

Nurturing Talent | Enterprising York

Proposal for the development of enterprise, entrepreneurship and skills in young people across the City of York

Background

In September 2005, the introduction of direct funding to schools for Enterprise Education at Key Stage 4 created an unprecedented opportunity for schools to take the lead in providing young people with the knowledge, skills and attributes for business and enterprise. Today, three years on, our perception is that there is inconsistency in how schools prioritise delivering this entitlement to the learner, but that schools have moved forward in their approach at KS4. NYBEP has worked hard to support schools and ensure that teachers, teaching professionals and young people have a clear and dynamic understanding of what enterprise is really about. There is a danger, however, that the 'mixed economy' of enterprise provision in the city could detract from an entitlement for *all* learners; and young people rarely experience early enough the side of enterprise that deals with the application of skills and business start-up.

Never before has the need for enterprising and entrepreneurial young people been so great. Our ambition through this proposal is to nurture learners throughout Key Stage 3 so that they are fully equipped with the knowledge, skills and attributes to make the best of the experiences KS4 can offer them. The need to nurture talent and enterprise from an early age is especially critical in the current competitive employment market, and to secure our future success within the global economy. Our challenge is to ensure we equip the workforce of the future with the right skills and attributes to make the local, regional and national economy shine ever more brightly.

Our proposal summarised

Our proposal to the City of York Council is for funding to develop and deliver an Enterprise Challenge, to inspire young people and raise awareness of the 'sustainability' agenda – through which they can engage with a range of issues and tasks that require them to apply the skills and attributes fundamental to success in their adult and working life. Delivering in partnership with the business community, we will help to ensure the needs of the local and regional economy are covered. As a half-day, intensive enterprise challenge, *Green Griffins* would cater for all Year 9 learners in every York secondary school. The half-day event in each school would engage their whole Year 9 cohort. The challenge will be based on our successful model, the *Griffins' Nest*.

For each half day session students will be given a 'green'-themed brief (linked to the Sustainable Schools Framework and the 8 Doorways – a concept familiar in many schools). Students will be challenged to take part in activities that develop their business acumen and skills; as well as require them to produce, for example, written evidence of their approach to each task, marketing materials to promote their ideas and

a formal presentation to our Green Griffins asking them to invest in their solution to the needs of the brief.

One winning team from each school will be identified during the half day events. The ten teams will be invited to a final to be held at our annual secondary showcase event, Engineering Inspirations, on 1st July 2009, to pitch again to the Green Griffins. In preparation for the final we will continue to work with the ten schools, recruiting business partners and the York Sustainability Group to engage with the students.

Our ambition is to work with schools, teachers and young people to help them understand the long term impact of developing and applying enterprise skills in a range of situations; and help learners to provide solutions and ideas for issues concerning sustainability and the environment. We wish to present opportunities to learners that will inspire them to succeed, to become self-motivated and resilient, to take risks and have a sense of personal confidence to work through challenges and become solutions-focused. We wish to nurture their sense of experimentation and natural curiosity, to help them become successful, self-sufficient adults.

Measurable targets and outcomes

Delivering the event – in order to ensure maximum attendance and the greatest possible volume of young people involved, 10* half-day events would take place during summer term 2008.

* figure based on one half-day per school

Developing the future workforce – through the delivery of a half-day Enterprise Challenge in each of the city's schools up to 1,500* young people, aged 14, would benefit from the experience.

* figure based on the participation of all 10 secondary schools and up to 150 young people per school

Supporting teachers – by incorporating a 'track' within the event designed for teachers and teaching professionals, we will contribute to the knowledge and understanding of up to 20* adults, influential in providing impartial IAG to young people. In addition, the knowledge provided will further support emerging Diploma (sector-linked lines of learning) plans and developments

* figure based on 2 teachers/teaching professionals attending per institution

Enhancing the role of business support – organisations responsible for business support and creation will be central to the *Green Griffins* design and delivery. A minimum of eight organisations will be engaged to plan and deliver the event – taking into account their needs and those of the sectors or economies they represent.

Measuring success and impact – In addition to measuring training course attendance and participation, it is recommended that NYBEP assess the opinions of students on the standard of training and its influence on them. It's proposed that a sample of them would be questioned before and after training to assess their attitudes to entrepreneurship and

how these have changed as a result (recommended sample size to make the exercise credible will be 5 schools, 5-6 learners in each). In addition to seeking feedback on the general quality of the training, NYBEP would also test to what extent students' awareness of what it is like to run a business had improved and whether this had influenced the way they thought about their future careers.

There is potential for NYBEP to explore work with Business Link and their recently formed team of enterprise champions, whose involvement throughout the provision of training could provide a key quality assurance role and resource for shaping its content. In addition, It is suggested that Business Link and other business support services provide feedback on the enterprise training received by their clients and its influence upon their career choices. The council and Business link will be asked to support the process through being 'judges' as required this will help the council monitor delivery, engagement and impact from an integrated perspective.

Funding breakdown

NYBEP will make a firm time and resources commitment to ensuring the planning and delivery of *Green Griffins* is well co-ordinated. It should be noted that the figures mentioned above (in terms of outputs) are based on the following funding levels: naturally, further funding would ensure greater development time, and therefore increase the reach and impact of the proposal.

NYBEP Adviser time (includes event co-ordination and all liaison with participating schools and support organisations)	£3,000
*Resources and equipment hire (includes materials, resources and equipment required to deliver/stage the event x10)	£5,000
Contribution to EI Planning and staging the finale	£2,000
Total	£10,000 (inc of VAT)

**JA/CR NYBEP
October 2008**