



SHOWCASE U-xplore

Andy Pickles
Deputy Chairman
The Music Factory

U-xplore is one element of the Investors in Education scheme led by The Music Factory, Rotherham, and Rotherham Chamber of Commerce in partnership with RMBC's Children and Young People's Services. The scheme aims to provide a bridge between businesses and education, allowing the two to build sustainable partnerships to mutual benefit.

Within the overall Investors in Education scheme, U-xplore offers an innovative multimedia resource that young people can use to gain an insight into the kinds of careers open to them, based on their own preferred learning progression route. It takes the form of an interactive website accessed through school networks. Each student has a user name and password so that they can each explore the information in their individual way, linking to local information.

Each pathway through the site results in a video clip and case study about a local person who is in that position and/or a local company that offers that kind of work. In this way, young people are able to make realistic and informed choices about their futures and find out about local opportunities.

Although U-xplore targets a national audience in the long run, the project is based in Rotherham, so the first to benefit will be Rotherham's young people and the many local organisations that are represented through it.

Andy Pickles is Deputy Chairman of The Music Factory and works on U-xplore, he said; **“Employer engagement is a national problem. ICT offers the opportunity to bridge the gap and integrate young people into the employer community. If we want to engage young people then we have to be smart about how we do it and choose the right approach. Through U-xplore we want to present young people with the range of options open to them and say, “Look, this is your town and all of this is available to you.”**

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