

## **Future Entrepreneurs Programme –Summary of Deliverers**

### **Further Education Activity**

#### **The Amazing Group**

Focussing on the vocational areas of Art & Design; Performance Arts; Construction and the 'digital' sector, delivering a core of online study modules, available at home or college. The modules will be augmented by vocationally themed networking events and supported by videos. The events will offer students the opportunity to meet with local entrepreneurs.

- 5 colleges
- 3000 students

### **Influencing Enterprise**

#### **TEDCO**

'Local Hero Road Shows' will support groups of young people to research, develop & deliver a promotional and information campaign highlighting the LEA areas, local hero's past & present and possible future entrepreneurs. These Road Shows will raise awareness & self-esteem, confidence & aspirations in young people.

- 12-16 schools minimum
- 120-160 pupils minimum

### **County Durham Assoc. of Enterprise Agencies**

A wide range of pilot activities will be delivered in Co. Durham - concentrating on wards in top 20% of the index of multiple deprivation as well as wards suffering from a particular disadvantage such as coalfield communities. Activities will include running open days with SME's to showcase their products; developing & running a KS4 enterprise day with a local school; working with groups of young people to raise funds to tackle local issues & running the proj. as a 'business'. This list is not definitive since developing them & more is part of rationale behind proposed mapping exercise.

- 240 learning opportunities of over 6 hours

### **Northern Pinetree Trust**

Targeting Easington / Wansbeck / HM young offenders institutes at Deerbolt, Castington and HMP Acklington. Minimum of 2 events of 2 hours each at each location, using some relevant models from the proven Scottish Enterprise model 'Get into Enterprise'. Prison officers will be invited to observe & participate. Role models provided by Princes Trust. Participants will be invited to become Enterprise Champions both in prison estates & communities. The Champions will support delivery of interactive enterprise activities. Enterprise Forums

will be encouraged which will continue after the life of the project, led by the E Champions.

- 12 events
- 150 beneficiaries
- Minimum of 6 Enterprise Champions created
- Minimum 3 Forums created

### **Primary Education Enterprise Activity**

#### **TWEBLO**

Connexions Learn2work Tees Valley – First steps2work. 3 Primary projects for years 4, 5 & 6: Ready Steady Cookery; Rosie's Diner; Travelling Mat

TWEBLO – Primary Enterprise Challenge 2005. Aims to show young people how to develop a business idea, a business plan & present the idea with the help of real life entrepreneurs. 2 stages – groups, followed by the final that is hoped will be held during Enterprise Week. Building Enterprise / Attitude, Skills & Knowledge (ASK the Juniors)

- 145 schools
- 4850 pupils
- 160 teachers

### **Secondary Enterprise Activity**

#### **Young Enterprise**

YE Programme Portfolio – Primary; Gimme 5; Enterprise in Action; Personal Economics; Learn to Earn; Franchise Programme; Project Business; Company Programme; Team Programme; Graduate Programme.

This project will extend access to young people on Company Programme (15-19 years, set up & run own company); Team Programme (15-19 years, practical experience of running own company); Project Business (14-15 years, nine 1-hour sessions, advice & insight into economic and business life); Enterprise in Action (11-14 years, making a prototype product); Franchise Programme (13-15 years, run own company) & Gimme 5 (11-13 years, targeted at year 7 pupils specifically, introduction to enterprise culture, realising potential, personal & business ethics).

- 2239 pupils

### **Secondary Enterprise Activity**

#### **Young Co-operatives**

Co-ops in schools in region, using Fair-Trade products

- 160 pupils
- 8 schools

## **Resource Marketing**

The Labyrinth – series of games & challenges played individually & in teams. Played online & to the real world – similar to Krypton Factor or Crystal Maze; designed to teach or reinforce key messages in an entertaining way. Delivered in 4 phases: Phase 1 – online intro game. Players score points and those points go on to; Phase 2 – The Labyrinth now becomes a tool that delivers key messages & ‘thought provokers’. Managed team events throughout region – real practical challenges; Phase 3 – Grand Final. Top teams from each region compete to be the most successful team through Labyrinth; Phase 4 – post event online game to reinforce messages & provide a measurement tool.

- 10 hours per pupil
- 800 –850 players

## **Northern Pinetree Trust**

Targeting 11-16 year olds in special needs education across region. To motivate & enthuse those who engage by introducing them to the basic elements of a successful business. Each school will elect an Enterprise Champion who will help with delivery – post delivery a learner(s) will also become Champion(s) to develop activities within the school. Main stages are: What is an entrepreneur?; Finding ideas & resources; marketing; selling; hands on selling; business expressions. Each module divided into units eg Selling module contains 4 units – local awareness; counting costs; costing & pricing; selling skills.

- Total number of beneficiaries supported & undertaking enterprise awareness 100
- 10 Enterprise Champions (teacher & student)

## **Celebration of Enterprise**

### **Kit + Kaboodle**

Competition promoted by Galaxy Radio – young people encouraged to enter, taking photos of what ‘being enterprising’ means to them. Four workshops will be held across the region to promote awareness of enterprise. Ends with an awards ceremony held at The Gate in Newcastle during Enterprise Week

## **Enterprise Clubs**

### **Rural Enterprise**

Proposal for a continuum of activities including **p-bay** (students run an internal version of e-bay); **Prudhoe Enterprise** (school looking to set up further enterprise clubs, employing outside consultants to kick

start, then becoming self-sustaining); **European Rural Youth Forum** (working out of Haydon Bridge High School, open to all young people under 25); **Selefest Enterprise Club** (aims to coordinate an annual youth festival on The Sele, Hexham); **Haltwhistle Film Project** (working with young people primarily from Haydon Bridge pyramid of schools – providing activities & training opportunities for young people in Haltwhistle. Also producing commissioned videos.

- 3150 hours of activity

### **Young Enterprise**

Young Enterprise alumni, recruiting team of YE students and empowering them to set up & run an Enterprise club. Initially targeting young people currently engaged in YE Company, Team & Graduate programmes and the Franchise programme. Members of YE companies from the previous year will provide advice and support based on their own personal experiences of being involved in these programmes. As the club develops, membership will be available to all young people across the region.

- 8 young people in Enterprise Club management team
- minimum 50 young people registered as members