



EVALUATION REPORT

**Produced by
Prospects Events**

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1 INTRODUCTION

1.1 PURPOSE OF DOCUMENT

The purpose of the document is to evaluate Skills Yorkshire and the Humber 2008 and move forward for 2009.

1.2 BACKGROUND

Skills Yorkshire and the Humber was launched this year and is a two day regional interactive careers event held at the Sheffield Arena, Sheffield. The event was sponsored by the Learning and Skills Council, supported by Connexions and was organised by Prospects Events.

The event was aimed at 14-19 year olds and was marketed to all secondary schools, colleges and young people organisations in the Yorkshire and the Humber.

An evening opening was held on the first open day. Parents, carers and families of young people were the main target groups as they are the biggest influencers of young people in their career choices.

2 MARKETING AND PR

The following list details the main activities within a comprehensive marketing and PR campaign:-

- Schools information and newsletters posted directly to all secondary schools in Yorkshire and the Humber (head teacher, careers teacher and work-related learning co-ordinators) followed by a telemarketing campaign
- A travel bursary was available to all groups. The amount of bursary was dependent on the region the group was travelling from. Booking could be by telephone, post or online
- Steering group including LSC, Connexions, Prospects Events, training provider network
- Communication with all colleges in the region (student support/careers offices) to promote the event to their students
- Newspaper and press coverage to promote the evening opening in key local publications including radio interview
- Dedicated website with event information and exhibitor links
- A banner advert on a range of websites
- An email marketing campaign including Connexions, Association of Colleges, Sheffield Arena, NHS, Local Government
- Posters and tickets mailed to schools, colleges and public places. Distribution through key partners including Connexions
- Targeted mailing to 20,000 households of parents of Year 10 and Year 11 students through Connexions to promote the evening opening in Barnsley, Rotherham and Doncaster and 6,000 targeted mailing of parents of Year 11 students through Sheffield Futures
- Tickets sent home to parents by visiting schools to promote the evening opening
- A show guide listing all the exhibitors free to all visitors on entry



3 VISITORS

3.1 GROUPS

Eighty one education establishments attended the event during the two days resulting in 6,905 students and teachers excluding individual day visitors and the evening opening visitors.

With the focus of the skills events to target older students there was a good split of year groups from Year 11 to Year 13. This was broken down into Year 9 (5%), Year 10 (27%), Year 11 (45%), Year 12 (14%) and Year 13 (4%).

The regional split of the education establishments across the Yorkshire and the Humber was 61% from South Yorkshire, 15% from West Yorkshire, 18% from Humberside and 5% from North Yorkshire. This shows a good cross section of visitors from across the Yorkshire and the Humber.

3.2 EVENING OPENING

The evening opening welcomed 804 people, arrivals were steady during the two hour opening, exhibitors were very pleased with the quality of visitors and contacts during this time and 81.4% of the exhibitors rated the evening opening as good or very good.

3.3 INDIVIDUAL VISITORS

As well as the 6905 students and teachers from the booked groups and the 804 in the evening opening there were also 175 individual visitors in the two open days that were not part of a group.

3.4 GROUP EVALUATION

The groups completed evaluation forms on their experience at the event

- 96% would bring students to this event in the future
- 90% felt the event was valuable to students of all levels and abilities
- 86% agreed or strongly agreed that the event motivated young people into thinking about their future, and in the survey no one disagreed with this statement.

3.5 GROUP LEADER QUOTES

"Very valuable visit – a good chance to talk to trainers and employers. Excellent spacious venue and lots of handouts."

Denise Powell - Handsworth Grange Community Sports College

"Our students and staff really enjoyed the event. They really enjoyed the helicopter and jockey experience. I was particularly impressed with the efficient welcome and execution of



passes as door and the knowledge that lost students would be looked after by your staff until our party could be notified was really reassuring. Thank you."

K Finnigan - St Hugh's Communication & Interaction Specialist College

"Very well organised and informative, thanks."

Miss J Hurd – The Foulstone School

"This event will be my preference for next year, I will definitely bring the whole Y11 cohort next year."

Rob Simcock - Firth Park CAC

"Plenty of opportunities for students to talk about careers."

J Chamberlain - St Bedes

4 EXHIBITORS

4.1 EXHIBITORS

Seventy seven different organisations exhibited at Skills Yorkshire and the Humber.

Exhibitors ranged from colleges, universities and career representatives to local, national and regional employers promoting learning, skills, further and higher education, apprenticeships and employment. The full list of exhibiting companies is below;

A4e Skills, Accenture, Apprenticeships, Apprenticeships - Yorkshire and the Humber, Army, Army Careers - Sheffield and South Yorkshire, Barnsley College, BBC, Bradford College, Brinsworth Training, Calderdale Council, Careers at Sea, Careers in Racing, Chesterfield College, Cogent Career Pathways, Connexions Direct, Corus UK Ltd, Cummins Turbo Technologies, Dearne Valley College, Dimensions Training Solutions Ltd, Doncaster College, Doncaster Rotherham District Motor Trades Group Training Association Ltd, GTA Doncaster School and College for the Deaf, Doncasters Bramah, Enterprising Yorkshire, Grimsby Institute of Further and Higher Education, Hargreaves Training Ltd, Henshaws Yorkshire, Higher Futures Lifelong Learning Network, HM Prison Service (Public Sector Prisons), Humber Chemical Focus, In Touch Care Ltd, JHP Training, JTL Training, Kaplan Financial, Lantra, Leeds Thomas Danby, Life Choices, Local Government Yorkshire and Humber, MetSkill, NAMTEC, National Skills Academy Financial Services, Newburgh Engineering, NG Bailey, NHS Yorkshire and the Humber, Nord Anglia Lifetime Development, Oracle Training Consultants Limited, Outokumpu Stainless, Protocol Skills, Rathbone, Rotherham College of Arts & Technology, Royal Air Force, Royal Institution of Chartered Surveyors, Royal Navy and Royal Marines, Sheffield Hallam University, Shell Livewire, Siemens VAI Metals Technologies Ltd, Skills for Care, SMART.mat - materials KTN, SR Media, STL / ESG, Sugar Media, SummitSkills, The College of Animal Welfare, The Humber Authorities - Grow With Us, The Sheffield College, The University of Huddersfield, TheSite.org, Trinity House Merchant Navy Scholarship Scheme, University of Southampton School of Health Sciences, Voyage, Wakefield College, West Yorkshire Lifelong Learning Network: Advanced Engineering and Manufacturing Sector, YH Training Services, Yorkshire Chemical Focus, Zenos IT Academy



4.2 EXHIBITOR EVALUATION

The exhibitors completed evaluation forms on their experience at the event:

- 89% rated the overall event as good or very good
- 92% would exhibit at the event next year

The results show the success of the event for the organisations that took part.

4.3 EXHIBITOR QUOTES

"There has been lots of interest in our stand and we have already recruited 2 apprentices! Awesome!!"

John Hinchcliffe - Brinsworth Training

"Skills Yorkshire and the Humber gave Hargreaves Training Services access to a large number of the students"

James Hart, Business Development Manager - Hargreaves Training Services Ltd

"Good exposure to work based learning."

Helen Weatherston - Protocol Skills

"Lots of motivated students. Keen to find out what the college has to offer."

Stuart Booker - Chesterfield College

5 FEATURES

The main aim of the event was to inspire young people into thinking about their future by giving them a taste of the wide variety of career opportunities available in the region.

To achieve this aim Skills Yorkshire and the Humber hosted the following features:

- 'Ask the Expert' clinics on subjects such as further education and career advice
- A Performance Area that staged fitness, music, dance and drama demonstrations by local colleges and training providers
- A host of interactive activities including a the British Army reaction tester, helicopter, climbing wall, science experiments, fitness challenges, building, carpentry, hair & beauty and animal welfare.

6 FUTURE DEVELOPMENTS FOR 2009

More people and from further afield

Following the success of last year the aim is to attract over 8,500 visitors to the event and attract a high percentage of students from North Yorkshire and the Humber.



7 VISITOR GROUPS IN 2008

Group Name	Area	Students	Teachers	Total
Meadowhead School	North Humberside	30	2	32
North Humberside	North Humberside	18	6	24
South Yorkshire	North Humberside	150	14	164
South Yorkshire	North Humberside	4	3	7
Sydney Smith School	North Humberside	50	4	54
Winifred Holtby School Technology College	North Humberside	300	30	330
Queen Ethelburga's College	North Yorkshire	180	8	188
Ripon College	North Yorkshire	50	4	54
Tadcaster Grammar School	North Yorkshire	70	8	78
York College	North Yorkshire	54	4	58
BARNARDOS LINCS TRAINING	South Humberside	15	3	18
Healing School	South Humberside	160	6	166
Linkage College	South Humberside	24	8	32
North Axholme School	South Humberside	220	11	231
St Bede's Catholic School	South Humberside	130	8	138
St Hugh's School	South Humberside	18	5	23
Study United	South Humberside	15	4	19
Abbeylea Grange School	South Yorkshire	45	10	55
All Saints' Catholic High School	South Yorkshire	200	6	206
Balby Carr Community Sports College	South Yorkshire	240	10	250
Barnsley Academy	South Yorkshire	75	3	78
Bradfield School	South Yorkshire	15	3	18
Brinsworth Comprehensive School	South Yorkshire	80	6	86
Chaucer BEC	South Yorkshire	370	9	379
Clifton: A Community Arts School	South Yorkshire	80	4	84
CTS Limited	South Yorkshire	80	8	88
Dearne Valley College	South Yorkshire	98	6	104
Doncaster College	South Yorkshire	3	1	4
Firth Park Community Arts College	South Yorkshire	34	5	39
Foundation Studies	South Yorkshire	100	10	110
Handsworth Christian School	South Yorkshire	13	2	15
Handsworth Grange School	South Yorkshire	40	3	43
Hinde House 3-16 School	South Yorkshire	20	2	22
Holgate Meadows Community Special School	South Yorkshire	12	6	18
King Edward VII School	South Yorkshire	67	8	75
Kirk Balk School	South Yorkshire	40	2	42
Maltby Comprehensive School	South Yorkshire	60	2	62
Meadowhead School	South Yorkshire	50	4	54
Milton School	South Yorkshire	10	2	12
Newfield Secondary School	South Yorkshire	200	15	215
North Ridge Community School	South Yorkshire	21		21
Northcliffe School	South Yorkshire	45	3	48
Oakwood School	South Yorkshire	10	5	15
Oakwood Technology College	South Yorkshire	44	3	47



Group Name	Area	Students	Teachers	Total
Parkwood High School	South Yorkshire	100	5	105
Pope Pius X Catholic High School	South Yorkshire	110	12	122
Rathbone Training	South Yorkshire	5	2	7
Rotherham College Of Arts And Technology	South Yorkshire	200	5	205
Seven Hills School	South Yorkshire	13	5	18
Sheffield College Community Foundations Studies	South Yorkshire	14	2	16
Sheffield Park Academy	South Yorkshire	400	40	440
Sheffield Springs Academy	South Yorkshire	100	5	105
Silverdale School	South Yorkshire	17	7	24
St Michael's Catholic And Church Of England High School	South Yorkshire	120	9	129
The Foulstone School	South Yorkshire	40	3	43
The Kingstone School	South Yorkshire	190	24	214
The Spring Lane Centre	South Yorkshire	30	5	35
The Willows	South Yorkshire	25	6	31
Thrybergh Comprehensive School	South Yorkshire	115	8	123
Westfield School	South Yorkshire	266	10	276
Wickersley School And Sports College	South Yorkshire	36	5	41
Wingfield School	South Yorkshire	100	6	106
Youth Support Programme	South Yorkshire	10	2	12
Almondbury High School And Language College	West Yorkshire	310	30	340
Birkdale High School	West Yorkshire	49	5	54
Castle Hall School	West Yorkshire	300	5	305
Halifax High At Wellesley Park	West Yorkshire	48	4	52
Highfield School	West Yorkshire	12	3	15
Minsthorpe Community College	West Yorkshire	40	4	44
Newsome High School And Sports College	West Yorkshire	27	8	35
Pudsey Grangefield School	West Yorkshire	40	3	43
Ravenshall School	West Yorkshire	25	5	30
Rosedale Childrens Services	West Yorkshire	4	4	8
St Catherine's Catholic High School	West Yorkshire	40	5	45
The Elms	West Yorkshire	8	3	11
Thorn Park School For Deaf Children	West Yorkshire	20	2	22
Thornton Grammar School	West Yorkshire	15	1	16
Westfields Pupil Referral Unit	West Yorkshire	21	6	27
		6390	515	6905

