkages with schools, and schools to support their desire for business involvement with their pupils and in their communities.



<p><i>Why did we take action and business benefit</i></p>	<p>CSR is at the core of our existence - without business support for our work we would be unable to provide young people with real experience of the world of work and real opportunities to meet people from various industrial sectors, thereby gaining an insight into the world of work.</p>
<p><i>Benefit for society/stakeholders</i></p>	<p>Businesses benefit by securing personal and professional development opportunities for staff, the chance to influence the training and development of future employees, motivation of staff, a higher profile in the local community, the opportunity to meet future employees and major public relations opportunities.</p> <p>Schools benefit through a brokered access to a pool of businesses that are supportive of schools.</p> <p>Teachers benefit through first hand insight into expectations of employers, development of project management and leadership skills, various opportunities for professional development and support in delivering the national curriculum.</p>
<p><i>Awards, standards</i></p>	<p>TWEBLO Quality provider award.</p>
<p><i>Communication with public</i></p>	<p>Promote business involvement through Press Releases and increasingly our website, plus special publications either created in house or by young people involved in working with businesses.</p>
<p><i>Plans for the future</i></p>	<p>Recruit more businesses committed to CSR to support our work, including increased drive for private sector sponsorship.</p> <p>Continue to develop and deliver new programmes which meet the need of local schools and businesses supporting our work.</p>

Auxiliary table: ISSUES, COVERED BY CASES OF GOOD PRACTICE

<p><i>Marketplace issues</i></p>	<p><i>Responsible supply chain management</i> Based at the BIC we have the advantage of purchasing several supplies from the management provider or from other BIC based organisations - this limits the supplies and provisions we source from distance.</p> <p><i>Quality</i> Each programme developed has its own set of quality procedures which sets out all stages of planning, development, delivery and evaluation. These QPs are reviewed on an annual basis.</p> <p><i>Innovation</i> A particular strength is the level of innovation and creativity used to design and deliver new programmes which meet the needs of schools and business supporters. Since 2002 EBC has expanded its portfolio of programmes from six to over 40 to meet changing needs. All staff contributes to the development of new programmes.</p> <p><i>Consumer satisfaction</i> All activities delivered by EBC are subject to a 360 degree evaluation which analyses responses from participants (pupils, their teachers and business supporters).</p>
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Workplace issues

Workplace diversity

EBC's recruitment policy is based upon best practice in terms of all stages of the recruitment and selection process. It was revised and updated in December 2006 to reflect the new age discrimination laws.

Equal opportunities

EBC has an extensive equalities and diversity policy which was updated in December 2006 to reflect recent legislative changes. EBC delivers special programmes aimed at addressing both community cohesion issues and also targeted at the special needs of pupils with special needs - physical, psychological, emotional and learning.

In the past our staff have included three Muslims, a Sikh and a Hindu along with two refugee/asylum seekers. All were specifically recruited for the additional skills and knowledge they could share with the rest of the staff team as well as for specific programme delivery abilities.

EBC's delivery is committed to equal opportunities and in the provision of 'something to meet everyone's needs and abilities'.

Work/life balance

EBC has a flexible working hours policy which incorporates both best practice and all legislative requirements. Special arrangements are made for staff with caring responsibilities - both children and pets (when required).

Health and safety

EBC has a comprehensive H & S policy and the organisation is subject to annual review by TWEBLO. The organisation recently scored 1 - the highest - following its annual review.

Job satisfaction

EBC operates an annual appraisal system which was developed and designed by its staff. Monthly team meetings and special team focusses provide staff with additional opportunities to discuss issues, share ideas, etc. Staff are encouraged to take up public duties and time off is provided for such approved duties.

Job creation/job prevention

Jobs are created when the organisation needs more staff and income is secured to support new posts. EBC operates on a multi-skilled workforce approach to provide employment stability for its current staff (particularly challenging for the Community Voluntary Sector) and to maximise funding opportunities, policy shifts, etc, from government and related funding bodies.

Participatory organization model

Whilst EBC has a formal organisational structure, cross team working and allocation of special responsibilities which draw on particular team members' expertise, open flat and inclusive

Community issues

Social integration

EBC seeks to deliver activities for all ages and abilities. It has even designed specific programmes to tackle some of society's most challenging issues. In particular the Who am I? Project - delivered in the city's east end (with the highest BME population) sought to tackle racism and extremism. It was widely applauded by the ODPM and Home Office and is considered unique in the UK.

Whenever possible EBC seeks to offer activities which integrate special needs pupils with mainstream pupils but we also have a bespoke programme - Celebrating our Specialness - customised to offer work related learning and education enterprise activities to pupils from special schools in the city.

Programmes are on offer for pupils ranging from the most disaffected to the most gifted and challenging.

Healthcare

We have no healthcare benefits - other than generous sickness payment arrangements.

Education

This is at the core of our business raison d'etre. In addition all staff have their own training and development programmes and all staff have a minimum NVQ3 qualification with seven having NVQ5.

Quality of life

A combination of flexible hours, progressive approach to lifelong learning, full staff involvement throughout the organisation and an open door management style provide staff with incalculable benefits - which are reflected in staff stability and a positive working environment.

Economic regeneration and development/employment

EBC supports many aspects of the RES in particular developing the skills of the future workforce. Specific programmes also target certain growth sectors of the regional economy i.e. tourism, construction and media.

Cases on security

None appropriate.

Cases on civil society development

The Who am I? Project is regarded as an example of best practice in addressing the issues of prejudice, racial tension and supporting community cohesion. Special programmes delivered address a range of moral and ethical issues which young people will face in adulthood. Specific programmes targeted at disaffected young people are designed to encourage them into become 'upstanding members of society' rather than moving onto a life of crime and unemployment.

Cases on children

There are too numerous to mention

<p><i>Environmental issues</i></p>	<p>EBC has an environmental policy which sets out how we will seek to make a contribution (albeit small) to protecting the environment and the world's resources. It includes topics such as paper and equipment recycling. Car sharing is also encouraged.</p> <p>EBC has two specific programmes - The Big Green One and Green Themes - which seek to bring together schools and businesses in the green/environmental sector so that young people can gain a greater insight into the number and diversity of businesses in the sector, the range of careers on offer and also gain an insight into some of the key environmental dilemmas tackled by businesses.</p> <p><i>Cleaner production</i> Not relevant.</p> <p><i>Environmentally sound product or service</i> Not relevant.</p> <p><i>Environmental technology</i> Not relevant.</p> <p><i>Environmental investments</i> None.</p>
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