

Term	Month	Activity Type	Activity	Sector Specific	Year Group	Commitment	Opportunity
Autumn	Various	Talk	Curriculum related talks - English	Creative	All	20mins – 1 hour	Media, journalism, advertising etc.
Autumn	October	Assembly	Assembly speakers x 3	All	Various	20 mins	To speak about their careers
Autumn	November	Interview Practice	Year 13 Practice Interviewers	All	13	tbc	Practice interviews for students applying to Higher Education and Apprenticeships
Autumn	September	Talk	The dynamic nature of business	All	10	About 20 minutes but flexible	Changes in technology. Changes in what consumers want. Products and services becoming obsolete. How new business ideas come about: Original ideas. Adapting existing products/services/ideas
Autumn	September	Talk	Risk and reward	All	10	About 20 minutes but flexible	The impact of risk and reward on business activity: Risk: business failure, financial loss, lack of security. Reward: business success, profit, independence.
Autumn	October	Talk	The role of business enterprise	All	10	About 20 minutes but flexible	The role of business enterprise and the purpose of business activity: To produce goods or services. To meet customer needs. To add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: An entrepreneur: organises resources, makes business decisions, takes risks.
Autumn	October	Talk	Customer needs	All	10	About 20 minutes but flexible	Spotting a business opportunity Identifying and understanding customer needs: What customer needs are: price, quality, choice, convenience. The importance of identifying and understanding customers: generating sales, business survival.
Autumn	October	Talk	Market research	All	10	About 20 minutes but flexible	The purpose of market research: To identify and understand customer needs. To identify gaps in the market. To reduce risk. To inform business decisions.
Autumn	October	Talk	Market segmentation	All	10	About 20 minutes but flexible	Types of market research: Methods of primary research: survey, questionnaire, focus group, observation. Methods of secondary research: Internet, market reports, government reports. The use of qualitative and quantitative market research data. The role of social media in collecting market research data. The importance of the reliability of market research data.

Autumn	October	Talk	The competitive environment	All	10	About 20 minutes but flexible	How businesses use market segmentation to target customers: Identifying market segments: location, demographics, lifestyle, income, age. Market mapping to identify a gap in the market and the competition
Autumn	October	Talk	Business aims and objectives	All	10	About 20 minutes but flexible	Understanding the competitive environment: Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service. The impact of competition on business decision making.
Autumn	November	Talk	Business revenues, costs and profits	All	10	About 20 minutes but flexible	Putting a business idea into practice What business aims and business objectives are. Business aims and objectives when starting up: Financial aims and objectives: survival, profit, sales, market share, financial security. Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. Why business aims and objectives differ between businesses.
Autumn	November	Talk	Business revenues, costs and profits	All	10	About 20 minutes but flexible	The concept and calculation of: Revenue. Fixed and variable costs. Total costs. Profit and loss. Interest. Interpretation of break-even diagrams: The impact of changes in revenue and costs. Break-even level of output. Margin of safety. Profit and loss
Autumn	December	Talk	Cash and cash-flow	All	10	About 20 minutes but flexible	The importance of cash to a business: To pay suppliers, overheads and employees. To prevent business failure (insolvency). The difference between cash and profit. Calculation and interpretation of cash-flow forecasts: Cash inflows. Cash outflows. Net cash-flow. Opening and closing balances.
Autumn	December	Talk	Sources of business finance	All	10	About 20 minutes but flexible	Sources of finance for a start-up or established small business: Short-term sources: overdraft and trade credit. Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.

Autumn	January	Talk	The options for start-up and small businesses	All	10	About 20 minutes but flexible	Making the business effective. The concept of limited liability: Limited and unlimited liability. The implications for the business owner(s) of limited and unlimited liability. The types of business ownership for start-ups: Sole trader, partnership, private limited company. The advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation: The advantages and disadvantages of franchising.
Autumn	January	Talk	Business location	All	10	About 20 minutes but flexible	Factors influencing business location: Proximity to: market, labour, materials and competitors. Nature of the business activity. The impact of the internet on location decisions: e-commerce and/or fixed premises.
Autumn	January	Talk	The marketing mix	All	10	About 20 minutes but flexible	What the marketing mix is and the importance of each element: Price, product, promotion, place. How the elements of the marketing mix work together: Balancing the marketing mix based on the competitive environment. The impact of changing consumer needs on the marketing mix. The impact of technology on the marketing mix: e-commerce, digital communication.
Autumn	Termly	Governance	School Governor	All	N/A	Four meetings per year – 4:00-6:30pm. (Typically)	Any individuals willing to take on the role of Governor.
Autumn	Throughout the year	Talk	Visiting speaker programme	All	Y12-13	30 minute talk plus time for Q&A	We would like employers or employees to come and speak to our students about their own career pathway and career opportunities in their sector. Talks may be delivered in class time or in lunchtime or during enrichment.
Autumn	Throughout the year	Talk	Linking subjects to careers	All	Y12-13	30 minute talk plus time for Q&A	We would like employers or employees to come and speak to our students about various career opportunities that link to curriculum learning to highlight the relevance of each of our subjects to a wide range of future career paths. Talks may be delivered in class time or in lunchtime or during enrichment.
Autumn	Various	Talk	Career Snippets	All	All	15 Minute presentation + prep time	Deliver a short presentation to a number of Year groups about your industry, the different roles within your business and the best ways to start off.

Autumn	Various	Talk	Industry Workshop	All	7-13	3 hours	Any resource offered would be welcome. Previously we have had individuals coming in to talk about their business, they have then set a real work challenge to our students before delivering a Q&A to our students. Would love to explore with any businesses who could support us in this respect.
Autumn	tbc	Workshops	Creative Industry Day	Creative	10	3 hours	Employers or employees working in creative industries - Photography, Design, Marketing, Journalism, Web design, Media, Chefs, Architecture etc. Two hour long workshops working alongside class teachers working on briefs set by visitors. Small groups of Year 10 (14-15 year old) students.
Autumn	October	Workshops	Year 9 Personal finance	Financial	9	1 day	Employers or employees working in the financial sector. Working alongside Maths team in helping students better understand money and finance.
Autumn	October	Talk	Health & Wellbeing Week	Health, Social Care, Fitness	7-13	3 hours	Any resource offered would be welcome. Come and talk to our students at break and lunchtimes or through an assembly. For individuals working within the health and social care industry.
Autumn	October	CV Support	CV feedback and support	All	12	1-2 hours	Any businesses that are willing to give feedback on CV's put together by our Year 12 students. This can be done remotely via email or virtually.
Autumn	Various	Guest speakers	Job sector assemblies for students	Various	Y7 - Y11	30 min	Employers willing to talk about their profession and give and insight into how they got to where they are (skills/qualities etc.)
Autumn	School Holidays	Work Experience	(Virtua Work Experience	All	Y10	As available by supporting company	Any company able to offer some VWEX to Year 10 pupils during the school holidays
Autumn	tbc	Talk	Conferences (e.g. Creative Industries Conference, Women in Business Conference, STEM Conference etc.)	All	10-13	1 hour	We run various day-long conferences, mainly aimed at Years 10-13, which focus on different themes or sectors. We always appreciate offers to speak at these events.
Autumn	November	Interview Practice	Year 11 Mock Interviews	All	11	3-6 hours	Any individuals willing to undertake practice interviews with Year 11 students helping them prepare for their Post-16 applications and prepare for job interviews.

Autumn	N/A	Talk	Employer interviews - online	All	All	½ hour	We are in the process of building up a bank of employer interviews, which can be shared with students during their PSHE sessions. They are in the form of interviews with a member of the school's careers staff which are recorded in MS Teams and securely uploaded onto the school's system so that teachers can use them in lessons. We are always looking for local employers from across a range of sectors to be interviewed.
Autumn	September	Judging/Workshop	The Great Big Picture – Photography Competition	Creative	7-11	3 hours	Be a judge, offer a masterclass or workshop. For individuals working with the photography industry.
Autumn	October	Talk	Health & Wellbeing Week	Health, Social Care, Fitness	7-11	3 hours	Any resource offered would be welcome. Come and talk to our students at break and lunchtimes or through an assembly. For individuals working within the health and social care industry.
Autumn	October	Judging/Workshop	The Great Big Bake Off – Catering Challenge	Hospitality & Catering	7-10	3 hours	Any resource offered would be welcome. Come and do a demonstration, work with our students, share what you do, set a challenge, offer any assistance. For individuals working within the catering industry.
Autumn	October	Interview Practice	Year 11 Mock Interviews	All	11	1 day per annum	Any individuals willing to undertake practice interviews with Year 11 students helping them prepare for their Post 16 applications and prepare for job interviews.
Autumn	December	Judging/Workshop	The Great Big Draw – Art Challenge	Creative	7-11	3 hours	Any resource offered would be welcome. Come and do a demonstration, work with our students, share what you do, set the challenge, offer any assistance. For individuals working within the art, printing or graphic industries industry.
Autumn	Throughout the year	Talk	Job sector assemblies for KS4 students	All	7-10	30 minutes – 1 hour	Individuals willing to address whole year groups to talk about their work, career progression and skills needed to do their job. Ideally we will look for representatives from each of the 19 job sectors as identified on the Career pilot website.
Autumn	September	Judging/Workshop	The Very Big Picture – Photography Competition	Creative	7-11	3 hours	Be a judge, offer a masterclass or workshop. For individuals working with the photography industry.

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