

OXLEY

Making a Difference | At a Glance

Jayne Moorby Head of Marketing at Oxley Developments

Jayne Moorby, Head of Marketing at Oxley Developments in Ulverston has been involved with [Bright Stars](#) for many years and is a firm supporter and long-time advocate for the programme.

Why did you get involved with [Bright Stars](#)?

"Oxley has been here 83 years and wants to be here for another 83, so we're committed to developing a talent pipeline and supporting young people to develop skills, to be our future workforce."

Has it benefited recruitment?

"Not yet, but this is a long term strategy. As the children get older and progress through their school careers I often meet young people at careers fairs and business and schools collaboration events who know Oxley through their involvement in Bright Stars and have very positive memories of the programme and our business."

Why has Oxley's involvement with [Bright Stars](#) been so successful?

"As with any of these collaborations it is important to make Bright Stars a good experience for the young people and to support them in learning essential skills, raise aspirations and help them understand career opportunities."

JAYNE MOORBY | OXLEY DEVELOPMENTS



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Why is that important?

"Bright Stars exposes them to an organisation like Oxley and introduces them to manufacturing. There are still a lot of outdated parental views of manufacturing as a dirty and unpleasant environment which is not an attractive prospect for young people. But they come to Oxley and see that is not the case and they can see that it might be a career for them."

How does Bright Stars help those future career choices?

"Young people's visions for the future are driven by what they can see. When you ask them what they want to be they may say they want to be an internet influencer, or a ballerina or an astronaut. So you say: "OK, that's plan A – what is plan B if that does not work out?"

Then they might say something like, 'work in the local cinema', or 'work at Greggs or in a shop', because it is what they see. They don't have any visibility of industry unless they have an opportunity to come into a manufacturing environment like ours and find out for themselves."

Is that failure to promote careers in manufacturing just a problem in Cumbria?

"No, in my experience it is the same everywhere. In fact, in Cumbria I think we are better at introducing young people to business and industry than in other places. The Bright Stars scheme is a valuable resource."

What are the other ways that children benefit from Bright Stars?

"I go into each class we work with at the end of the current programme to discuss what they have learned from Bright Stars, and the young people normally say: 'We haven't learned anything from Bright Stars; Bright Stars is about having fun!'

Then I ask: What about when we worked out how much money you made? That's numeracy. What about when we wrote the report on your business idea – that's literacy. What about when we produced advertising – that's creativity. What about when you had to present to our CEO – that's building confidence. What about when we learned about manufacturing and quality control in creating your products?

Alongside that are leadership, communication, teamworking and other essential and practical life and workplace skills.

The children are always really surprised when I remind them about all of those different things they experienced and learned as part of the project, because they just had fun doing it."





What stands out for you from your years of doing Bright Stars?

"We are constantly amazed at the creativity, resilience and determination shown by these primary school pupils in solving problems and meeting the challenges that inevitably arise – such as maintaining the programme through COVID.

One school we worked with had ordered products from China and because of the COVID disruption they did not arrive, so they had to find a solution.

On one occasion the young entrepreneurs struggled with timescales because they were making clay tiles and the whole process took much longer than they expected, and another group sold out of their products too quickly, so they had to create more items to sell to maximise profits."

In what other ways does your business benefit from taking part in Bright Stars?

"Our team feel proud to be involved in the programme and to be supporting the community – there is a genuine feelgood factor. We always bring in the children to run sessions on site, so our workforce see the children getting involved – who could be their grandchildren or nephews and nieces. We also give the children the opportunity to sell their products within the business, and everybody goes out of their way to support them."

What do you personally get out of Bright Stars?

"Personally, I am proud Barrovian and I want to see young people succeed and gain new skills. I feel a real sense of achievement and pride when it all comes together, and we see how much these young people grow through the process. They really push themselves and at the end of it you see how their confidence has grown, and how much they feel they have agency to create change.

Bright Stars is helping to create a brighter future for these young people."

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