

BE S' EEN

Business & Enterprise School Enterprise Education Newsletter



Swanlea School
Business and Enterprise College



GORDON BROWN CONGRATULATES SWANLEA

UPDATE FROM SWANLEA SCHOOL

As another successful year for SEEN comes to an end, I would like to thank those involved. In particular, thanks to my Spoke leaders who have worked so hard to bring the network to life and to Michelle Pritchard, our outstanding Business and Enterprise Coordinator. I am looking forward to next year and the changes it will bring and to our continued relationship with the SSAT.

Simon Firth
Assistant Headteacher
Swanlea School

PRIME MINISTERS VISIT

We had the pleasure of welcoming Gordon Brown, Peter Jones, Alistair Darling and John Hutton into the doors of Swanlea on 11th March 2008 where it was revealed exclusively that a National Enterprise would be opening next year to British teenagers looking to develop their entrepreneurial skills. The National Enterprise Academy is a joint initiative by the Government and businessman Peter Jones. This was an exciting event for

both students and staff alike and consisted of a speed networking session for 40 selected students. Gordon Brown, Peter Jones, Alistair Darling and John Hutton visited each table in turn and spoke to the students about their enterprise experience to date and whether they had any enterprising ideas, which they could potentially bring forward to Dragons Den. The event was also attended by Sabirul Islam, an ex Swanlea student who is now a successful entrepreneur in his own right with his book being in the Amazon top 100!! He also spoke to the students about his journey; a journey which impressed both the Prime Minister and Peter Jones and has inspired many students (and staff) to also write a book!

NATIONAL SOCIAL ENTERPRISE DAY

We also had the honour of being chosen to host the launch of the National Social Enterprise Day alongside Make Your Mark in 60 seconds. This initiative, which has been set up to find a "Social Entrepreneur", sets students the challenge of coming up with

a pitch to sell their idea in 60 seconds. Contestants also have the opportunity to win a staggering £15,000 for the top prize as well as the potential to see their idea followed through and made a reality. Students were excited to meet the Government Minister for the Third Sector and three students were chosen to go on the Fun Bus to the Treasury and meet David Milliband.

Michelle Pritchard
Business & Enterprise Coordinator, Swanlea School



INVESTOR IN PEOPLE **Healthy Schools**



Specialist Schools and Academies Trust
EXCELLENCE AND DIVERSITY



The Merrill Lynch Enterprise and Entrepreneurship Programme (MLEE)



has caught the Lord Mayor of the City of London's attention. So much so, in fact, that the Rt. Hon. David Lewis paid Swanlea School a visit, guided by Bob Wigley, Chairman at Merrill Lynch of Europe, Middle East and Africa. Students from Swanlea and Osmani Primary school, accompanied by Ms Atoyebi, Head, were thrilled to meet the Mayoral party, which included Mr Alderman and Sheriff-Elect Ian Luder and Mre Lin Luder, Mr Neil Chrimes, Duty Household Officer, as well as representatives from the Guildhall.

This award winning enterprise project which has been running now for four years. Three schools in Tower Hamlets are involved – Bow Boys, Mulberry Girls and Swanlea. MLEE is managed by Tower Hamlets Education Business Partnership and uses a variety of activities, some developed specifically for the programme and others outsourced to leading enterprise organisations such as Young Enterprise. Over 2,000 students are enrolled in the programme. In 2007, a new qualification in Enterprise Capability was introduced by the NCFE Awarding Body. The qualification is equivalent to a GCSE Grade 'B'. A curriculum was developed, using MLEE activities, and

students were encouraged and helped to collect evidence of their achievements to store in their 'enterprising journey portfolios'. Ninety-two students were enrolled with eighty-four passing, a 91% pass rate. The expertise gained in implementing the new qualification has led to a new project encompassing other schools in Tower Hamlets, Hackney and Newham with more students are enrolled for the qualification this year. The implementation of the new qualification provides an additional tangible benefit for both schools and students in implementing structured enterprise learning programmes.

The Lord Mayor named the MLEE programme as a successful candidate for his prestigious **Dragon Awards**, which celebrate the work of the large corporations with local communities. He was impressed to see such an exciting example of corporate community involvement and praised all those involved for their time, effort and commitment.

The Lord Mayor and Bob Wigley were also kind enough to participate in a speed networking session, involving students from both Swanlea and Osmani schools. Students asked them about the nature of their work and the experiences they went through in order to get to where they are today, which resulted in some rather amusing and extremely interesting replies. All those present enjoyed themselves enormously: a very successful day!

Ken McCarthy

SACRED HEART OF MARY GIRLS' SCHOOL BANK

Simon Corless
Assistant Head

Maxine Rensch
Head of Year 11/
Enterprise Coordinator
Sacred Heart of Mary Girls' School

In recent years, the school has been working with NatWest and their MoneySense programme. This programme involves NatWest staff working with teachers and pupils on a range of activities designed to help teach personal money management and enterprise skills. In this changing world it is of course vital that young people are equipped with the skills and knowledge they will need to be able to make informed financial decisions in later life.

A number of pupils have indicated that they would like to be given the opportunity to put what they have learned into practice by opening their own bank account with NatWest within school. The school has

therefore arranged, with the assistance of staff from the NatWest bank in Upminster, to provide a School Bank service.

The main purpose of opening the School Bank at SHMGS is to encourage pupils to save money, and pupils' efforts in this respect will be rewarded with small gifts from NatWest, in the form of gift vouchers, key rings, pens, pencils and other small gifts. Pupils will also be rewarded by being able to earn interest on their savings at a generous rate of 3.15% per annum.

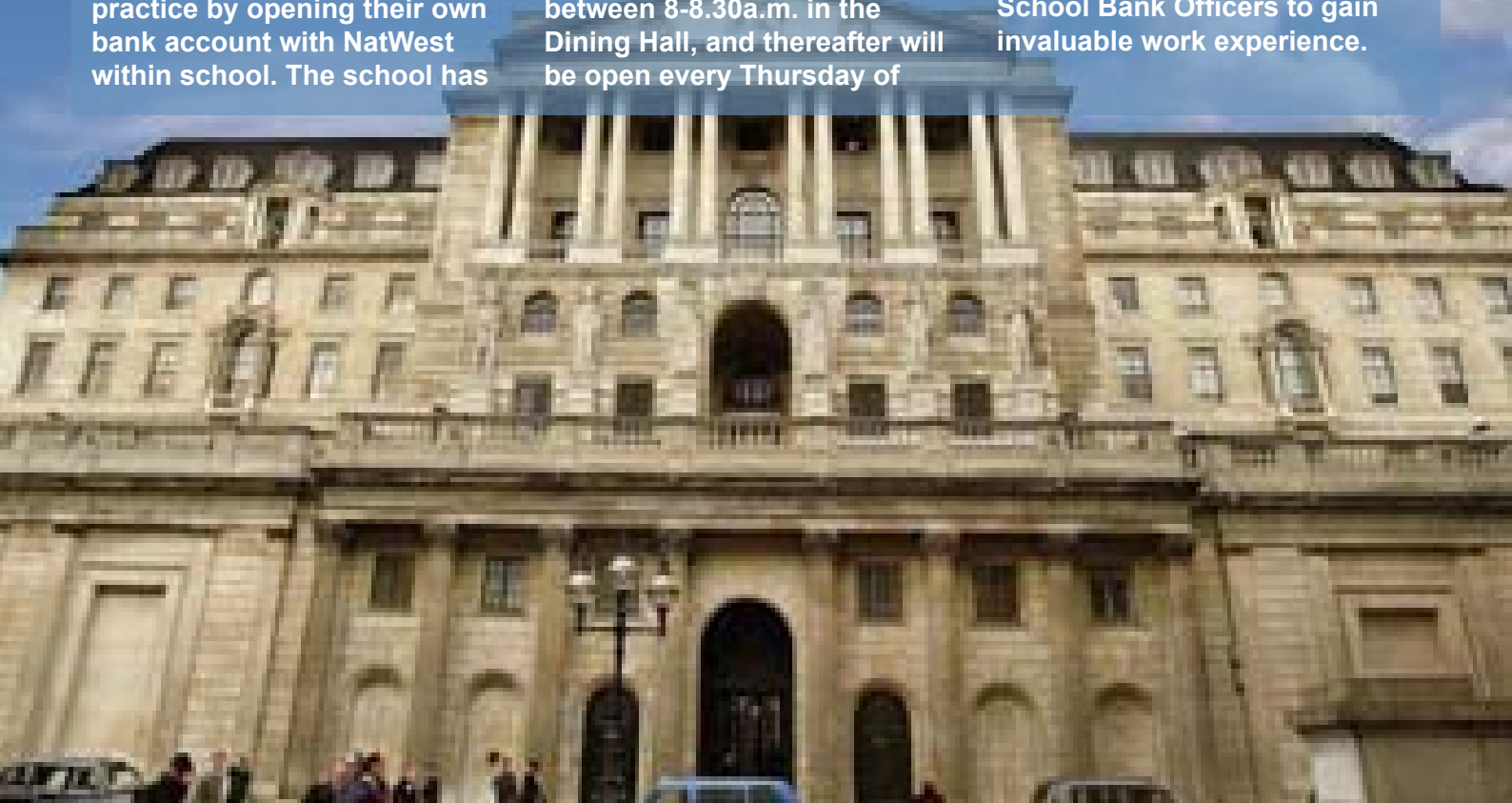
The School Bank will first open on Thursday 13th March between 8-8.30a.m. in the Dining Hall, and thereafter will be open every Thursday of

week two at the same time.

The bank will be operated by the following Year 12 and 10 Bank Officers:

1. Lauren Murphy
2. Tania De Silva
3. Francesca Lutterodt
4. Melissa Lutterodt
5. Rachel Clark
6. Lisa Amokeodo
7. Jessica Bryant
8. Georgia Colgan
9. Aisling Woodhead

As well as providing pupils with a great opportunity to save and manage their own money, this represents a fantastic opportunity for the School Bank Officers to gain invaluable work experience.





A note from our new SSAT Consultant, **Vivien Lewis**

I have been appointed Lead Practitioner for the Schools Enterprise Education Network in London and am very pleased to be able to help and support the four Regional Hubs by attending network meetings and events and feeding back on National developments

I would like to encourage all Schools in London to engage with their Hub and Spoke Schools and make full use of the valuable resources on the local and National S'EEN websites.

There are interesting discussions

taking place on the enterprise in schools forum www.enterpriseinschools.org.uk and we would appreciate your opinions on a range of topics to do with enterprise education.

I look forward to meeting everyone at one of the many CPD events taking place this

term, the first one being on the 14th May at the Bank of England.

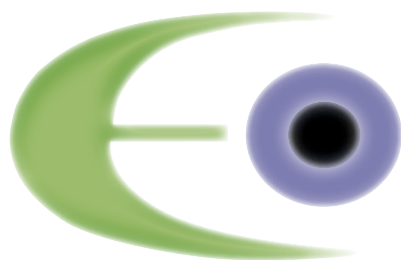
A note from National Programme Coordinator: Enterprise (S'EEN), **Paul Delbridge- Smith**

In February 2008 SE'EN launched the new DVD 'Enterprise Education in Schools' alongside a S'EEN publication and schools' Enterprise Toolkit CDROM. Please speak to your HUB Leaders for further details.



MOSAIC

A Muslim run organization, "Mosaic" came into Swanlea with two of their mentors, Hashi Mohamed (BBC Newsnight reporter) and Asad Ahmed (BBC Newsreader) to talk to targetted Year 11 students about aspirations, self belief, confidence and motivation. This was a highly enjoyable day for the students and Asad and Hashi will be coming into the school to work more with these students in group and one to one sessions.



ENTERPRISE EYE

Please remember to keep checking the Enterprise Eye at www.enterpriseeye.org.uk for updates and resources as well as sending in pictures and articles to Michelle at mpritchard@swanlea.towerhamlets.sch.uk so that she can upload them onto the website.





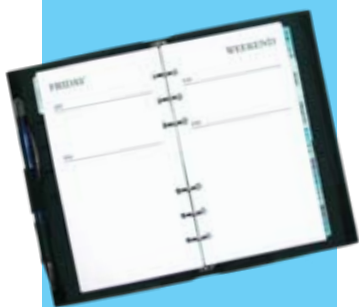
ENTERPRISE CHALLENGE

We have had successes with five of our Year 10 students, who won the Hackney and District Enterprise Challenge. They will now go on to compete in the next heat in July at Canary Wharf. Student were set the challenge of conceptualising and designing a game suitable for children under the age of 10 to play. Swanlea's winning a team came up with a wearable dart board. The game - a cross between darts and 'tag', involves each player wearing the board, making them a moving target for their opponent's velcro darts! A challenge for both coordination and stamina, this is an innovative and exciting game for children. All students behaved exceptionally well and were all congratulated on their high standard of work.

Michelle Pritchard
Business & Enterprise
Coordinator, Swanlea School



A DATE FOR YOUR DIARY



On May 14th the Bank of England are hosting an Enterprise and Work Related Learning CPD event. Organised by Tower Hamlets Education Business Partnership and in conjunction with the borough hub and spoke schools, the agenda has been organised around three key themes: Enterprise Learning and the new Key Stage 3 curriculum; strategies for pre-NEET students using enterprise learning; and the new Diplomas.

Leading speakers from business and the education world will present, and the event will also provide an excellent networking opportunity. The event starts at 9:30am and finishes with lunch at 1pm. An optional visit to the Bank of England museum to hear about the educational resources available there is also provided after lunch.

Ken McCarthy

NCFE QUALIFICATION

18 students from Year 9 have been put forward for the NCFE Qualification at Swanlea. Held for the first time in 2006/2007, we are very pleased to be able to offer this opportunity to students again this year. A two day examination was planned and delivered to a massive 92 students, which gave them the chance to take part in activities that tested the skills students have acquired during their time on the MLEE Programme. On an ongoing basis, students enrolling in the programme have been given a workbook to complete as they undertake each activity, which is then submitted for assessment. This qualification is the equivalent to a B grade at GCSE and last year 34/37 students were successful in gaining this significant achievement.

Michelle Pritchard
Business & Enterprise
Coordinator, Swanlea School

TSU CHU BIZ:

DEVELOPING YOUNG ENTREPRENEURS OF THE FUTURE

Five of our Year 12 students attended a four day course at the University of Greenwich in **Entrepreneurship, Business Finance, Teamship, Leadership, Stress Management and Personal Development**. The aim of this course is to enable a young person to capture their passions and interests, and learn how to channel their drive productively. This course also seeks to encourage enthusiasm for further and higher education. Football, also known as **Tsu Chu** in Chinese, contrary to popular belief, originated in Ancient China over 2500 years ago. This course was founded by Susan Kaye and Tony Woodcock, ex England, Arsenal, Nottingham Forest, and Cologne player, and they aim to use the skills needed within football to illustrate the skills and effort needed for young people to be successful.

Gordon Brown stated that he *"...wants every young person to hear about business and enterprise in school;*

every college student to be made aware of the opportunities in business, even to start a business; and every teacher to be able to communicate the virtues of business and enterprise".

This course has been put together in conjunction with Chelsea football club with the aim to use the passion, skills and commitment needed in sport to inspire students to apply the same motivation to all areas of their lives. Not only do the students learn a lot from this course, it is also accredited by The University of Teeside and participants receive 10 university credits and 20 UCAS points towards a Business and Sports Studies degree upon completion!

I am pleased to report that Swanlea won the competition that was run within this event, winning them £125 and the chance to work with business mentors. Year 12 students got the chance to meet Graeme Le Saeux of ex Chelsea and England fame (as one of the judges) as well as being filmed for Sky Sports. There is even the possibility of Marks and Spencers purchasing these bags in bulk and selling them in their stores!

If you want more details about this course and how your school can attend the next four day course or details on buying a Eco Bag before they go global (!) please contact Michelle Pritchard at mpritchard@swanlea.towerhamlets.sch.uk



Report from

WOODBIDGE HIGH SCHOOL

a S'EEN Spoke School



Woodbridge High School's experience of Enterprise delivery began with our involvement in a Year 10 Enterprise Pathfinder project in 2002. We subsequently introduced Business, Enterprise and Language (BEL) days when writing our bid for Phase 2 Specialist School designation. Originally designated as a Language College in 2000, we were successfully designated as a combined Language College with Business & Enterprise College status in 2004.

Our first two BEL days were planned and implemented with the help of outside providers. From 2005 we developed our own programmes, delivered by Form Tutors to all Year 7 to 10 students. In 2007, programmes for our seventh BEL day were planned collaboratively by Heads of Department and delivered by teachers within their specialist subject areas. This successful collaboration set the groundwork for planning of the new Yr 7 National Curriculum.

As a Business & Enterprise College we were invited to become a S'EEN Spoke school. Caroline Küçük, Deputy Headteacher and Spoke leader, visited every one of the 12 schools in our Network in Spring 2007.

Our S'EEN network is very active and thriving. We have

discussed Enterprise activities and providers. We have provided an electronic copy of eight programmes we have developed to our network schools.

We held a S'EEN practitioner event at Woodbridge High School on 29th June 2007 in conjunction with our seventh BEL day. This was attended by 8 of the 12 network schools. They were given time to visit Enterprise activities being undertaken by all students in Years 7 – 10. The visiting teachers were most impressed with what they saw, both in terms of range of activities being undertaken, engagement of students and quality of outcomes. Evaluations of the event were very positive.

The programmes were planned collaboratively by all Heads of Department. They were:

Year 7	Staple foods (Food, Technology, History, Geography, RE)
Year 8	Passport to Success (IT, Art, Maths, Psychology)
Year 9	Global warming (Business, Maths, Science, English, Media, Drama)
Year 10	Healthy Lifestyles (Health & Social Care, Science, PE, Music)

Teachers from the Modern Foreign Languages, Learning Support and Ethnic Minority Achievement departments worked with each year group.

In Autumn 2007 a second meeting was held. A smaller number of schools attended. Resources were shared between schools, and discussions were held to compare experiences concerning the quality of external Enterprise providers. Once again, evaluations of the meeting were most positive.

On 19th March the Network meeting included a presentation by a theatre group, a report on enterprise activities at one of the Network schools and a brief report on our participation in the DCSF funded 'Bright Sparks' pilot project (an on-line tool for building a portfolio of evidence to show development of enterprise skills).

Our next S'EEN practitioner event is planned for our BEL Day on 27th June 2008.

Electronic copies of some resources produced by WHS Heads of Department have been made available as a resource to all Network schools and have been posted on the S'EEN Hub website www.enterpriseeye.org.uk.

C J Küçük
Deputy Head
Woodbridge High School

Report from **THE CHAFFORD SCHOOL** A Specialist Business & Enterprise College

DISNEYLAND RESORT PARIS

Paul Hawkins
Assistant Head
The Chafford School

On the 21st-23rd of January, year 11 students from the Chafford School along with a group of very over excitable teachers went on a trip to Disneyland Resort Paris. The purpose of the trip was to enable the students to gain an insight into the running of a resort like Disneyland and to develop their knowledge of how the business world really works.

During our stay in the park, as well as testing out the rides and attractions we continued our business experience by attending three seminars based on the running of the Disney theme parks. We learnt about the Disney brand and company, their history and their losses. We discovered how when the resort had first opened it made a major loss and how thanks to rebranding and the launching of a new park and rides within the resort, the business was able to expand their brand.

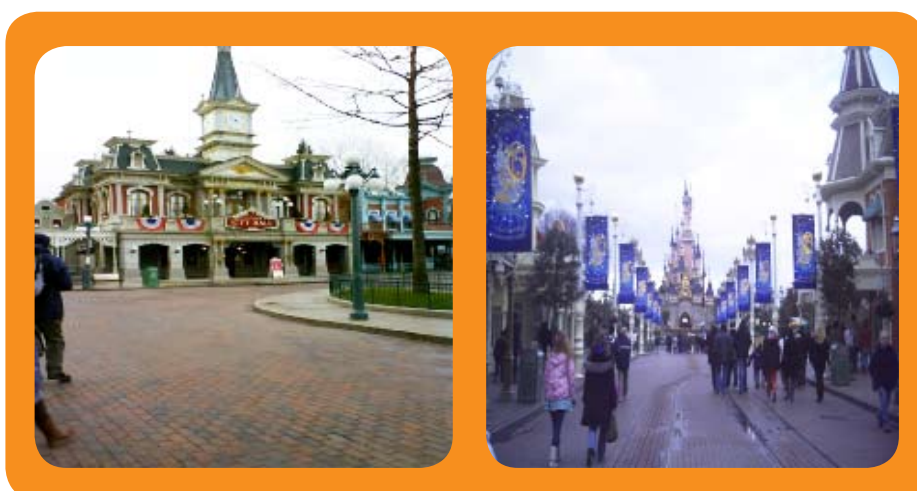
We were shown behind the scene clips of the Disney parks, and were given the opportunity to put our questions forward and learn more about the business. One of the most important things we learnt was about the customer services within the park. The Disney company is known for having good customer services and the trip enabled us to see how the cast members achieve



this and are able to cater for such a wide variety of people.

The trip allowed us to expand and extend our business knowledge,

and base it on a real life situation. Not only did we learn a lot but we had an amazing time and enjoyed the company of our friends and peers.



CELEBDAQ AT THE CHAFFORD SCHOOL

Students from The Chafford School in Year 9 are currently learning how to buy stocks and shares on the Stock Market. During lessons students are logging onto Celebdaq (operated by the BBC) which is allowing them to buy and sell shares, not in companies but in Celebrities. Everyday the BBC editors count the amount of press coverage (in column inches) that each celebrity received which determines the share price. All students start with an imaginary £10,000 and must invest wisely in order to make a return on their original investment, with prizes available for winning students from each Enterprise group.



The course provides an excellent opportunity for students to gain a wider knowledge of the issues that surround our economy and how bank employees in London receive six-figure bonuses. Throughout the six weeks, lessons will cover key concepts that surround the stock market and students are encouraged to invest their money using the material learnt during lessons. The students can monitor their progress at home and carry on trading whilst gathering the necessary research to make big returns. Hopefully, in the near future our students can have a fulfilling banking position – making real money!!!



THE LONDON SCHOOLS' FASHION SHOW

A group of upper school students from The Chafford School are aiming to take part in the London Schools' Fashion Show. This project is organised by Copthall School and is sponsored by The Coats Foundation Trust to help promote creative textiles crafts within schools. The students are required to design, make and then model their outfits on a catwalk held at The Arts Depot in Finchley. The work is then judged by an industry panel.

Last year there were a group of five talented year nine girls who qualified and participated in the event (one student was awarded £50 worth of prize money for her beautifully crafted hand made felted bag). The theme was 'Sub

Aqua' and some fantastic designs were created.

There are fourteen students involved this year (twelve year ten and two year eleven students) and the theme is 'masquerade'. Students are busy creating elaborate eye masks ready for the auditions which take place on the 12th March. These will eventually accessorise their fabulous hand made ball gowns which they will start making soon.

Vicky Bell
Assistant Head
The Chafford School

THE COMPANY PROGRAMME

Swanlea students from Year 10 and 12 have been taking part in the **Young Enterprise Company Programme**. They took part in their first competition on the 19th March - a nail-biting experience! The competition took place at the Chambers of Commerce and was attended by Ed Balls, Secretary of State for Children, Schools and Families. We are proud to announce that Swanlea was selected as one of the **Top 10** companies in London - a significant achievement.

With the next heat (Tower Hamlets division) taking place on 1st April, there is no time for our two teams to rest. The year 12s have made ECO BAGS in order to promote the public to ditch plastic bags and go for the cotton alternative. The year 10s have fused together graffiti and traditional art in order to encourage young people to be creative on canvas and not on public property.

Michelle Pritchard
Business & Enterprise Coordinator,
Swanlea School

