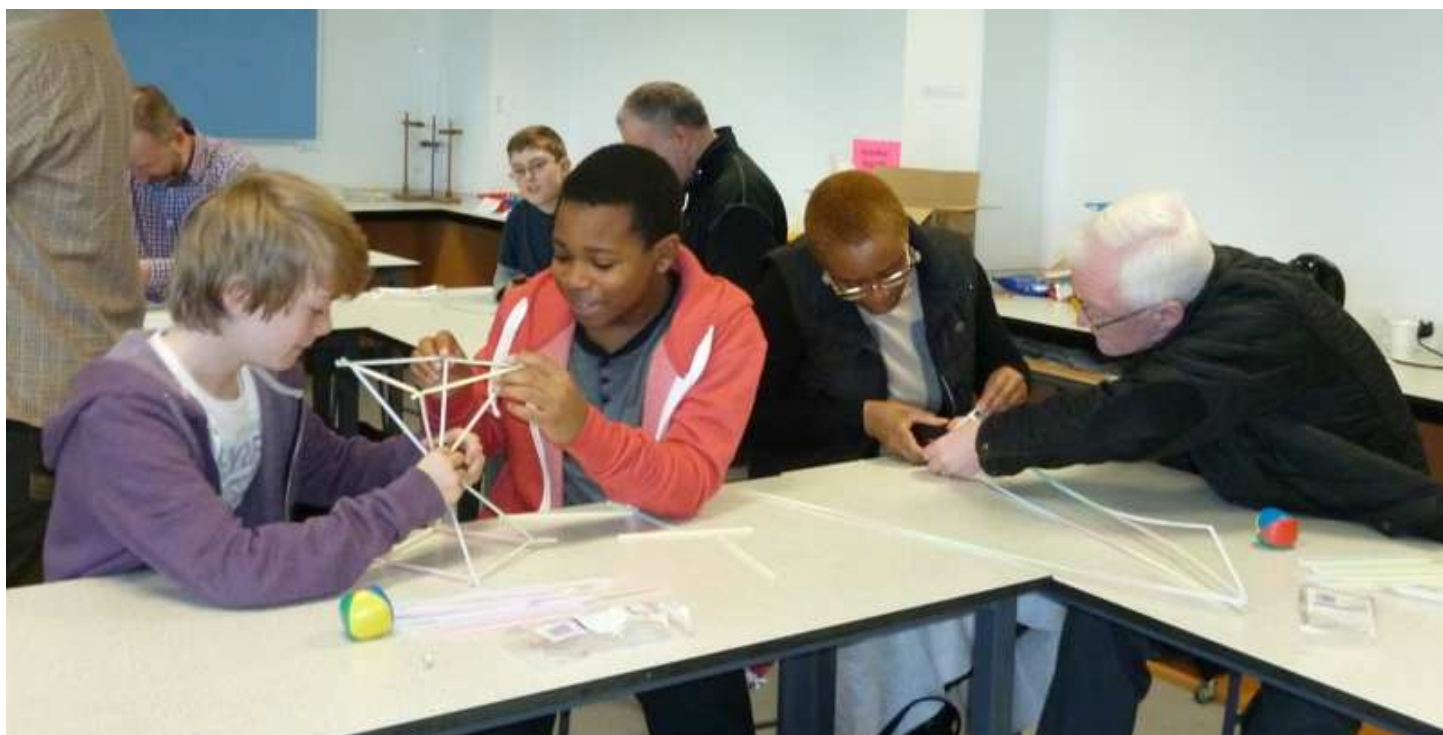


ENTERPRISE BULLETIN

Spring Term 2014

Issue Number 40

We are committed to educating our students to become enterprising individuals, successful in their learning, in their future careers and in life. This Bulletin is a termly publication to students, staff, parents, businesses and community partners. The Bulletin highlights and celebrates some of the good practice that is taking place. We hope that through this Bulletin you will gain a better understanding of what it means to be a Business & Enterprise College.



*The Year 7 **Family Enterprise Experience** has been running every Spring Term now for the past 6 years and the popularity of the event was again demonstrated when places for all three of this year's sessions were quickly taken up.*

Designed to introduce Year 7 students to enterprise, the Family Enterprise Experience invites students to team up with a parent or other adult family member to take part in a morning of fun challenges run on a Saturday morning by Mr Turner and Mrs McDowell here in school.

Skills of teamwork, communication, innovation, time management, planning and presentation are just some of the important aspects of enterprise learning focussed on during each session. The main challenge requires teams to take sheets of newspaper and turn them into a sellable product, come up with a marketing strategy for it, calculate costs and finally present their product to fellow teams.



An introduction to ENTERPRISE at St Bart's

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Family Enterprise : A Success?

Students and parents give us their opinions

"A great way to learn"



"I think these sessions are a fantastic idea and very enjoyable"

"A really great experience, I had loads of fun"



"I found it well out of my comfort zone but enjoyed it anyway. Doing 'stuff' with my child was great—would like to do it again!"



"I have enjoyed all of them (activities) because we were all taking part"

"I enjoyed making the bags and coming up with the selling strategy"

Each year our **Family Enterprise Experience** proves to be a hit with both adults and students. It brings families together who may not have met before and parents/guardians often say how much they enjoy spending some time with their son or daughter on something completely different for a Saturday morning. Working together on challenges in an enterprising way can be fun as well as educational and as remarked by one parent it can also put adults outside their

comfort zone! Above all, however, the enterprise skills students use during these sessions will help them in their school life and also later on in further education and ultimately work.

Each session is rounds off with the offer of a £10 enterprise loan with which students are invited to have a go at starting their own mini enterprise. We will report next term on how they get on.



Getting ready for the big Shanghai adventure

On 8th April the 2014 Easter Study Tour to Shanghai will be jetting off with 31 of our Year 8 students and 5 members of staff—the start of an exciting trip to meet fellow students at Shanghai's Aurora school and experience the culture of China.

Their time in Shanghai will certainly be a busy one with a packed programme of activities and trips filling up every one of their 8 day tour. Highlights will no doubt include the time they will spend in school meeting Chinese students. They will be able to see how life in a Chinese school compares to their own experiences at home; they will take part in a range of activities including Chinese calligraphy and the traditional morning exercise session at the start of the Chinese school day; on day 5 of their tour they will spend some time with Chinese students and their families. Trips will include a visit to the Bund, the famous Shanghai waterfront with skyscrapers bordering one side of the river and Gothic architecture on the other; a tour of the Shanghai Oriental TV Tower with its glass bottomed elevator; and a visit to a bamboo forest, part of the only natural forest area around Shanghai.



Thanks to their excellent fundraising efforts earlier in the year, gifts have been purchased which will be presented to the Chinese families and students they visit as well as to the school itself. The money has also gone towards tour hoodies for each member of the group which they will all wear when travelling which will make them clearly identifiable and certainly easy to spot!

"I am looking forward to meeting all the new people in the Aurora School. The culture will be what I think will be most different."

"What I am most looking forward to is when we meet the families and see their homes. I think the most different thing will be the food. It is very unusual compared to British food. I hope it is going to be amazing."

EST 2014 ready to go



Sixth formers head into local primaries

Once again Year 12 students were eager to sign up for our annual Spring term **Primary Programme**. This programme enables Sixth Formers to go into local primary schools to deliver a series of lessons to classes of Year 4 pupils. This year the primaries taking part were St Joseph's, Falkland, John Rankin and St Nic's.

The challenge, entitled **Theme Park Challenge**, runs over 5 lessons on Friday afternoons and is split between the weeks either side of the February half term. This year we had 6 groups of Year 12 students who were keen to be involved and they all enjoyed taking every lesson. Training was given prior to each lesson by Mrs McDowell to make sure they were well prepared.

As the title suggests, the Theme Park Challenge sees Year 4 teams tackling various aspects of designing and running their own theme park. Pupils have to think about the costs and layout of their chosen rides and attractions; they also work on advertising material, including posters and restaurant menus and to help promote their theme park they have a go at creating and recording their own mini video clips.

All of our Year 12 students who took part in this year's programme showed great enthusiasm and were excellent teachers - a real credit to the school. As these few photos illustrate, the pupils clearly enjoyed the challenge and looked forward to their Friday afternoons!



Y12s and Y4s working together

Student Companies prove themselves worthy of the challenge!



Company success

In last term's edition of the Enterprise Bulletin we reported on the early development stages of our Year 12 students and their **Young Enterprise** companies, Scoffware (sweatshirts) and URGE (rucksacks). Several months on both the companies and the students themselves have made great progress, learning from their experiences, their highs and their lows.

As part of this **YE Company Programme**, students took part in a trade fair at Newbury's Kennet Centre alongside strong competition from other schools. The companies had to work well to attract people to buy their products whilst also being judged on the quality of their stands, how they interacted with customers and how they answered questions on their business and selling strategies.

All of their hard work culminated in their participation at the West Berkshire area cup final. Students were judged on their trade stands and were interviewed by a panel of judges. Both companies were commended for the standard of their presentations and Scoffware were winners of the awards for Marketing and Best Trade Stand. A fantastic achievement by all concerned.



Here are extracts from both companies' latest reports:

Scoffware

Social networking was key in building up our brand and we continue to use Facebook, Twitter, Instagram and Tumblr to broadcast company activities. We sold our sweatshirts at the St Bart's Christmas Fair and the Young Enterprise stall at the Kennet Centre ... The Area Cup Final required us to pull together and reflect on our business year so far. To prepare for this we used our business report in order to produce a presentation ... With the enthusiasm of our speakers, our slick Powerpoint presentation and the aesthetically pleasing trade stand we creatively put together, Scoffware was able to catch the eyes and ears of the judges in order to win two of the available awards.

Through YE we feel that we have gained experience working as part of a team and the importance of communication within this. This programme has given us an insight into the practicalities of running our own business. Even though we have faced many highs and lows within the company, we feel we have gained valuable skills, as well

as producing a brand we can be proud of.

URGE

The start of our Young Enterprise journey was rocky as we quickly changed products from head bands to backpacks due to the initial small market. However after making this change our company and brand started to grow ... Two weeks prior to the big night of our competition URGE knew that our business and whole year depended on this one presentation. We began brainstorming ideas on 'how to set up the perfect stall'; this resulted in the most aesthetically pleasing stall of the evening. Our presentation was the main event of the evening this meant we had to make it eye catching and memorable whilst having relevant details about our company's time selling URGE backpacks and the highs and lows of the year.

From this experience we have learnt that communication is KEY and that trying to make everyone in the group happy proved quite a challenge! Young Enterprise has helped us to develop our leadership skills and we found it crucial that in order to be successful we had to stay organised throughout.

" CULTIVATE " - Encouraging enterprise

At the beginning of the year the Education Business Partnership launched a new challenge, **Cultivate**, funded by RBS and aimed at encouraging youngsters to take that important first step in developing their business potential. The challenge runs over the remainder of the school year and includes two mentoring sessions from local business professionals culminating in a potential prize-winning fund of £250-£500 investment in their idea plus further mentoring.

Our Year 9 Apprentice teams, having already come up with their business ideas during Global Entrepreneurship Week last November, were the ideal candidates and eagerly took up

the opportunity to take on the Cultivate challenge together with the invaluable support and experience it would provide.

The first workshop took place in February and introduced the challenge to our teams. This was later followed by two mentoring sessions to help them prepare their pitch and build confidence. They will soon present their pitch to a panel of judges to be held at Bayer in Newbury on **24th April** after which they will find out if they have been successful in getting through to the next round.

We wish all our students the best of luck and will be reporting on their progress next term.

Working on presentations with Business mentor support



Our students :
Dermot Gannon
Callum Fletcher
Gabriel Berger
Imogen Harding
Amber Layton
Abby McDevitt
Grace Martin
Ellie Waters
Mark Davies
Max Uden
George Freer
Callum Wyatt
Michael Seath

