

# BUSINESS LANGUAGE CHAMPIONS

a project supported by the DCSF through CILT

Business Language Champions:

Gripple Ltd, Sheffield

Business Language Champion Education Partners:

Meadowhead School & Language College, Sheffield

## GRIPPLE®



## Everyone's a Champion!

Gripple Limited, the Sheffield-based, multi award-winning manufacturer of the world-beating Gripple wire joiner and tensioner, opened its doors to students from Meadowhead School and Language College in the second year of its Business Language Champions project to promote the value of languages in business.

The relationship between Gripple Ltd and Meadowhead began in the early days of the Business Language Champions project in Sheffield. Gripple have long supported education partners in Sheffield and the surrounding area but they liked the idea of working in closer collaboration with a single education partner to build stronger links and to foster a long-term relationship. The Regional Language Network's invitation to become Business Language Champions was the inspiration and platform needed to take this forward.

After laying the foundations of the relationship during 06/07, the project has gained momentum during 07/08. Gripple office sales manager, Emma Hibbert has been in constant contact with Jo Allen, manager of the Language College. Together they planned a multi-activity project:

- "students to put together 'glossary' in various languages to include Gripple technical words.
- CD Rom audio tour of Gripple HQ for foreign visitors to Gripple – scripted, translated and read by students
- Emma to visit school during options to give careers talks – stress importance of languages, talk of my own experiences etc.
- Meadowhead to offer FOC places at evening language courses in exchange for careers talks and/or sponsorship of banners/flags in school entrance"

In preparation for the CD ROM audio tour, a group of 15 Y10 students made a couple of visits to take notes and to make an audio recording. For the technical glossary, Emma supplied the students with Gripple brochures in a number of languages. When the glossaries had been signed off, the students produced laminated copies to be handed out to visitors to the company.




Students recording at Gripple

Gripple's offer to sponsor international flags didn't stop there and two international clocks were soon on order – all of which made for wonderful photo opportunities!

Being proud of their productive relationship, both Gripple and Meadowhead have made the most of promotional opportunities and during the year

articles have appeared in both the local Sheffield newspapers, the in-school magazine 'The Phoenix', an emailing to 'Friends of Meadowhead', and a further article in the Business Pages of Sheffield Star in July 2008.

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# G GRIPPLE®



## Everyone's a Champion! ...continued



Students receiving their certificates at Gripple

*Emma, who speaks fluent French and fluent German, said:*

*"Much of Gripple's international success is due to our belief in communicating with customers in their own language - a message which we are sharing with the students. We enjoy a close relationship with students and staff and real benefits are being seen both in the school and at Gripple. We are now exploring further ways in which we can help each other over a longer period of time."*

Future plans include students acting as interpreters for the company's overseas visitors.

The school visit to Gripple's 'The Old West Gun Works' on Savile Street East, included a tour of the offices and factory floor. Students were also given the opportunity to see foreign languages being applied in practice and what careers are open to those with language skills.

Jo Allen, manager of the language college, said:

*"Experiencing business life at Gripple is proving extremely beneficial for all concerned. The students, who have varying backgrounds and abilities, are more motivated, enthusiastic and confident about both languages and business and their ability to communicate with adults has improved immeasurably. Furthermore, the school is being enabled to broaden its language teaching."*

Additionally, an after-school club has been set up which students attend enthusiastically to work on the Gripple project.