



Short Enterprise Programme

The LocalBiz Project

The LocalBiz Project is a set of learning programmes built around activities which involve research, communication, risk assessment, creativity, and the use of ICT in business. In some programmes, students work in teams and make real business decisions. The LocalBiz Project has as its central theme the management of a community website, which combines social and business enterprise. Students collect information about businesses operating in their community, events which are taking place, items of news, and publish these on a ready-made, easy-to-use website which they promote within the community.

The Short Enterprise Programme is ...

... designed to be completed within a single week, usually over 3 to 5 days. It will take between 8 to 12 hours. It can be run over a whole term, at 1 hour per week, possibly as an extra-curricula interest. There are just six activities for students to follow.

	Activity	Time	3 Days	4 Days	5 Days
			3 hr/day	2 hr/day	2 hr/day
1	Gain Student Interest	1-2 Hour	Day 1	Day 1	Day 1
2	Give Students Ownership	1-2 Hour	Day 1	Day 1	Day 1
3	Identify Target Businesses	1- 3 Hours	Day 1	Day 2	Day 2
4	Contact Target Businesses	3 Hours	Day 2	Days 2/3	Days 3 - 4
5	Add details to website	1- 3 Hours	Day 3	Days 3/4	Days 4 - 5
6	Review successes	1 Hour	Day 3	Day 4	Day 5

The Short Enterprise Programme could be used as the first step upon which the school embarks, to assess the Project's potential. It lays the foundations for any of the different Programmes to be followed, right through to the development of a school-wide activity in which all students, regardless of ability, can participate.

The Short Enterprise Programme delivers ...

- ◆ An effective way of launching the Project
 - ◆ Certificates for full or partial completion
 - ◆ An introduction to the World of Work
 - real work with real customers
 - ◆ Motivates and interests students of all abilities
 - from Yr10 upwards
- ... through an exciting, interesting, and unique hands-on learning experience.

“ We are extremely pleased with the way in which this project has fitted in with their business and economics lessons and we plan to pass all the information and the website down to a younger group, so they can continue the work in the future.”

Charlotte Lane, Outreach Support
Co-ordinator, Tonbridge GS

More Information at
www.TheLocalBizProject.com

