

NORTH EAST POST 16 ENTERPRISE GRANT

CASE STUDY

BACKGROUND

Prudhoe Community High School is a 14-18 Community school located in the Tyne Valley. Currently there are over 930 students on role.

The Sixth form constitutes a thriving and energetic part of both the school and the local community with 305 students on the sixth form role. The school recognizes the value of the 'hidden curriculum' in the development of its students. Activities we offer to enrich the all-round education of sixth formers include work experience; school ambassador scheme; sports coaching; leadership courses; mad activities (music art and drama) ... As a result of the NEEP Key Stage 5 Grant we have been able to offer a wide variety of enterprise workshops to enhance our sixth form curriculum and to develop the entrepreneurial skills of our students.

The school has been involved in enterprise education since September 2003 as part of the Tynedale Enterprise Pathfinders Project, a project that aimed to promote and embed an enterprise culture across the Key Stage 4 curriculum. We were highly successful and as a result enterprise became part of the culture and ethos of the school.

The NEEP Key Stage 3 funding enabled us to continue embedding enterprise but at an earlier age viz Years 8 and 9. This required us to work closely with our feeder middle schools. The NEEP Key Stage 3 Case Study concluding statement was "Our students have a 'Can Do' attitude and that's the main ingredient for sustainability." The additional funding at Key Stage 5 has been of immense help to enable us to support our sixth form students.

The obvious gap in provision was at Key Stage 5. The majority of our sixth form had benefited from enterprise education at Key Stage 4 and there was very little available to further develop their entrepreneurial skills. The business world and advisors tended not to take our students seriously in their bid to further their business ideas on leaving school.

AIMS

Our Key Stage 5 objectives were to bridge this gap and also to enhance our students' "Career Capital" which would ultimately benefit them in higher/further education, employment and/or training.

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THE PLAN

The initial Plan was designed to enable all sixth form students to experience and benefit from a variety of activities which would raise their awareness of and develop entrepreneurship.

The main focus of the Plan was on Year 12 students as it was felt that Year 13 students were concentrating on UCAS and employment applications and may not have the time available to undertake additional activities. However, no Post-16 students were excluded from the project.

Crucial to the success of the project was to have the Senior Leadership Team on board plus all Year 12 form tutors. It would only work if these staff were fully aware of and supported the project. To ensure that this happened, two sixth form tutors attended a one-day training programme on 11 July 2008; this included the Year 12 Head of Achievement and Learning. Mrs E Murray, Enterprise Champion and Assistant Headteacher, also attended but in the role of trainer. Following this training the remaining SL team and form tutors received similar in-house training from Mrs E Murray.

The training schedule included:

- What we understand by enterprise; learning to think like an entrepreneur; how enterprising are you.
- Setting up school-based businesses – the project planning process; ideas generation and case studies.
- Making things happen – developing enterprise skills; sources of support; action planning; grow your ideas; what to do after the workshop; future plans

[Action Plan (1)]

Mrs E Murray, Assistant Headteacher is also a Keyfund Facilitator and it was felt that another member of staff should receive Keyfund training which would include facilitation of projects; sources of finance and procedures. Mr Ken Fawcitt attended a one-day Facilitation training session for Keyfund on 23 September 2008.

[Action Plan (2)]

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All Year 12 students attended a 3-day induction programme from 10 - 12 September 2008 prior to receiving their timetables. All workshops had a core theme of 'enterprise awareness' to help students develop their entrepreneurial skills. One of the objectives of the workshops was to establish the NELN (Northumberland Enterprise Learning Network) entrepreneurial challenge.

SUMMARY OF TEN WORKSHOPS:

Stress Management

- How to be self aware and use body awareness to release physical tension
- Value of exercise in overall work life balance

De Bono Six Thinking Hats

- Use of hats to develop enterprise and creativity skills

Building Learning Power [BLP]

- Working in groups
- Problem solving as a group
- Use of each person's skills, information etc to solve a complex problem
- Sharing information
- Negotiating
- Skills to use to get 'unstuck' or when 'unsure'
- Primary research techniques eg questionnaire design
- Use of SWOT Analysis

Developing enterprise skills

- Raising awareness of opportunities available
- Techniques for selling themselves
- Resources and advice available
- Survival techniques

Enterprise awareness

- Introduction to enterprise skills
- NELN Challenge
- Ideas generation

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Skills generation and raising awareness of the economy

- Developing awareness of the economy
- Financial awareness
- Environmental awareness

Time Management

- Development of skills to reduce stress etc
- Work life balance

Personal Emotional Intelligence [outside speaker]

- “Whose responsibility?”
- Ownership of behaviours
- Time management
- Aspirations – “You can be anything you choose to be”
- New freedoms
- Owning the future
- Making the future rather than letting it happen
- Potential blockers and how to deal and cope with them
- “Reap what you sow”

Team working

- The importance of working together in a team
- Relying on each other
- Interdependence

Research skills and sources of information available

[Action Plan (3)]

As a follow up to the induction programme, another enterprise skills day took place just after the January examination period. On Tuesday 10 February Year 12 students experienced a full day of workshops focussing on entrepreneurship. Each group had to develop, produce, cost and market a product. The aim was to re-enforce and improve their entrepreneurial knowledge and to motivate other students to take the risk and rise to the challenge of running a small enterprise

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activity. This event was highly successful as the students were extremely creative, innovative and showed a high degree of financial capability.

To enable our enterprising students to gain a qualification from their enterprising activities and experiences plus UCAS points, the sixth form team is piloting the Asdan Certificate of Personal Effectiveness (CoPE) which includes a Unit on Enterprise. Currently 30 students are taking part in this project.

As part of the KS5 Project, three separate assemblies focussed on entrepreneurship:

- 10 November Enterprise Week; Women in Enterprise
- 21 November Promotion of the NELN Challenge. This was supported by members of the ID8 panel and Mark Reed of Tynedale Enterprise Project
- 6 March Enterprise help and advice – this assembly will be led by University student Jamie Barton, an ex-sixth form student who ran a number of businesses whilst at school. He has designed a website for school students, which offers advice and guidance on starting up in-school businesses.

[Action Plan (4)]

To improve the quality of businesses and hopefully contribute to their success and sustainability the Enterprise Champion registered to attend training sessions (starting date - 1 December 2008) on 'The Trinity of Management' with Ernesto Sirolli. The objective of this was to look at a team approach to developing in-school businesses through enabling students to work to their own strengths.

[Action Plan (5)]

All staff were made aware of the funding to support departmental projects eg Humanities fund raising for their Kenyan project; Performing Arts community performance projects; Student Ambassador projects (supporting classroom learning); Business department projects (Make your Mark; Event Management – Talent Show). A group of students from the Business Department are currently planning a talent show event which will take place on Thursday 12 March. This event will use other enterprise companies within the school such as Centre Stage Productions (sound, light etc) and Epsilon Films (filming).

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Sixth form School Council members are managing the fund raising for school and local community projects eg shelters; tables and chairs for specific year groups; local charities eg Tynedale Hospice; Air Ambulance etc. Performing Arts students have organised and run community events. Philosophy and Ethics students are running events to raise money for their South African Enterprise trip.

[Action Plan (6)]

STRENGTHS AND WEAKNESSES

The Induction Programme was highly successful in motivating the students. Each form group generated a considerable number of enterprise ideas. However, as the students came to terms with their new timetables, increased workload and need for self-supported study and improved research skills, many did not have time to develop their ideas. In addition, students were taking on part time jobs to support their social lives so had less 'free' time! The form tutors found it difficult to motivate all their tutees into taking part in an enterprise activity.

To date fifteen groups of students have each submitted a suitable business idea with each receiving an interest free loan of £50. This number is scheduled to rise to 20 companies. Each group was presented with the money at the start of each Year 12 Assembly - £50 in cash was counted out into their hands (in front of their peers) in the hope that this would encourage others to come forward with ideas. The following is a list of these companies:

1. Crowe & Company – bits and bobs for sale. This company baked cakes, held raffles and ran tombola and paid back their loan in two weeks.
2. Pierson & Company – selling charity wristbands
3. Pass in a Flash – production of revision cards for GCSE core subjects
4. Cakes and stuff – selling produce during breaks and lunchtimes
5. Décor Galore – made and sold Christmas wreaths
6. Harlequins – designed and sold merchandise to support the school band Harlot
7. Diddy Ninja – designed and produced personalized hoodies with names and pictures
8. Giolly's – portable nail/make up service plus face painting service
9. Rowantree – small scale farming (chickens) seasonal products; Santa's grotto
10. C2C – Social Enterprise to raise money for 'Josie's Dragon Fly' charity.
11. Royal Family – Planning and management of an event – Music Concert
12. The 'T' Factor – Talent Show event management company
13. Centre Stage Productions* – sound, lighting company
14. The Peers – a group of Peer Mentor students running events to support others in the community
15. PESTA – a group of Philosophy and Ethics students organizing events to aid their enterprise project in South Africa

[Action Plan 6]

* Centre Stage Productions won the Pride in Tynedale School Enterprise Award in December 2009.

REVIEW , RECOMMENDATIONS AND CONCLUSION

I believe we fully met the aims specified in the Action Plan and have sufficient evidence to support this.

The funding was available 1 April 08 – 31 March 09. The school year runs September – July. It would have been beneficial if the project could have been extended to July 2009 then we could have run more enterprising activities in July when there are less timetable and staffing pressures. Time is limited in the sixth form due to January and May/June external examinations.

The funding for Key Stage 5 entrepreneurship has enabled those students who were supported at Key Stage 4 to further develop their business ideas and skills. The majority of our sixth form students have become more confident risk takers and they enjoy a challenge. The Year group has benefited from the activities funded through NEEP and as a result I believe they are more focused and motivated. It is now the norm to read CVs and UCAS applications which refer to enterprise and entrepreneurial skills.

The advice to other schools would be to embrace enterprise and encourage students to get involved in these activities. Interactive activities are crucial. An enterprise qualification should be gained merely as a result of enterprising activities. The majority of non-business studies students would be discouraged at the prospect of an enterprise examination.

Much of the Enterprise Champion's work is undertaken out-with the curriculum, either during lunchtimes or after school. It can be an extremely stressful and time-consuming role. The personal specification for this role must focus on the interpersonal skills of the candidate. The Enterprise Champion must provide their students with a wide range of exciting opportunities to develop their entrepreneurial skills. Unfortunately the lack of funding could have a negative impact on this. Students must be allowed to run with their project, even if the Enterprise Champion believes that it is doomed to fail. The word 'failure' doesn't exist in enterprise education.

“I haven't failed, I've found 10,000 ways that don't work”

Mrs Elspeth Murray
Enterprise Champion and
Assistant Headteacher

15 February 2009

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