

Enterprise Culture

Thornaby Academy - Urban Beatz

Since engaging with the Enterprise Culture project, Thornaby Academy has been running a range of activities for students. The radio station, 'Urban Beatz', has been one of the most interesting and intensive of these activities. Run by students aged 14 to 16, the group works together to identify interesting themes for shows, undertake market research, interview local entrepreneurs, sell advertising space to local businesses, compile scripts and actually produce radio broadcasts.

The students involved have seen a range of benefits from engaging with the enterprise activity. Not only has their overall awareness and interest in enterprise increased "*I now know what enterprise means*" – they have also seen an improvement in their enterprise skills. Students themselves talk about their improved team working and organisational skills, while teachers have observed the students developing and using enterprise skills that the students aren't necessarily aware they have. For example, a number of students employed persuasion and negotiation skills to great effect when selling their radio advertising space to local businesses.

Teaching staff have also seen the students grow in confidence throughout the project: "*initially they were shy about speaking in front of people or doing broadcasts for radio shows, but now they are a lot more confident*".

Being involved in the school radio station had led to many of the students considering a career in the music and media industry, while others have been encouraged to consider owning and running their own business: "*I now like the idea of having my own business, being independent and having full control*".

Abbey Hill – Children into Enterprise Challenge

Students from Abbey Hill School & Technology College took part in the 'Children into Enterprise Challenge' to develop a range of business ideas. They designed, produced, marketed and sold the products at their very own trade fair in the school. Each group had £30 to spend on their business idea that was presented to a panel of dragons to judge a number of categories including 'Most Enterprising', 'Best Idea' and 'Best Money Maker'. The students were supported by business ambassadors who delivered a series of workshops throughout the week to teach the students how to develop, promote and sell a product before mentoring them in the process of setting up their business. It was an across school activity and this allowed students from different age groups and levels to support each other which increased their self esteem and confidence.