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## **Press Release**

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### **Calderdale & Kirklees Careers 'making it real' for 10 year olds**

Careers work with primary school children has not until now figured highly in government agenda. However, Calderdale & Kirklees Careers pioneering work has promoted careers and career development to children since 1998.

Calderdale & Kirklees Careers has built up a strong record of introducing children to the world of work and the importance of education. Indeed, one year 6 pupil noted "The more you learn the more successful you are, education is one of the importantist things".

To raise aspirations the service works with the children in many different ways; career conventions, work shadowing and visits to local businesses have introduced the children to a wide variety of different jobs. In particular, the 'Chocolate Engineering' project which involved children in developing a new mould for a chocolate bar was very popular and taught children about less conventional jobs! Within school, activities have encouraged children to think beyond traditional 'boys' and 'girls' jobs. "...both men and women can be engineers".

Between 2006 and 2009 we ran 'Make it Real' a major project financed by Childrens' Fund. Over 1250 children and their parents from 15 local schools took part in these week long programmes. The children took on the role of an adult, applying for a job, going for an interview, running their own small company and learning how to budget. "I loved how you could buy your house and your car. It really helps you so when you are a grown up you know how to use money wisely"

A particularly exciting part of 'Make it Real' involved both parents and children visiting the University of Huddersfield which proved an inspirational experience for everyone. The first reaction of a mother of a 10 year old girl to the University visit was that it was too early for children to be bothered about university. However, "I now recognise the value of it at this stage". In fact, 80% of parents said that they had learned something about university. 65% of the children also said that their ideas about going to university had changed. A Bywell Junior School pupil said "I didn't really want to go to uni, now I so want to that I can't wait".

Jill Ellis, who leads work with primary schools for Calderdale & Kirklees Careers, explains, "schools really value this work because introducing the 'world of work' to primary school children widens their horizons, raises aspirations, motivates and improves their achievement as children begin to relate their learning to their futures." Jill can be contacted for further information on 01484 226700.

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Pdf file attached

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**Media Contact**

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**Editorial Notes**

*Calderdale & Kirklees Careers Ltd*

Calderdale & Kirklees Careers is a not-for-profit company limited by guarantee. Any surpluses are used to develop the services provided to our clients. As providers of Connexions services, Personal Advisers offer young people information, advice and guidance relating to a number of issues including careers, education and training. Working with partnership organisations within Centres we are also able to offer specialist support in other areas such as health, housing and money. Adults are also encouraged to visit Centres, with specialist Careers 4 Adults advisers available to offer information, advice and guidance on careers, education and training.

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