



LEARN bydesign

INSPIRING LEARNERS SINCE 1995

A photograph of two individuals in a laboratory setting. A man with glasses and a white lab coat is leaning over a young girl with long blonde hair and a green bow, who is also wearing a lab coat. They appear to be looking at something on a table or counter. In the foreground, there is a microscope and some laboratory glassware.

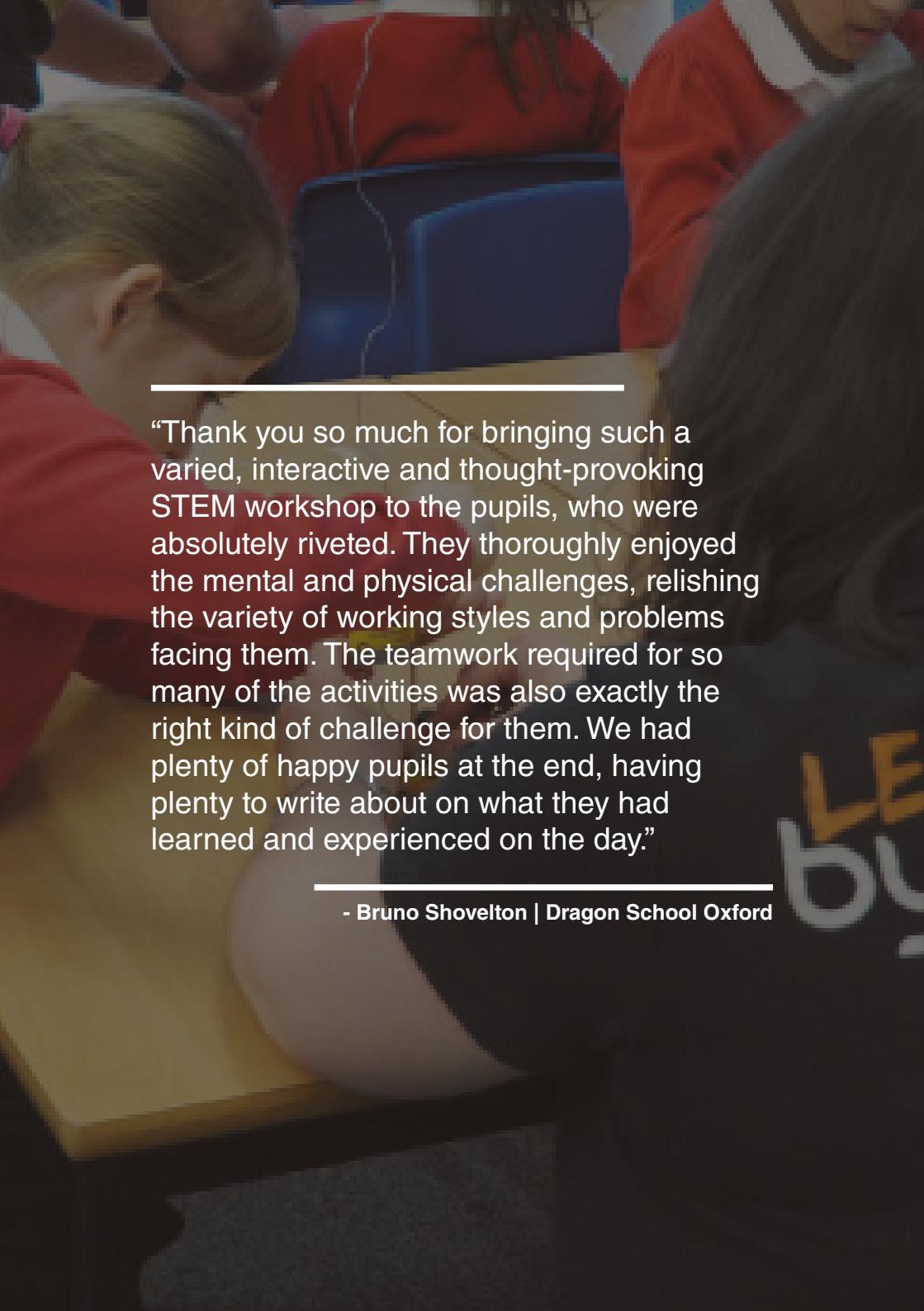
Winners evaluate themselves in a positive manner and look for their strengths as they work to overcome their weaknesses.

- Zig Zigler

Welcome

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A photograph showing a group of children from Dragon School Oxford participating in a STEM workshop. They are seated in rows of blue chairs, looking down intently at their work on the floor or tables in front of them. The background is slightly blurred, focusing on the children's engagement.

“Thank you so much for bringing such a varied, interactive and thought-provoking STEM workshop to the pupils, who were absolutely riveted. They thoroughly enjoyed the mental and physical challenges, relishing the variety of working styles and problems facing them. The teamwork required for so many of the activities was also exactly the right kind of challenge for them. We had plenty of happy pupils at the end, having plenty to write about on what they had learned and experienced on the day.”

- Bruno Shovelton | Dragon School Oxford

Why we are here

“To help young people achieve and sustain better lives.”

Learn by Design's mission is to help young people achieve and sustain better lives.

We partner with some of the biggest industry brands to give young people extraordinary opportunities, particularly in the fields of science, technology, engineering, arts and maths (STEAM).

Our ambition is to inspire and motivate young people through these opportunities, to equip them with the skills they need for work and life.

Learn by Design, part of the By Design Group, is a company founded in 1995 by two entrepreneurs with a background in sport and engineering.

Our approach is unique because it combines high-tech equipment, industry partnerships and innovative delivery methods in the classroom and beyond. Our dynamic team of specialist communicators are committed to inspiring young people.

We also provide other out-of-classroom experiences for young people, such as the Government's National Citizen Service (NCS) programme and The Big Bang Fair.

In total, we have around 4,500 young people sign up to be a part of the NCS programme every year, along with another 30,000 young people attending our Big Bang Regional and '@ School' events, across the UK. A further 70,000 young people take part in our in school workshops.





One team where everyone matters.

Our Provision & Our Strengths

Our inspiring Education Communicators help maintain our unparalleled track record of success in workshop delivery and design. With our extensive knowledge of education in STEAM fields, as well as the business and education landscapes, we are able to deliver successful events and programmes.

Building on our strong links with industry partners – such as Rolls-Royce, Toyota Manufacturing and EngineeringUK - we offer career advice across STEAM fields. We specialise in developing bespoke programmes based on your needs and strive to map the Gatsby benchmarks into all programmes.

Alignment with the Gatsby benchmarks:

We embed the Gatsby benchmarks within our work and ensure:

Our work is linked into the overall work of the school's career advisers, to ensure it is enhancing the school's careers programme.

We utilise career and labour market information for local areas effectively within our delivery.

We address the needs of each student, adapting delivery to be inclusive.

We link our careers activities to be relevant to their curriculum learning outcomes.

We give young people enriching encounters with employers and employees.

We provide access to workplace visits as part of our regional events.

We bring mentors and exhibitors in from further and higher education to work with young people.



Learn by Design offer high performance and value for money with no compromise as to quality.

Quality, Reach & Social Impact



At Learn by Design we are proud to employ more than 80 enthusiastic and dedicated people who are committed to raising the aspirations of young people. We are passionate about challenging perceptions and promoting career options for young people.

Trusted Lead Communicators

Our team members deliver our own designed and developed workshops as well as programmes on behalf of our industry partners. Our teams are comprised of communications specialists with great subject knowledge and trained to work with young people. Our monitoring and quality assurance processes guarantee that we provide the best delivery services.

Project managers observe the Education Communicators on a regular basis, ensuring the quality of delivery is of the highest standard. Our team is at the forefront of current industry developments and we are trusted to deliver and promote the STEAM fields.

We take pride in driving young people to explore the wealth of career opportunities available to them whilst encouraging them to achieve their potential.

Since 1995, Learn by Design have delivered learning experiences to hundreds of thousands of young people. With hundreds of active links with schools nationwide, we are key players in promoting and delivering current national initiatives, including the government's NCS programme.

We also provide a range of delivery services for EngineeringUK, including the coordination and management of the Midlands regional and '@ School' Big Bang Fairs and Tomorrow's Engineers Around the World and Energy Quest programmes.

Learn by Design Education Communicators are supported by an efficient marketing, communications and administration team, whose processes are fully compliant with all data protection legislation, including the General Data Protection Regulation (GDPR).

Knowledge Updates: Our management team and Senior Education Communicators ensure that our facilitators are kept up to date with the current industry developments and latest career opportunities.

Staff Resource: We dedicate staff to the delivery of workshops and programmes in line with their specialist knowledge, though all of our communicators are equipped to deliver all programme content.

Observations: Our management team regularly observe each of our Education Communicators to monitor quality and ensure we continue to deliver to the highest engagement and content standards.

Continuous Improvement: Our delivery and management team meet regularly for refresher training, the development and learning of new content, and for the sharing of good practice.

Designated Project Managers liaise daily with teachers, schools and education providers, offering their knowledge and expertise on how best to provide learning opportunities. Facilitating events, workshops and social action projects creates a platform that encourages learning development in young people.

As part of the delivery and management, we also have a design team who create materials that help enhance learning and support educational messaging. Our social media channels help tell the story of our work, as well as helping us engage with future contacts. These marketing tools also help us enhance the social impact of our work and raise career awareness in our various fields.

In the last two years over **150,000** young people have engaged with Learn by Design and since the company's inception, we have worked with over **1 million** young people.

2017 65,000

- total engagement from 2017

2018 104,500

- total engagement from 2018

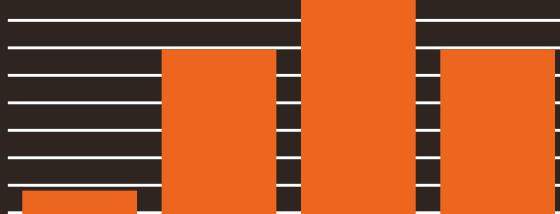
Breakdown of 2018 youth engagement:

4,500
National Citizen Service

30,000
The Big Bang Regional & @ School Fairs

40,000
Tomorrow's Engineers Energy Quest

30,000
Other Learn by Design Workshops & Programmes



“Learn by Design are a pleasure to work with and have been supporting our robotics challenge teacher training, school management and planning competitions. We’re looking forward to working with Learn by Design both now and in the future, to enthuse more young people to explore the technology of robotics.”

- Erika Smallridge | EngineeringUK

Why us?

“Our reputational uniqueness is as a high quality, trusted and cost effective delivery partner for all types of young person programmes and engagements.”

We succeed in this because of our company values.

| Our staff...

...are Committed

We will do what we say, and will always aim to delight our customers and clients, whatever it takes.

“If you work really hard and are kind, amazing things will happen” Conan O'Brien

...are Capable

Competent, qualified and conscious of our responsibilities, we provide the reassurance of a trusted friend and partner, providing reputational confidence to our many clients and a sense of wellbeing/security to our customers.

“It is easier to do a job right, than to explain why you didn't” Martin Van Buren

...are Curious

Knowledgeable and creative, our curiosity allows us to bring a broader, more innovative range of solutions to any client need.

“Listen with curiosity. Speak with honesty. Act with integrity” Roy T. Bennett

...are Confident

Courageous and empowered throughout the organisation, our staff will always aim for excellence, but will be quick to acknowledge mistakes and quicker to work to correct them.

“Confidence comes not from always being right but from not fearing to be wrong” Peter T. McIntyre

Our Workshops

Proven experience delivering quality workshops.

Since 1995 Learn by Design have worked with thousands of schools to inspire young people in STEAM fields, as well as in the areas of enterprise, employability, motivation, creativity and wellbeing.



"The workshop was excellent, well resourced and fully enjoyed by the children. Learn by Design staff were well prepared and presented the workshop to the children with enthusiasm, providing encouragement and support in their learning."

- Teacher | Llanedeyrn Primary School

STEAM

Our STEAM workshops and programmes are designed to be practical, fun and innovative, to increase engagement in science, technology, engineering, arts and maths.

Motivation

Raise the aspirations of students and develop self-confidence, determination and resilience with a motivational workshop which focuses on the skills and attitude required to succeed.

Enterprise

Our enterprise programme and workshops help young people develop the skills required to establish a business and become an entrepreneur. Topics and sessions include sales, marketing, target setting and finance.

Creativity

These workshops celebrate the imagination required in producing innovative design. Young people unleash their creative energy, boost self-esteem and develop their resourcefulness through these workshops.

Employment

We aim to highlight and provide young people with the skills they will need to gain employment in STEAM fields. We place a particular focus on skills that will transfer well to other fields and other parts of their lives. Learners gain knowledge in CV writing, problem solving, interview techniques and self-management.

Wellbeing

An all-inclusive term we use to describe a series of different workshops which are associated with physical health, mental health, self-esteem, sleep, nutrition and wider character education.

Our Programmes



Aspire 2 Me

Aspire 2 Me is a recently established programme from Learn by Design aimed at delivering 5-star teacher rated workshops for young people, through the essence of sport and wellbeing.

Using interactive workshops, motivational talks and educational programmes led by professional and Olympian athletes, students learn what they need to succeed and prosper in their specialist fields. Aspire 2 Me raises the aspirations of young people by helping them to achieve their desired life goals.



Destination Rail

Destination Rail is designed to provide young people with access to current guidance on the wealth of career opportunities within the rail industry, even identifying roles which may not currently exist.

The programme identifies the current skills shortage in the rail sector and highlights the breadth of careers available. The beauty of the programme is that although the content focuses on Rail specifically, many of the careers highlighted and messages portrayed are relevant to a range of industries.

The programme provides a platform to break down stereotypes and attract future talent.



Client Programmes



Tomorrow's Engineers



**The Big Bang
Near Me**



National Citizen Service - NCS

NCS is a unique opportunity for 15 to 17 year olds to meet new people, learn vital skills, build confidence and get involved with their local community. It is a government initiative to encourage the personal and social development of young people by working on skills such as leadership, teamwork and communication.

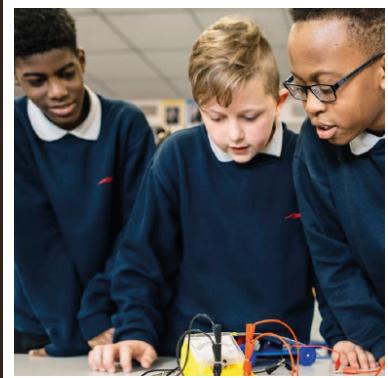
Running nationally in summer and autumn, Learn by Design deliver NCS to young people across the country.



Tomorrow's Engineers

Tomorrow's Engineers is an initiative led by EngineeringUK and the Royal Academy of Engineering to provide a one-stop-shop for information and resources on the careers available in engineering.

Learn by Design manage and deliver Tomorrow's Engineers programmes to schools across the UK. The programme combines industry visits, workshops and STEM Ambassador partnerships to help schools incorporate engineering into the curriculum and inspire the next generation of engineers.



“The Rail Forum Midlands have been partners with Learn by Design for over 10 years to develop the iRail programme. The team at Learn by Design have been instrumental in growth of the programme seeing new opportunities for funding to meet strategic needs within local areas. They embrace the needs of the industry effectively and go above and beyond to deliver high quality interventions to promote the career opportunities within our growing sector.”

- Elaine Clark | Rail Forum Midlands

The Big Bang Fair

This Big Bang is a UK-wide programme led by EngineeringUK to bring science, technology, engineering, arts and maths (STEAM) to life for young people.

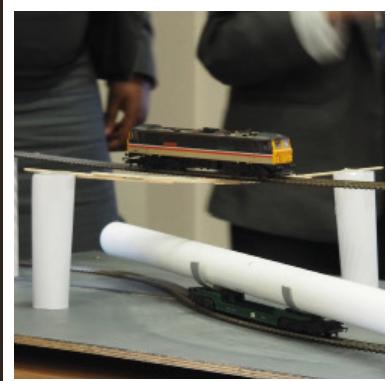
Learn by Design manage and deliver The Big Bang regional fairs and Big Bang @ School events in the East and West Midlands, demonstrating the diversity of STEM in the UK. The events enable young people to discover the STEM careers their subjects can lead to.



iRail

By Design Group developed the concept of Innovative Rail ‘iRail’, in partnership with Rail Forum Midlands, and have designed, managed and delivered high profile STEM showcase events and outreach programmes bringing regional schools together at an annual event. These platforms both showcase the rail industry and demonstrates the STEM career opportunities available across the Midlands.

Learn by Design also deliver in-school iRail workshops aimed at Year 9 students in schools throughout Birmingham.



Our Partnerships



National
Collaborative
Outreach
Programmes

Events

EngineeringUK

EngineeringUK is a not-for-profit organisation that works with the engineering community to promote the vital roles engineers play in day-to-day life and to inspire the next generation in the field.

Learn by Design work with EngineeringUK to deliver the Tomorrow's Engineers Around the World, Energy Quest and EEP Robotics Challenge programmes, along with the Midlands regional Big Bang Fairs and nationwide '@ School' events. All programmes are designed to showcase work by young people from all backgrounds and allows them to see how their studies could lead to a rewarding career as a STEAM professional.

www.engineeringuk.com

Working with NCOPs

The National Collaborative Outreach Programme (NCOP) brings together 29 partnerships of universities, colleges and other local stakeholders to deliver outreach programmes to young people aged from 13 to 18.

Learn by Design work closely with multiple outreach programmes across the UK, such as the Derbyshire and Nottinghamshire Collaborative Outreach Programme (DANCOP) and Higher Horizons+, to provide a variety of workshops and events for young people.

Events

Working with NCOP funding, EngineeringUK, the Careers and Enterprise Company (CEC) and key industry partners such as Rolls-Royce and Toyota Manufacturing, Learn by Design bring an offering of high-performance event management to its audience.

Events such as The Big Bang Near Me, iRail, Destination Rail, Academy Trust events and Women in STEAM days, provide enhanced learning opportunities to young people. Recognising the challenges that the industry sectors face, we understand the importance of breaking down stereotypes and giving young people hands-on, fun experiences and opportunities to engage with employers across the STEAM fields.

Our Client Collaborations

We are relied upon by top brands to deliver programmes to the education sector on their behalf.

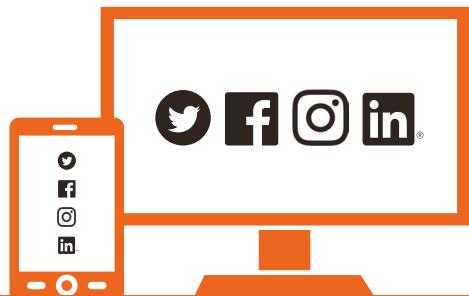




“Learn by design have been great to work with over the past 18 months and have always been extremely flexible with the range of workshops that they have delivered. The Aspire 2 Me programme has been brilliant and we have seen ex athletes deliver inspirational speeches as well as leading motivational sessions for pupils from Y9-Y13. The students and teachers always come away inspired and we will definitely be continuing to use them this year!

- Lauren Holmes | Higher Horizons+

Stay Connected



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Inspiring learners since 1995
