

Case study



Morpeth and Grey Coat students pitch their constructive ideas to French business



In January 2010, the French construction company Bouygues UK – who are responsible for the construction of new school buildings after Easter – ran a workshop at Morpeth School in Bethnal Green for year 9 students, including games, a quiz and a French breakfast. Students learned about the company, and a video showed them how languages can play a part in business around the world. After the event, students prepared presentations to pitch to a panel of Bouygues employees, describing what they would like to see in their ideal school – in French.

In early February students were then given a chance to make the case for their ideal school. 23 year 9 students visited the London headquarters of the construction company and were given a tour of the offices. Senior members of staff at Bouygues listened to their French language pitches, picking one team whose ideas particularly impressed as the winner.

“The students came up with some great ideas”

“This was a new event for year 9 students – quite a challenging task, so we were not sure how well it would work,” said HR advisor at Bouygues, Danielle Jackson. “The students adapted exceptionally well and came up with some great ideas, even if we are unable to replace all stairs in a school with slides and trampolines! They used photos from their current school to show what they wanted to change which worked very well.” Following the visit, student Mohamed Nahi said, “I really enjoyed the Bouygues project. I learnt a lot about using French in work and I would really like to do it again.”

Bouygues has also been working with Grey Coat Hospital School on an Alan Sugar ‘Apprentice’ style project where teams formed of students from different year groups – years 7, 10 and 12 – compete to come up with ideas for the redevelopment of an old school. The company has been corresponding regularly with the teams, giving them the opportunity to develop their ideas for their local community and schools. The teams’ plans will be presented in French in the ‘board room’ after Easter.

Find out more

Bouygues UK www.bouygues-uk.com
Morpeth School www.morpethschool.org.uk
Grey Coat Hospital School www.gch.org.uk

For more on Business Language Champions in London, visit
www.rln-london.com/champions

