

CREATIVE BUSINESSES



The need to nurture and develop creativity and enterprise is recognised as a key target in the Regional Economic Strategy and a vital part of that task is nurturing these skills in the region's future entrepreneurs.

Creative Businesses aims to foster both creativity and enterprise in young people through an exciting one day challenge during which they must turn a box of unrelated artefacts into a product, then plan how to market and sell their finished product. The programme is designed to look at the key stages businesses go through to ensure their product reaches the market place whilst encouraging creativity, free thought, enterprise and developing the key employability skills.

Creative Businesses aims to encourage young people who have an interest in the business world - either to become an employee or to start their own business - to find out first hand about the range of business opportunities open to them in the North East, whilst keeping an eye on national and global markets.

Up to 80 young people at a time attend a Creative Businesses Day where they will work with representatives from North East companies to design their own product, manufacture it and market and promote it.

Business supporters are recruited to support delivery of activities that will challenge and stimulate young people whilst enforcing the important employability skills of teamwork, communication, problem solving, and task and time management as well as the value of good literacy and numeracy skills.

Supported by EBC staff, representatives from a wide range of creative businesses will provide their services in an 'expert advisor' style.

Young people involved with the programme will be challenged to complete activities centring around four main areas:

- Product Concept
- Product Development
- Product Production
- Product Marketing

Before taking part in the Creative Businesses Day each school is visited by EBC's staff to receive a detailed briefing and to be given a 'taster' of the challenge of the actual day.

The overall aim of the Creative Businesses day is to create a product which will sell. This is done through a range of activities from:

- Receiving the programme brief.
- Having a taster pre-event workshop delivered in school.
- Designing a product.
- Planning a product launch.
- Creating a marketing and promotional campaign.
- Evaluating their progress as a business and as an individual.
- A prize giving ceremony for the most creative 'product'.

Education Business Connections provides:

- Preparatory pre-event workshops in schools.
- Full event organisation, including arrangement for venues, transport and all related housekeeping aspects.
- Recruitment of businesses to support activities.
- Practical advice and guidance to business supporters on the proposed activities.
- Full post-event evaluation.