

# NEWSLETTER

## Your flexible friends

*providing improved access to WRL activity*



Many traditional half or full day WRL/Enterprise activities involving large numbers of students need a substantial degree of teacher cover and some goodwill from colleagues, to work well and in many schools this is the preferred option.

Some colleagues however, have mentioned the problems that can occur, especially with relation to sorting out staff cover, when we supply our large scale activities for their students on 'collapsed' or special 'off-timetable' days.

The Phoenix Team have taken on board those views and are pleased to announce that,

from September 2010, our programmes are now also available as bespoke schemes of work so that they can be run within your normal school timetable.

Each Scheme of Work will be facilitated, throughout, by one of our Company Directors; this new flexibility in delivery means that Phoenix WRL activities can now be delivered, at your complete convenience, and for a comparable charge to a whole day activity, throughout the academic year.

This approach will also allow your school coordinator to budget for their WRL without the need to find funding, either real or implied, for extra staff cover.

If this improved flexibility is something your school would be interested in, please call us to discuss on 01268 249799.

### LAKESIDE HAMMERS - MARKETING WORKSHOP

In conjunction with The Lakeside Hammers Speedway Club we can offer schools a 1 hour interactive presentation.

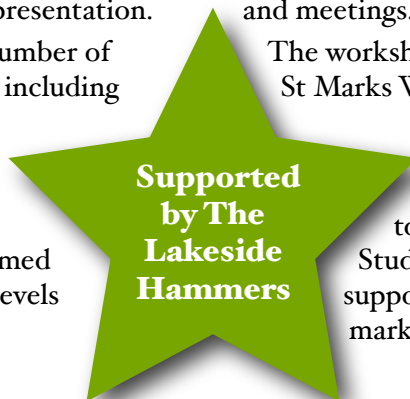
Linked to a number of curriculum areas, including Business Studies, Marketing and Finance and ICT, the presentation is aimed at GCSE and A Levels students.

It shows how

The Lakeside Hammers use various marketing methods to promote their teams, venue and meetings.

The workshop was piloted at St Marks West Essex Catholic School in Harlow when it was delivered to A Level Business Studies students in support of the marketing module.

Cont...



### Our 1st anniversary

September is not only the beginning of a new academic year but also The Phoenix Partnership's first anniversary.

We believe that the close relationships we build with each school give us an advantage enabling us to continuously develop and evolve flexible WRL and Enterprise programmes that fit specific requirements and have an on going positive impact on a schools curriculum.

All the comments and suggestions we received have been instrumental in growing our business. For this and the further interest already evident from advance bookings the directors would like to thank everyone who has supported us through the first year and reiterate our commitment to make your needs our priority.

In this issue of our newsletter we look at how we can assist you by being as flexible as possible in the way we deliver our programmes, we have an exciting offer, an interactive marketing workshop and details of which activities will support the Diplomas being delivered in your school.

We look forward to working with you in the coming year.

Maria Ramsey





### ACTIVITIES LINKED TO DIPLOMAS

With the new Diplomas coming on line The Phoenix Partnership has been looking at how its programmes could be used to introduce students to the terminology used in particular sectors of business.

With this in mind we have linked programmes with specific Diploma lines as follows:

**Business Administration and Finance** - Level 1 - The Big Idea - incorporates financial forecasting and writing a business plan.

Level 2 - Leverage Game - played by real businesses for the excellent advice but also incorporates how to calculate your profit.

Level 3 - Profitability - looks at balance sheets and bidding for contracts.

### LAKESIDE HAMMERS CONT...

Derek Bonich, Head of Vocational Studies commented 'The workshop presentation was lively and informative. It provides an excellent case study for the students and could easily be adapted and delivered to those working for both GCSE and vocational qualifications.

I can also see other areas of the curriculum where this event would provide useful support and information. A great event that we're looking to book again.'

**Creative and Media** - The Promotions Company - looks at creating web pages, designing marketing material and a story board for a music DVD. As an additional activity students can visit a local film studio and film their DVD (extra cost).

**Environmental and Land Based Studies** - The Water Game (from Anglian Water) - students are tasked with finding the most environmentally friendly and cost effective way of supplying water to a local community.

**Hospitality** - Industry Fashion Show - how many different sectors are there and can you design their uniforms?

**Information Technology** - our programmes use IT for designing marketing material, using spread sheets for financial forecasting and writing presentations.

If you'd like more information on any of our programmes please call us on 01268 249799 or email us at [contactus@tppe.org](mailto:contactus@tppe.org) to arrange a meeting.



If you would like to book this workshop for your students please contact Mark Sexton on 07951 698363 or email [mark@tppe.org](mailto:mark@tppe.org)

## The Phoenix Team

### ANNE PAGE



Originally an Engineer, Anne lives in Harlow and covers the west of the county and into Hertfordshire.

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### MARK SEXTON



Now living in Braintree Mark was a trader in New York, has an interest

in the Lakeside Hammers Speedway and covers north and central Essex.

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### MARIA RAMSEY



Maria worked in the marketing team for one of the major

credit card issuing banks. Living in Wickford, she now works with schools in south and central Essex.

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The Phoenix Team can be contacted on 01268 249799 or on the mobile numbers or emails quoted above.

The Phoenix Partnership (East) Ltd is a member of

