



## Using the Digital Media of today to encourage learning

Working with teachers and educators, Blow By Blow can create programmes that lift aspirations and encourage learning.

We have worked with Local Education Authorities, Education-Business and Career organisations, Schools, Colleges and Universities, to develop and deliver specific learning to specific target audiences.

Output includes:

- Programmes to explain new educational and training initiatives to parents, teachers, heads and governors in order that the initiatives – or some elements of them - may be understood and replicated.
- Subject-specific programming for the classroom, developed with teachers as part of a multi-media teaching pack, with materials that enable the teaching of all ability levels. This programming is designed to meet the requirements of the National Curriculum. A web site may be created to support the pack

### **Education programmes created — lead partner, Blow By Blow**

#### *Made in Gainsborough, Made in Grantham*

Programmes to tell secondary school pupils and local College students about key manufacturing activities locally. Devised to meet the needs of the National Curriculum and used in Business Studies, Craft Design and Technology, Personal Health and Social Studies, and elsewhere in the timetable. Funded by Education-Business Partnerships and the companies involved

#### *Learning and Skills Council / Lincolnshire and Rutland*

Video to help introduce three-year strategy for bringing more adults and young people into learning and meeting the demands of the business and employment market.

#### *Learning and Skills Council / Leicestershire Careers and Guidance –*

Jointly funded video for the Leicestershire version of the annual Kangaroo CD-ROM encyclopaedia of jobs and careers for schools and colleges. Video introduces areas of the local economy where students might find work.

#### *The Rural Academy / The Coastal Academy*

Videos to introduce the Rural and Coastal Academies — Lincolnshire County Council's exciting educational innovations.

#### *Lincoln College*

DVD video for a staff conference about the newly re-furbished College

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## **Education programmes created — lead partner, Fern Creative**

### *Making It In Barnsley*

Education resource pack, including flagship DVD video, to tell Barnsley's secondary pupils about key sectors of the local economy. A similar pack was created for Doncaster schools building on previous programmes for local schools in Gainsborough, and Grantham.

The Barnsley and Doncaster projects were designed to be more motivational and introduced careers of all kinds, not just local manufacturing.

### *The Journey Towards Excellence*

Programme describing the way forward for Sheffield's Primary schools.....a video on CD, with a filmed intro from the Director of Education... was created for the local education authority after a delightful week of filming in schools.

### *Getting the Buzz*

A ground-breaking pack – comprising a video, CD and teacher support materials – introduced the topics of entrepreneurship and self-employment to schools in Doncaster. Pupils interrogate the CD to meet local entrepreneurs who formerly attended their school or nearby schools – and find out what's needed to success in business.

The pack is used in Business Studies and Personal, Health and Social Studies. Funded by Business & Education South Yorkshire.

### *14 to 19 Initiatives (funded by various local sources)*

Video called "Working Together in South Yorkshire" showed how local schools were already responding to a Government Green Paper on this sector.