

UCB Enterprise Day



There has never been a more important time for young people to get impartial help and advice about their future jobs and careers. On the 11 February 2015, Washwood Heath Academy students attended the “Enterprise Day” hosted at the University of Birmingham.

On the day students got to meet with many companies who offer Apprenticeships, Training and Guidance on potential career paths and courses.

Companies who were present at the event were;

- Barclays Money Skills
- Thomas Vale (Construction)
- WSP Group (Structural Design)
- Jaguar Land Rover
- Pertemps
- Birmingham City University
- Newman University
- Lloyds
- Carillion (Construction)
- Circle Mercian Housing
- Central England Co-operative
- SGH Martineau (Law)
- BMET (college)

All companies present on the day had laid out many activities and tasks students could work on throughout the day, which were related to the skills needed to work for each company e.g: teamwork, leadership, problem solving. 81% of students agreed that attending the event has helped them consider a job they would like to do in the future; all students who attended the Enterprise day agreed it was a successful and productive day which helped them pick up on skills they may need to get a job in the near future. There were also employees, contractors and colleges present on the day from various industries who students could speak to on anything they were unsure about or needed further information on.



“The Enterprise Day at the University of Birmingham was very good as it gave me an experience of future career paths I could take. The activities that I took part in were extremely useful and interesting, they were also very informative. The companies present explained a lot about what they had to offer for future interest and helped me discover what career path I would like to pursue”

Sulaimaan Shahzad – ZEP07