

EXECUTIVE MEMBER REPORT TO COUNCIL **September 2018**

MIDDLESBROUGH ACHIEVEMENT PARTNERSHIP UPDATE

EMPLOYERS URGED TO SUPPORT DIGITAL CONNECTION TO STUDENTS

A REVOLUTION in how education and industry connect to give young people the best access to the career they aspire to is underway in Middlesbrough.

Middlesbrough Achievement Partnership (MAP), a partnership of Middlesbrough Council, schools and other groups, have teamed up with online platform globalbridge to become the first local authority area in the country to adopt such a platform to digitally connect a pathway between education and industry.

globalbridge allows young people to showcase their talents and achievements to educational institutions and industry, while allowing them to search for schools, universities and businesses that offer the opportunities they are seeking.

It also provides universities and businesses with a searchable, fully customisable database to identify individuals who satisfy specific career aspirations, skills, interests and goals.

To encourage businesses in Middlesbrough to sign up, MAP has declared it will fund the joining fee for the first 100 employers to get involved.

Recently globalbridge and MAP held an event at Macmillan Academy at which Middlesbrough Mayor Dave Budd voiced his support for the programme and where students told of their confidence in using globalbridge to highlight their skills and achievements to employers.

Ben Mason, Founder of globalbridge, said: "globalbridge are delighted to be working with Middlesbrough Achievement Partnership to digitally connect pathways between education and industry across Middlesbrough. It is fantastic to have so many schools involved and to be able to support student pathways through education and into the workplace.

"Young people need a contemporary platform appropriate for the world they live. globalbridge allows them to use all forms of multimedia to support and showcase their talents, whatever they might be.

"globalbridge aims to level the playing field for young people. Regardless of what start a young person has had in life, talent should be the key identifier, enabling equal access to future opportunities."

Middlesbrough Mayor Dave Budd said: "It is very satisfying to say that through Middlesbrough Achievement Partnership, Middlesbrough Council is the first local authority in the region to embrace a digital approach to bringing together our talented young people with business and industry.

“The world is changing and it was clear from the message given to us by the students that they are comfortable and confident with the kind of digital platform developed by globalbridge and we’d urge local employers to get involved.”

Speaking about the potential for globalbridge in Middlesbrough, Ben Brownlee, who is working closely with schools and providers in the area, said: “It has been a pleasure to work with the schools and students in Middlesbrough. The talent in this area is phenomenal, and with globalbridge young people now have the means to both record this and also to connect with the many opportunities available. Globalbridge will certainly help retain the talent in Middlesbrough but it will also help recruit skilled individuals to the region in the longer term.”

Any businesses interested can get further information by contacting map@middlesbrough.gov.uk.



ACHIEVEMENT UPDATE

Middlesbrough Promise

Following the launch of the Middlesbrough Promise, held in the Crypt at the Town Hall in June, forward planning is underway to build on the momentum of the event and secure the commitment of key stakeholders. The event included a presentation from Steve Munby, former CEO of the National College of School Leadership and now a consultant on education reform. The National Literacy Trust also shared details of the work of their Literacy Hub on the ‘Middlesbrough Reads’ initiative which will be built on through the Middlesbrough Promise strategy.

At the launch event, children from three schools, Beech Grove Primary School, Acklam Grange School and Unity City Academy presented, acted and performed poetry. Alongside attendees at the event, they created their own powerful reading pledge:

Without: *suspense, intrigue, fun, ambition, charisma, inspiration, adventure, dreams, fantasy, words, escape, aspiration, morals . . .*

OUR TOWN would be black and white, dull, desolate, hollow, isolated, devastated, an empty shelf, melancholy, a soundless void, emotionless, hopeless, a no man’s land, with a lost generation.

We promise to keep loving reading.



The aim of improving the life chances of children and young people is at the heart of the Middlesbrough Promise and their views will continue to be used to inform the overall strategy and action plan. A steering group of key stakeholders, including some of our children, young people and parents, will come together to formulate the action plan in September, alongside the creation of a marketing campaign to promote the importance of reading and raise the profile of the strategy.

In the meantime, each and every one of us has a responsibility to promote the enjoyment of reading through the Middlesbrough Promise, therefore council employees are being asked to consider their own personal 'Middlesbrough Promise' and to share their current read as part of their e-mail footer as follows:

I support the Middlesbrough Promise and I am currently reading: 'Jane Eyre' by Charlotte Bronte



**Councillor Janice Brunton Dobson
Executive Member for Education & Skills**