

# enterprising schools

**Spring Term Report**  
January - March 2009

## Enterprise Achievements

Thank you to all our Stepclever Primary Schools for making the first year of our project such a great success.

Since the start of the project we have achieved many things:

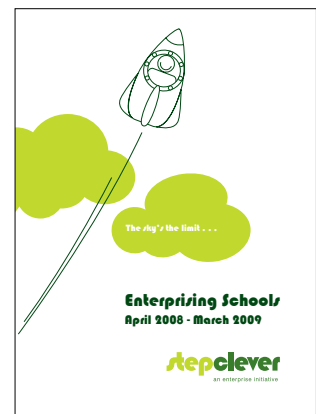
- We now have at least one member of staff leading on enterprise in all of our primary schools.
- Each school has utilised the funding available in various ways to help raise enterprise awareness amongst staff and pupils at Key Stage 2.
- Resources have been developed to support schools in recognising and rewarding enterprise across Key Stage 2.
- Pupils have worked with a local graphic designer to produce their own enterprise sticker to reflect their understanding of 'being enterprising.'
- We have developed fantastic partnerships with a number of local and national organisations that have added great value to our work.
- We have had over 8,500 primary school beneficiaries of various enterprise activities and projects.
- We have provided 92 members of primary school staff with CPD opportunities and training sessions since March 2008.

It's been an action packed year as our achievements show and we know many schools are at the beginning of their enterprise journey, however I think you'll agree we've all made a fantastic start!

Each primary school is eligible for a further £4,000 to continue to help raise enterprise awareness of staff and pupils from April 2009 – March 2010, our Primary Enterprise Champion will be in touch after the Easter break to support you with the proposal process and development of your enterprise action plans.

Many of you will have received our recently published enterprise brochure which documents all of the exciting and innovative projects the primary schools have been working on from April 2008 – March 2009.

If you would like to receive a copy of the brochure please e-mail [cathryn.lewin@stepclever.co.uk](mailto:cathryn.lewin@stepclever.co.uk) or call 0151 260 3161.



# Celebrating Enterprise....



Our first Primary Enterprise Celebration Event was held on Tuesday 31st March at the Cornerstone Campus, Liverpool Hope University. Over 80 pupils, teachers, head teachers, board members and business colleagues were in attendance to celebrate the enterprising ideas, projects and plans that our schools have been working on over the past twelve months.

During the morning the audience heard from the children and teachers at The Trinity Catholic Primary, Whitefield Primary, Bedford Primary, Breckfield County Primary and St Monica's Catholic Primary.

All of the schools had worked hard to put together displays of their work, which gave guests a chance to see what the StepClever funding and support had allowed them to achieve. Enterprise plans have included digital technology, podcasting and website design, newspaper groups and professional photography sessions, recycling and eco projects, cafes, shops, to name but a few.

Lorna Rogers, Project Manager for the Tomorrow's Enterprising Workforce Project, thanked all of the schools for prioritising enterprise over the past year and for their time and support in making the project such a huge success. The team also showcased their enterprise DVD which captured the enterprising spirit that the schools have embraced since working with the project.

Local business woman, Clare Molyneux (pictured) spoke to the guests during the morning about her childhood, growing up in Anfield and her determination to make her dreams a reality.



A former Breckfield Primary School pupil, Clare is a fantastic role model for the young people of

Merseyside. She is the founder-director of Open The Door Theatre in Education and Molyneux Estates and an accomplished playwright and poet, her presence at the event was commented on by many teachers and guests as 'inspirational.'

The Bedford Beats Crew from Bedford Primary School were out and about during the morning interviewing guests to capture their thoughts on enterprise...

You can see what Bedford Beats have been up to at [www.radiowaves.co.uk/bedford](http://www.radiowaves.co.uk/bedford) where you can also listen to an enterprise audio recorded by the children themselves.

Year 5 children from Gwladys Street County Primary & Nursery School showcased their enterprising work to our guests. With the help of Vision 2000 they have designed a transition booklet and DVD which they will distribute to Year 2 children and their parents, ready for their move from the Infants to the Junior Building in September. The children are now busy organising a launch for the summer term, which Year 2 children and parents will attend.

Cathryn Lewin, Primary Enterprise Champion has supported the schools over the past year and commented "The

event was a huge success and gave our schools the chance to reflect on how much they have achieved over the past twelve months. The school displays were fantastic and the enthusiasm and presentations from the staff and pupils were commented on by many of the guests. It's great to see enterprise being prioritised by so many of our primary schools and because of this a range of different projects, plans and experience can now be shared amongst the schools."



(left to right) Josh, Amy & Annie from Bedford Beats interview Stepclever Project Manager, John Anderson.



Bedford Beat pupils interview Stepclever Board Member Marie McGiveron



Year 5 children from Gwladys Street show guests examples of their professional photography and transition DVD.



Year 5 children from Gwladys Street County Primary & Nursery School show guest Lynn Jones from Enable their transition booklet and professional photo's....



Year 6 Children from The Trinity Catholic Primary School showcase the Park & Stride scheme they are currently starting up.



During the morning The Trinity Catholic Primary School shared their Stepclever experience with the audience and demonstrated how they reward and recognise enterprise at their school.



St Monica's Catholic Primary School display their enterprising work...



Janine Wilson, enterprise champion for Faith Primary School and parent volunteer Tracy Madigan tell us all about Kidz Kaf!



Year 5 children from St Monica's Catholic Primary School share a poem entitled 'When I Grow Up...'

# Embracing Enterprise

Jan McKenna, Enterprise Champion at Christ Church C of E Primary tells us more about the various ways they are encouraging enterprise through their lessons.....

## Fundraising for Africa:

Our Year 6 were given an exciting challenge recently as part of their RE work: To raise awareness of the plight of the poor in Africa, to raise money for them and to do so in an innovative and creative way. What followed was an amazing response from the children demonstrating a great awareness of business skills and teamwork. Ideas so far suggested and planned for include cake baking, selling personalised merchandise, washing cars and sponsored fundraising sessions (the sponsored silence looks like a winner!). However, the most adventurous has to be the suggestion of an auction; planning is now firmly underway and the children have written to the headteacher requesting permission to stage the auction. Roles have been divided between the children in the group (with the children negotiating which roles they felt they would be best at), contact has also been made with several local businesses explaining what they intend to do and they are now trying to persuade the businesses to support the auction by donating items! The auction is planned for after the SATS so watch this space!

## Young Enterprise

Our Year 5 & Year 6 children took part in the 'Our World' and 'Our Nation' programme, delivered by Young Enterprise. We chose these specific modules as they were linked with specific topics our classes were working on.

In 'Our World' they discovered how countries and people of the world rely on each other



for their everyday needs and wants through importing and exporting goods and services. Using a world resource map, trading game and enterprise challenge the children simulated the decisions that countries and business have to make.

In 'Our Nation' our children explored a cartoon map of the nation identifying different regions and types of geography such as cities, towns, seaside locations and landlocked locations. They also discovered that there are different types of work and businesses in the different areas of the UK. They looked at aspects of the supply chain, manufacturing costs and how businesses communicate with their audiences. The children were also introduced to the role of Government and learnt how Government supports business (e.g. Transport links, healthcare, police, education) and acts as an arbitrator and decision-maker on the nation's behalf.



## Designing the Garden:

Year 4 have had an exciting time recently developing the school garden to include a range of plants and a nature area, including a pond. By working with a local garden architect, the children have enjoyed the opportunity to explore the full planning process for the re-working of the garden, rather than just being involved in the final stages of planting. Tasks set have included trying to identify which plants are best suited to specific areas of the garden and, by being given a budget, the children have enjoyed

the opportunity to work out real life financial problems. Future Alan Titchmarshes maybe!

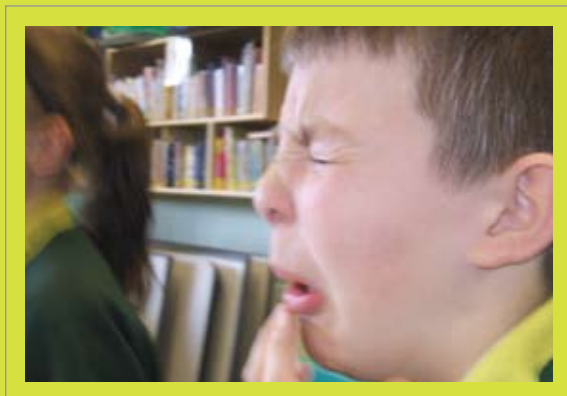


## Healthy Tuck Shop

Our Year 6 children are in the process of setting up a Healthy School Tuckshop.

In working with 'Fruit to Suit', the children have had some amazing real life business opportunities. First they had to submit a formal application (in groups) to run the tuck shop; this was followed by a 'proper' interview where the children had to do a PowerPoint Presentation and answer questions. It was a nerve-racking time but the teacher managed to whittle the original 20 applications down to 5 interview groups, with 4 of these being successful.

Since then, the children have phoned the Fruit to Suit representatives to arrange meetings in which they have applied for specific roles within the tuck shop and followed this up with a delicious tasting session - although it looks like not all children agreed!



## Groovy Smoothies

Children from All Saints Catholic Primary School in Anfield visited the Smoothie Express bar in Clayton Square Shopping Centre through March, to find out from owner Mark Paddock just what's involved in running your own busy healthy drink bar; and learn how to make the perfect smoothie.

The children were looking for some expert advice as they are soon to open their own healthy tuck shop and are looking to branch out to make 'groovy smoothies' – the project will enable the children to develop their business and entrepreneurial skills.

The enterprising children listened to Mark as he explained how he got started in the healthy eating and drinking industry and just what's involved in running a smoothie bar. The children then had the chance to ask questions before trying their hand at making their own healthy drink.

Having mastered the art of making the perfect smoothie the children worked in groups to create new recipe's of their own, choosing ingredients, names, prices and designing posters to advertise them. The winning smoothie - the 'Fruity Explosion' - was selected by Mark and is available to purchase for a limited time.

Joanne Rodgers, teacher and enterprise champion for All Saints commented 'The visit was really useful and the children picked up a lot of valuable tips on how to run their own smoothie bar, and the complementary smoothie and a fruit salad also went down very well with all of us!'



## Building Business links

Over the past few months many local businesses have offered their support to the wide range of projects running within our Stepclever primary schools. Businesses have ranged from photography companies to marketing and advertising professionals and fair trade organisations to printing companies.

The number of businesses who have offered their time and support is a huge achievement and we hope it will continue to rise through the summer term.

Here are a few examples of how companies have provided support to a number of schools.

Vision 2000, a local photography company have worked with as many as four of our primary schools to assist them with their enterprising plans. They have offered training and advice to pupils to enable them to capture images to a professional standard to be used in schools, DVD's, books, brochures and newspapers.

Bill Kelly from New Mindset has offered support to two primary schools using his expert knowledge in advertising as he held talks with children from Bedford Primary School and The Trinity Catholic Primary School. Bill helped the children understand how to create an advert and develop promotional materials that are both memorable and successful.

A local artist, Mike Badger who specialises in creating pieces of work using recycled materials facilitated workshops in two primary schools to assist them in creating pieces of artwork and sculptures using materials including plastic bottles, bottle tops, cereal boxes etc.

Stephen Collard, Enterprise Project Officer is currently developing our education business links. If you would like to receive business support to add value to your plans or find out more please call 0151 260 3161 or e-mail [stephen.collard@stepclever.co.uk](mailto:stephen.collard@stepclever.co.uk)

## Bedford Beats Business Community Presentation

The enterprising children from Bedford Primary School delivered a presentation to a number of local businesses on Thursday 26th March. The Bedford Beats children aged between 8 and 11 explained how they upload podcasts and news stories onto their website for their fellow pupils to read and listen to.

They introduced the website to the six local businesses, showing examples of their work and explained how they would like to create advertisements for the businesses for a small fee!

Having completed the presentation, Bedford Beats answered a number of challenging questions from the audience and then recorded interviews with each of the businesses to upload onto their website.

It was clear from the reaction of the business guests that they were extremely impressed with the skills that the children have developed through their involvement with the project and also how composed they were when speaking in front of an audience. One commented, 'their enthusiasm and confidence is great to see'.

We would like to thank all of the businesses for taking the time to attend the presentation.



The Bedford Beats Crew with local business representatives; Angela Douglas from Vision 2000, Lynn Jones from Enable, Oli Thomas from Making Faces United, Ian Galvin from Facellift, Frank Duffy from Stepclever and Anthony Morris & Karen Wilde from Asda Bootle.

## An Enterprise Ethos

All staff were provided with the opportunity of attending a half day or full day 'enterprise ethos' CPD programme on Wednesday 28th January. The morning session focused on enterprise across the curriculum, recognising opportunities for enterprising teaching and learning; whilst the afternoon concentrated on making effective business links, exploring why and how business and education can work together and effective ways of contacting businesses to gain their support. As a special treat the afternoon also included a presentation and taste test from Starbucks, who spoke about the work they do with local schools.

12 staff members attended the sessions which were delivered by Lynn McCann from Partnership Solutions UK. Lynn also lectures at Liverpool Hope University and has extensive business education experience.

Feedback from the day included:

"A key person was presenting with ideal business links enabling us to network."

"Really helpful morning, had time to think about how to move forward as a school, great to listen to other schools and the enterprise schemes they are involved in."

"Some excellent ideas for businesses we can link with."

"Really useful session, business links don't seem as unobtainable now!"

"Great fun, practical and perfect training - 10/10"

## Whitefield Primary School: An Enterprising Approach

Linda Harris, Primary Enterprise Champion from Whitefield Primary School attended our last CPD event, which focused upon enterprise and creativity. She gained a lot from the session and commented 'I wish all of the staff could have been involved'. Linda valued the importance of a whole school approach and with the support of the head teacher dedicated the morning of their February INSET to highlight the synergy between enterprise and creativity, allowing staff time to reflect on how they can encourage enterprise throughout the school. Cathryn Lewin, Primary Enterprise Champion introduced the morning to increase staff awareness of the Stepclever project. The programme was delivered by Claire Walker and Jackson Kavanagh from as creatives and the feedback was extremely positive, comments from staff included:

'It's helped me notice when my children are being enterprising.'

'I can see endless possibilities for gifted and talented strategies'

'I understand enterprise is not just about money, a lot of things can be enterprising.'

'My understanding of an 'enterprise culture' has changed completely – I thought enterprise was just to do with money and business.'

'I'm surprised at how enthusiastic I am!'



## STOP PRESS!

Two of our Stepclever projects; Enterprise Gateway and Working for Yourself offer support to people wishing to start up their own business. Maybe some of your parents dream about working for themselves, or have a skill or hobby that could be earning them money. Our specialist advisors can offer them one to one dedicated advice and support, taster sessions in business start up, guidance in creating a business plan, financial and training assistance and follow on employment advice if self employment isn't for them.

They may be able to attend community events, parents evenings or run taster sessions in school for your parents and the local community to attend.

Interested in finding out more? Please call 0800 030 4376 or contact Cathryn for more details on 0151 260 3161

## Upcoming Events

### Radiowaves Enterprise Workshop

'How to use radio and podcasting as a learning tool.'

When: Thursday 23rd April 2009  
13.00– 15.30

Where: Bedford Primary School, Quarry Road,  
Bootle, L20 9LJ

Staff are invited to attend a workshop which will provide a taster of how to create your own podcasts and how to publish them online. Find out how easy it is to record, edit and publish and be inspired to use this tool in your school. The programme will include how to use radio and podcasting for enterprise.

Staff should have already received forms to express their interest in attending, however if you would like to attend and have not yet notified us please call Cathryn on 0151 260 3161 and we'll save you a space!

(Delegate fee will be covered by Stepclever)

### Enterprise Champions Network Meeting

When: Thursday 21st May 2009  
15.30 – 16.30

Where: The Lodge, Academy of St Francis of Assisi, L6 7UR

We have listened to your views and we know you wanted to wait until after the celebration event to meet up. Therefore we have scheduled our first enterprise champions network meeting for Thursday 21st May (we thought we'd wait until after the SAT's were over!).

It will be great to have all staff leading on enterprise together to gain your thoughts on future developments and give you a chance to feedback on how things are going and the support you would like from us. You will also have the chance to input to future agenda's and ensure the network meetings are both valuable and worthwhile.

A light buffet and refreshments will be served on arrival. An invitation will be sent to all schools after the Easter break.

### My Money Week

Coming to schools all over England through 29th June – 5th July 2009 My Money Week is part of My Money, a financial education initiative funded by the Department for Children, Schools and Families, led by pfeg (Personal Finance Education Group).

If you would like to take part and further develop the financial awareness of your children you can pre-order your FREE primary My Money Week toolkit today!

Inside your toolkit you will find:

- Flexible teacher resources – individual lesson ideas to whole school activities
- Learning activities and materials to bring finance education to life
- Inspirational videos
- Assembly Ideas to engage your pupils
- Whole school challenges inspired by celebrities such as Chris Hoy and Ben Fogle!

Simply call 020 7330 9470 or visit [www.pfeg.org/MyMoney](http://www.pfeg.org/MyMoney) to find out more and order your FREE toolkit...



Thank you to all of the schools who have sent us articles and photographs for the Spring edition. The newsletter is sent to all Stepclever primary schools and will be distributed amongst the Stepclever teams and board members as well as interested local business and community groups. If you would like to see your school appear in the next newsletter, which will be circulated at the end of the summer term, please do not hesitate to contact Cathryn Lewin on 0151 260 3161 to find out more or alternatively send your articles and photographs to [cathryn.lewin@stepclever.co.uk](mailto:cathryn.lewin@stepclever.co.uk) Keep up the fantastic work!

**stepclever**  
an enterprise initiative

### Tomorrow's Enterprising Workforce

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