

Case study

Norfolk County Council: Greater Anglia Train Station and The Parkside School

Norfolk County Council Work Experience (WEX Norfolk) Team have been working on an exciting project with four local schools within the Norwich Opportunity Area for students with a range of special educational needs and disabilities (SEND). Our aim is to help their students engage in meaningful encounters with employers and workplaces, to give them the experience and support they need to move successfully from school and college into adult life and the world of work.

We are arranging bespoke industry-based visits, tailored to the students' interests. Our hope is that these experiences will enhance each student's understanding of the skills and qualities required in the wider world of work and how this relates to them, as well as providing them with a better understanding of how their school curriculum links in, to give them a clearer picture of the education and training routes they will need to follow to achieve their goals.

Visits have been taking place across a wide range of different sectors including engineering, retail, catering and hospitality, information and communications technology (ICT), facilities management, travel and transport, health and social care and conservation and environmental work.

Visits can be from 1 hour to half a day duration and group sizes vary from 2 up to 12 students, depending on the student interests. The programme is aimed at pupils from year 7 upwards and school staff accompany and support their young people on each visit.

The long-term aims of the project include creating and developing strong links between specialist schools, their staff and pupils and local employers.

We also hope that this will help host employers who would like to work towards the New Anglia Youth Pledge and the Disability Confident Accreditation scheme, and we are offering guidance with this.



Our aim was to find students a variety of visits across a wide a range of industry sectors as possible, but all with a customer service link.

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Greater Anglia train station welcomed enthusiastic young people from Parkside School for a lunch time Employer Encounters visit in February 2020. The tour was guided throughout by Kelly Froud, Assistant Area Customer Service Manager and her colleague, who made everyone very welcome.

The students spent a busy hour having a full tour of the station, visiting the main concourse and ticket offices which are public facing, and also going behind the scenes to meet members of staff from each team to learn about all of the different job roles and the skills and hard work that go into the smooth running of a busy train station.

During the tour, students saw many different roles and learned about the work of the Gateline Operator, Ticket Office Clerk, Platform Dispatcher, Conductor, On-Board Catering Host, Train Presentation, Driver, Contact Centre and Administrative roles. At the end of the tour students met and chatted with officers from the British Transport Police, and Kelly and her colleague rounded off with a summary of the experience and questions and answers.

Kelly gave great feedback and said it was great to see the Parkside students and she was very pleased that everyone enjoyed themselves. She added: "It was a pleasure to get involved and see the roles from a fresh pair of eyes."



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The Careers & Enterprise Company

2-7 Clerkenwell Green
Clerkenwell

London EC1R 0DE

careersandenterprise.co.uk

greateranglia



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