

Embedding Enterprise

The LocalBiz Project uses the management of a community website to enhance students' Enterprise skills through a series of linked activities.

Embedding Enterprise into the culture of a school is described in this two-stage framework.

‘One Project - One School’

Getting Started - The LocalBiz Project ‘Enterprise Day Programme’ To Launch the Community Website

Purpose – for those schools yet to launch the Project, this one day programme will identify an initial student cohort that shows interest in the day to day running/managing of a community website. This then provides the school with an ideal opportunity to assess how the Project could become embedded into the curriculum. The starter group could continue to manage the site as part of a lunchtime, after school or as a home-based activity.

Student Numbers: approximately 30 students – from any year.

Outcome: a fully operational community website

The day comprises of numerous competitive activities. Students, in groups of 6, complete tasks covering News and Business research and then publish key findings. In one day, they launch a fully functional community website. All students at school can immediately access the information, as can the local community.

Programme for the day

Timing teacher decides	Task	Student Activity
Rec 30 min Rec 30 min	1	Intro & Short Group Quiz. Agreeing most popular PC game at school. Checking out Best Prices.
Rec 30 min	2	Enterprise Quiz
Rec 30 min Lunch	3	Creating a unique community website
Rec 15 min	4	Afternoon Session Introduction (and recap)
Rec 30 min		Adding a National Business to website
Rec 45 min	5	Research and add Local Business details
Rec 30 min	6	Presentation/ Prize Giving / School finishes

Slide 3



This community website provides a basis for offering students activities across the ability range (in stages) helping it grow.

From the outset, SMTs can consider which tutors and subject areas should also be involved to develop the community website. This is ongoing. Each year, new student cohorts will get involved, helping it to grow. Student teams can be appointed for a single activity, or on a term or yearly basis.

Moving Forward - see over for the ideas of using the flexible learning programme throughout the curriculum and with different year groups

Moving Forward - The LocalBiz Project ‘Whole School Programme’ Using a single theme to embed Enterprise into the school culture

Which Year Groups? – Which Options? – Which Subject Areas?

Having launched the community website, through the Enterprise Day Programme, or one of our other programmes, teachers will have numerous ideas of how the Project can be used throughout the school. They can then assist the SMT with the development of a wider programme to fit across the curriculum. The table below offers a suggested range of possible activities and timings. Student activities can be deleted/extended/replaced as required. Please call us on **01943 434343** for further discussion.

Student knowledge and understanding of community websites will build each year, enabling them to play a key management role in later years, if willing and selected. Activities involving Whole Year Groups can be undertaken in a variety of different ways including: form groups, tutorial sessions, enrichment, business, IT, citizenship, mentoring or through media studies. Maths, creative writing and design play a key part in helping students fully develop and apply their enterprise skills.

	STUDENT ACTIVITY	SUBJECT AREA
YEAR 7 (ALL)	Community Awareness - Role/Benefits of an Active Community Website Students first recap on basic community concepts, undertake the Enterprise Quiz, Price Challenge and, following some research, undertake a SWOT exercise reviewing the school’s own community website and compare it with other local community websites and national business directories.	PSHE Citiz’ship ICT
YEAR 8 (ALL)	Create News and Events stories for the Website All students in the year (on a rolling programme basis) will add at least one news and events story to the website. Create posters and other marketing materials.	English Media Design Citiz’ship
YEAR 9 (ALL)	Complete Extensive Community Survey – all students’ help to contribute to the design of a questionnaire to find out key facts in their community e.g. assessing local employment patterns or exploring a community statistic e.g. less than 10% of working people walk to work. Distribute, complete and return the Survey to minimum of 3 homes. Analyse the results.	Maths Citiz’ship
YEAR 10	Work Experience - Students use advertising application forms (added to the WE Packs) – offering free advertising. Data added to community website by actual WE students or passed over to the website management team.	Work Experience Drama ICT
YEAR 11+ (includes Y12 & Y13)	Website Management Team - a small group of older students (say 6) have overall responsibility for managing the website, supported by participation from younger students from Yr 7 to Yr 10 (one student per year - perhaps changing each term). The remaining Yr 11 + students can decide whether to continue or select a specific community website activity depending on the subjects they are studying. Others This includes work on some earlier topics (to a higher level), or create a new business idea/community service and get it published (Business), designing new graphics sets for the website (ICT), designing a poster campaign (Design), or create video productions e.g. customer interactions or sales promotion materials (Drama)	Business ICT Key Skills Plus All other disciplines
	Older students can provide mentoring/support roles to the younger students, to include visits to primary schools to work with Yr 5 & 6 children on community based activities. Students with IT skills could further enhance the website by adding ‘Flash’ images to pages and creating new designs for the website itself.	

**The knowledge and skills are passed on each year –
and the site grows and gets better.**