

# ENTERPRISING YOUTH



Enterprising Youth has been developed by EBC to provide the more challenging pupils still within mainstream schooling the opportunity to gain an insight into the running of small enterprises.

Enterprising Youth also serves to motivate the targeted young people and instil in them self worth as well as increasing their confidence and self belief. Overall the aim of the programme is to ensure that those young people leave school with a better set of employability and citizenship skills than otherwise and actively seek employment or training opportunities rather than to join the ranks of the thousands of young people nationally who are estimated to fall in the NEET group.

Over a period of 8-10 weeks groups of up to 15 pupils in Key Stages 2, 3 or 4 meet on a weekly basis to develop a 'small business' idea and to see it through to fruition. The emphasis on the project, however, is to closely link it to benefiting the community - strengthening the sense of community responsibility in the targeted young people. The programme also includes the opportunity to visit organisations and charities and to talk through with experts the 'initial concept and ideas' while gaining an insight into some of the income generating ideas these organisations use to raise revenue.

For older pupils taking part in Enterprising Youth can also support pupils' portfolio building requirements for various modules in the Wider Key Skills, ASDAN and COPE awards.

Enterprising Youth is designed to develop creativity, enterprise, financial literacy and an understanding of economic and business issues impacting upon decisions. This is the focus of much of the work carried out during the development of the 'product' selected by the young people involved in the programme.

Enterprising Youth gives pupils an in-depth insight into enterprise - as they must come up with a 'marketable idea', develop their initial

concept into a marketable product and then promote it or sell it within the constraints of a simple profit and loss account.

Previous enterprising activities which have been delivered in the past by such groups have included:

- Raising money to buy charity wristbands which were then re-sold in aid of the Sunderland-based Grace House Appeal.
- Travelling to Hamsterley Forest to collect natural materials which were then used to create Christmas table decorations - sold in aid of the National Canine Defence League.

Enterprising Youth sees targeted young people focussing on the practical application of mathematics in relation to raising revenue, balancing profits and loss, etc, whilst much of the day-to-day classroom activity is carried out using ICT as an integral tool for learning, including developing competencies in internet research.

Thus enterprise and innovation are an important part of the pupils' learning experiences and personal development programme. In particular creativity and enterprise are the focus of the work carried out during the Enterprising Youth programme.

Enterprising Youth sees up to two EBC staff working with each group on a weekly basis - to provide intense training and support for the young people considered most at risk of leaving school without any qualifications and very little self belief.

Education Business Connections provides:

- Trained advisers to run the programme.
- Full programme management in weekly school-based workshops including all learning materials.
- Arrangement of special off-site visits.
- Support for pupils in any portfolio building work.
- Full monitoring and evaluation service.

**'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'**