

Agenda Item	18.
Report No	CLH 16/18

## HIGHLAND COUNCIL

**Committee:** Care, Learning and Housing

**Date:** 30 May 2018

**Report Title:** **Supporting Young Enterprise**

**Report By:** Director of Care and Learning

### **1. Purpose/Executive Summary**

- 1.1 The purpose of this report is to introduce a presentation by senior pupils from Plockton High School, who are Company of the Year in the Young Enterprise (Scotland) Highland & Moray 2017/18 Programme.

### **2. Recommendation**

- 2.1 Members are asked to comment on the presentation, and commend the Company of the Year.

### **3. Introduction**

- 3.1 Young Enterprise (Scotland) deliver and support the Student Company Programme – ‘the ultimate enterprise experience’. Young people aged 15-19 years, set up and run their own real company as a team, over the course of a year.
- 3.2 Students in groups of 2 to 25 members (optimum 6 - 13 members), work in self-led teams, supported by local experienced volunteers from the business community, and a teacher in their school, to develop and take forward their business idea.
- 3.3 Through this programme, young people benefit from a practical hands-on experience which will give them a true understanding of how a business works, and how wealth and employment are created. It is their business – they make all of the decisions, and experience all of the highs and lows of business and self-employment.
- 3.4 Participants develop an understanding of key business functions including marketing, financial management, sales, customer care and HR. They also gain practical experience of a range of concepts including understanding the market, supply and demand, costing, profit and competition.
- 3.5 Most importantly however these young people develop key employability skills, including:
  - Creative thinking and problem solving,
  - Communication and presentation,
  - Teamwork and leadership,
  - Negotiation and decision making,
  - Setting goals and time management; and
  - Managing risk and responding to change
- 3.6 The programme helps those who take part to increase their confidence and develop a can-do attitude, with key skills that last beyond the end of the programme and into the world of work. There is also an option to undertake the University of Strathclyde Business School Young Enterprise Exam, where students share their experiences of running a business.

### **4. Young Enterprise (Scotland) Student Company Programme**

- 4.1 17 areas make up Young Enterprise (Scotland). The Highland & Moray Area is geographically the largest. 2000 to 2500 students across Scotland take part in the Company Programme each year.
- 4.2 Over the past 10 years, 109 schools have registered 114 companies, with 86 companies succeeding in making it to the Highland & Moray Finals. Overall around 1300 students have participated.
- 4.3 473 pupils have chosen to take the Strathclyde University Business Exam (numbers for 2017/18 to be announced).
- 4.4 49 Link Teachers have been directly involved, with many more school staff assisting and supporting teams.
- 4.5 There have been fluctuating numbers of Highland schools involved in the programme each year, and given the range of other opportunities now available, it is possible that the profile of the programme has reduced a little. The Care & Learning Service

therefore intends to ensure that Headteachers and school staff are reminded of the value of its value, and encouraged to support school-based teams to participate.

## 5. Career Education Standard

5.1 The programme helps give a profile to the Career Education Standard, which involves:

- Pupils' entitlements - Children and young people will be entitled to develop understanding of enterprise, entrepreneurship and self-employment as a career opportunity.
- Expectations – Teachers will relate relevant learning experiences and skills development to the labour market and employment opportunities including entrepreneurship and self-employment.
- Senior Phase 'I can' Statements – 'I can' assess the opportunities and challenges that entrepreneurship/self-employment can provide as a career option including financial and legal aspects.

## 6. Programme Timeline

Month	Content	Skills & wins through the Company Programme
<b>September</b>  <u>Event:</u> Launch & Training Day  Inverness	<ul style="list-style-type: none"> <li>▪ Run as a one-off event to both find out more about programme content and commitment, and as a platform to launch new student companies</li> <li>▪ Workshops delivered during the morning can include marketing and communication, finance, teamwork, problem solving and idea generation delivered by members of the Business Community.</li> <li>▪ Afternoon Team Challenge to practice setting up and running your own business using the skills learnt in the workshops</li> <li>▪ Presentation about ideas to other groups</li> <li>▪ Information about next steps and Dragon's Den</li> </ul>	<ul style="list-style-type: none"> <li>▪ Creative thinking</li> <li>▪ Business skills</li> <li>▪ Entrepreneurship and employability</li> <li>▪ Chance to 'fail' in a safe environment</li> <li>▪ Design skills</li> <li>▪ Links with HGIOS 3 Creativity &amp; Employability</li> <li>▪ Links with DYW Agenda</li> <li>▪ Supports CfE</li> <li>▪ Team building</li> </ul>
<b>September to November</b> In school	<ul style="list-style-type: none"> <li>▪ Idea development and market research</li> <li>▪ Designing and creating prototype</li> <li>▪ Business Planning</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chance to work to personal strengths in team environment and to learn from others</li> </ul>
<b>November</b>  <u>Event:</u> Dragon's Den  Nairn	<ul style="list-style-type: none"> <li>▪ Pitch to Dragons – other teams make up the audience, so students learn from each other</li> <li>▪ Ideas/products do not have to be fully formed and teams can present more than one option. Pitches usually include market research results, financial predictions and considerations for trading at Christmas Fair</li> </ul>	<ul style="list-style-type: none"> <li>▪ Direct experiences to support future aspirations</li> <li>▪ Communication and presentation skills</li> <li>▪ Development of business skills in a</li> </ul>

	<p>and beyond</p> <ul style="list-style-type: none"> <li>▪ Teams generally have prototype and/or story board to support their presentation</li> <li>▪ Dragon's ask key questions about the process they have gone through to develop their ideas and how they will move them forward. They offer business advice to teams and provide positive and constructive feedback</li> <li>▪ Afternoon session – includes visual merchandising workshop in preparation for Christmas Fair</li> <li>▪ Dragon's allocate seed funding to Teams to support development of their business idea</li> </ul>	<p>real environment</p> <ul style="list-style-type: none"> <li>▪ Problem-solving</li> <li>▪ Presenting ideas and information</li> <li>▪ Communication, literacy and numeracy embedded throughout the programme</li> <li>▪ Taking responsibility</li> <li>▪ Determination</li> <li>▪ Confidence &amp; independence</li> <li>▪ Research skills</li> <li>▪ Managing time &amp; meeting deadlines</li> <li>▪ Trying new things and taking risks</li> <li>▪ Reliability</li> <li>▪ Resilience</li> </ul>
<p><b>November to December</b></p> <p>In school</p>	<ul style="list-style-type: none"> <li>▪ Design and manufacture of product or service</li> <li>▪ Further marketing and/or development of online presence &amp; social media</li> <li>▪ First sales made at school &amp; community events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increasing Ambition</li> <li>▪ Self-motivation</li> <li>▪ Taking initiative</li> <li>▪ Organising &amp; sequencing</li> <li>▪ Reviewing strategies</li> <li>▪ Use of multi-media/social media</li> <li>▪ Leadership</li> <li>▪ Expression of views &amp; opinions</li> <li>▪ Decision making</li> <li>▪ Evaluating and evolving ideas</li> <li>▪ Working with range of partners in school and business partners</li> <li>▪ Mentoring of Teams</li> <li>▪ Strong drivers within Career Education Standards*</li> </ul>
<p><b>December</b></p> <p><u>Event:</u> Christmas Trade Fair</p> <p>Inverness</p>	<ul style="list-style-type: none"> <li>▪ Christmas Trade Fair on Inverness High Street and chance to interact with and sell to the public</li> <li>▪ Judges visit stalls and score teams on content and creativity, and engagement and impact</li> <li>▪ Marks gained go towards an overall total on Finals day</li> </ul>	
<p><b>December to March</b></p> <p>In school</p>	<ul style="list-style-type: none"> <li>▪ Teams can continue to trade or wind up the business</li> <li>▪ Preparation of business report for Finals</li> <li>▪ Option to do the Strathclyde University Business School Exam</li> </ul>	
<p><b>March</b></p> <p><u>Event:</u> Finals &amp; Awards evening</p> <p>Inverness</p>	<ul style="list-style-type: none"> <li>▪ An opportunity for students to reflect on their experience and celebrate their success</li> <li>▪ Meet with judges to answer key questions raised from reading the reports</li> <li>▪ Achievement and learning is measured</li> <li>▪ Practice delivery of business presentation on stage at the Ironworks using industry standard tools</li> <li>▪ Evening session includes team presentations about their year of trading to a diverse audience including local businesses, wider school staff,</li> </ul>	

	parents/carers, and funders <ul style="list-style-type: none"> <li>▪ Presentation of team and individual awards</li> <li>▪ Winner represents Highland &amp; Moray at Young Enterprise Scottish Finals in June</li> </ul>	
<b>March to June</b>	<ul style="list-style-type: none"> <li>▪ Wind down business and end of year accounting</li> </ul>	

## 7. Company of the Year

- 7.1 Teams from Highland & Moray have been named Company of the Year for Scotland on six occasions over the past 10 years, which is extremely impressive. They have gone on to compete in the UK Finals, with one team becoming the overall UK winner, and one team being placed third.
- 7.2 Results for the Strathclyde exam regularly exceed the Scottish average, with students being named in the Top 10 for the country.
- 7.3 In addition to successes of the students we have also had three teachers recognised at national level, being awarded Link Teacher of the Year at the Scottish Finals.
- 7.4 The Company of the Year in 2017/18 was the team from Plockton High School, who will present at Committee.

## 8. Implications

- 8.1 Resource  
Highland Council contributes annual funding of £6,000 to support the programme, across the Care & Learning and Development & Infrastructure Services.

Over the past 10 years, we have had support from over 90 local businesses. This includes 29 offering financial sponsorship, 81 company volunteers, and 10 offers of support-in-kind. We also benefit from approximately 1000 hours of volunteer time each year - more if link teacher time is included.

- 8.2 Legal  
Pupils learn much about the legal context of the business world.
- 8.3 Community (Equality, Poverty and Rural)  
The programme provides good opportunities for young people from rural communities to develop business and employability skills.
- 8.4 Climate Change/Carbon Clever/ Risk / Gaelic  
None

Designation: Director of Care and Learning

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