



Inspiring Young Minds



Newsletter Four

Hull 2011



Hull's Enterprise Academy is part of the Making Changes for Careers programme and is introducing young people in Hull Secondary schools to the concepts and the skills behind running a business by letting them see how Hull City AFC and Hull FC are more than just sports clubs.



Message from James Rule, Chief Executive of Hull FC

The Super League Trophy may be going to Wigan, Warrington or Leeds at the end of the season, but you never know! but for some enterprising young people from Hull, the silver and gold Super League trophy was within touching distance at the second anniversary celebration of Hull's Enterprise Academy at the KC Stadium.

The trophy's visit to Hull on March 22nd was timed to coincide with the second anniversary of the KC Stadium's Enterprise Academy when 60 young people, their teachers and parents from Malet Lambert School and Sydney Smith School attended a special prize-giving presentation marking their successful involvement with the Academy which is run in partnership with the city's professional sports teams Hull FC and Hull City AFC.

The celebration event at the KC Stadium featured Hull City Players James Chester and Jamie Devit as well as Sean Long and Danny Tickle from my own club. The event was hosted by popular BBC presenter Blair Jacobs and was a tremendous success, as you will see from the feedback in this newsletter. So far, 1000 youngsters across the city are on target to achieve a Business and Enterprise qualification from the OCR awarding body.

There is no doubt that the appeal of the Enterprise Academy is that it is not seen as a bolt-on to the existing curriculum but is embedded within the normal school timetable and offers exciting rewards associated with rugby league and football. The enterprise activities that are delivered will then help the young people to explicitly understand the 'Big 13' points that cover the spectrum of entrepreneurial skills that they will use in school, business and what we use at Hull FC.



Hull FC are pleased to be involved in this exciting enterprise programme - as a club at the heart of its community from a City committed to sport in particular rugby league as many thousands follow us and our rivals at HKR and of course the mighty Tigers, we believe that it is important to help develop our young people to become more enterprising and to bring to the city activities that will make this a reality.

A further highlight of the evening was the presenting of the Warwick University Award for Excellence in Enterprise Education to Stephen Logan of Malet Lambert School who are the first secondary school in Humberside to achieve it.



Pupils' effort rewarded

HULL: Prize-giving ceremony held for Enterprise Academy youngsters

InShort

Football and rugby players attended a prize-giving to congratulate schoolchildren for taking part in Hull's Enterprise Academy.

by **Miranda Prynne**

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SCHOOLCHILDREN came face-to-face with their sporting heroes as reward for taking part in the city's Enterprise Academy.

Year 9 pupils from Hull's Malet Lambert and Sydney Smith schools met players from Hull City and Hull FC at a prize-giving ceremony at the KC Stadium.

The Tigers' Jamie Devitt and James Chester handed out certificates alongside Danny Tickle and Shaun Long of Hull FC.

The Enterprise Academy is a joint venture between Hull FC, Hull City, Premier League and Hull City Council.

It aims to foster entrepreneurial thinking among the city's youngsters.



TOP OF THE CLASS: Charles Cracknell, second left, with pupils from Sydney Smith and Malet Lambert school. Prints can be ordered from www.thisisphotosales.co.uk/hullandeastriding or call 08444 060910
Picture: Simon Renilson.

The initiative is funded by YPEF Services Ltd and Hull Training and delivers a 10-week programme to secondary schools.

Pupils learn how Hull City and Hull FC, who share the KC Stadium, operate as businesses.

On completion, each pupil receives an Oxford Cambridge and RSA Examinations (OCR) certificate in enterprise.

Devitt said he thought it was important the youngsters were rewarded for their work.

He said: "Events like this which involve young people are a good thing."

"It's nice to see young people get recognition for doing something good."

By the end of its second year in July, more than 1,200 young people will have achieved the OCR qualification.

The Enterprise Academy covers topics including products and services, marketing and customer service.

Youngsters also get a stadium tour, with an explanation of various staff roles and functions.

Shauna Matson, a Malet Lambert pupil, said: "The Enterprise Academy was something really different for us."

"We learnt about how businesses work, which I didn't really know anything about before."

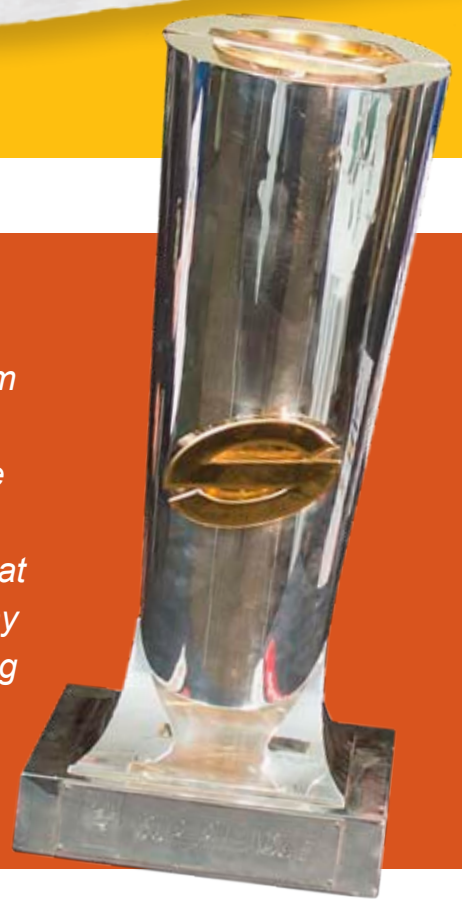
"It was really exciting to meet the players, the prize-giving event made me feel quite special."

Connaire Thompson, also from Malet Lambert, said: "The prize-giving at KC made it all worth it because it gave us something we will remember forever."

The celebration at the KC also saw Malet Lambert School receive Warwick University's Excellence In Enterprise Education Award.

Stephen Logan, enterprise champion at Malet Lambert, said: "Events like this are crucial because the children see that their achievements are celebrated."

A special award went to Mark Jones, head of economic development and regeneration at Hull City Council for his services in supporting enterprise in the city.



"I came to the second graduation of the KC Enterprise Academy to represent the Super League after hearing from my colleague The Barclays Premier League Trophy who came to Hull last year, to help celebrate the success of the students from Malet Lambert School and Sydney Smith School who had taken part in the programme. It was a great evening, well done to all that took part. I enjoyed having my photograph taken with so many of Hull's enterprising young people and I look forward to coming back again"

The Super League Trophy

"Whilst at Hull FC I have got involved in a number of its community projects as the club has a real commitment to the young people of Hull. Last night I had the privilege of presenting certificates to successful enterprising young people from Sydney Smith School who had taken part in the city's Enterprise Academy, they are a credit to this great City."

Danny Tickle
Hull FC



"The Young Peoples Enterprise Forum and YPEF Services Ltd are proud to be associated with the work of Hull Youth Enterprise Partnership and the KC Enterprise Academy. The celebration event acknowledged the work of both Hull FC and Hull AFC in providing a context for young people's learning that ensured that they were engaged and inspired to develop enterprise skills and capabilities. The achievement and award of OCR qualifications by the students recognises the journeys they have travelled and the progress they have made. This programme will undoubtedly have an impact on the region's future employees and entrepreneurs."

Jane Walton
Policy Director
Young People's Enterprise Forum

"The collaborative working between the Council, YPEF Services Ltd, Hull City and Hull FC on The Enterprise Academy has again showed the influence that professional sports clubs in Hull can have on the city's students. The hard work and dedication shown by the teaching staff has been a credit to both clubs, and it's great to see such a positive response from students, teachers and parents alike."

Jon Flatman
Director Hull FC





"As professional rugby players we need to work as a team and show commitment and passion when playing for the Black and Whites. There is no doubt that the young people from Sydney Smith who had taken part in The Enterprise Academy showed great team spirit in learning about enterprise and have a commitment to doing well at school."

Sean Long
Hull FC

"I thought the setting and organisation of the event was great. It gave me a useful snapshot of the kind of events with young people that we would like to develop as part of the potential myplace project across the city."

John J MacDonald
Project Manager
Building Schools for Future



"Hearing of the successes and valuable skills learnt by the young people involved is truly inspiring, showing with encouragement and support anyone can exhibit entrepreneurial spirit. The evening was topped off with Malet Lambert School gaining recognition for their hard work and excellent enterprise provisions by way of the Warwick Award, well done Malet!"

Richard Myers
HWS Hosting
Co-Owner



"I thought that the evening was a great success and a brilliant reward for our enterprising students"

Patrick Pinnock
Teacher
Sydney Smith School

"I believe that our class effort in behaviour paid off, as we got to meet the Hull FC players and have a good night at the KC Stadium."
Harrison Medlam
Pupil Sydney Smith School



"The Enterprise Academy was something really different for us. We learnt about how businesses work, which I didn't really know anything about before. It was really exciting to meet the players, the prize giving event made me feel quite special."
Shauna Matson
Pupil Malet Lambert School



"The evening was very good, great in fact. Also to have an award topped it off."
Daniel Rothery
Pupil Sydney Smith School



"The prize-giving at KC made it all worth it because it gave us something we will remember forever."
Connaire Thompson
Pupil Malet Lambert School



"It was a good reward for the hard work and very enjoyable."
Ben Jennings
Pupil Sydney Smith School



"I was glad to have been entitled to go to the KC. Thank you very much."
Georgina Bishop:
Pupil Sydney Smith School

"The evening was even better, because some of the players were there."

Jessica Rose
Pupil Sydney Smith School



James and Rachel will use the model of both clubs, which involves over 200 full time staff working in a range of businesses including hospitality, customer service, marketing, retail and communications, as a real life case study to improve students' understanding of business. As a result of their participation, students will benefit from improved enterprise skills, better educational attainment, more self confidence and raised aspirations.



"Last night was really good. Getting the certificate was an achievement."

Peyton Shaw
Pupil Sydney Smith School

Hull's Enterprise Academy aims to "inspire and challenge" Hull students and the following elements are proposed, using Hull City AFC and Hull FC as real business examples that young people can relate to and understand.

Youngsters will have the chance to learn at The KC Stadium, as well as in schools, as part of a Hull City Council and Government-backed drive to encourage enterprise. The Enterprise Academy features a ten-week course, consisting of:

- Introduction day at the stadium (to cover stadium tour with explanation of various staff roles and functions)
- How the professional clubs operate as businesses, including aims and objectives
- Products and services
- Marketing
- Customer service
- Challenges designed to improve enterprise skills
- Learning about the world of work and enterprise
- Career planning (including enterprise opportunities)

and

- Helping promote enterprise messages to wider members of the local community
- Incentives will be offered to encourage successful completion of the course, such as player visits or match tickets

"We have now got a qualification, and we got to meet some rugby players."

Chelsea Ward
Pupil Sydney Smith School



Useful Links

www.hullcc.gov.uk
www.youthenterprise-hull.co.uk
www.enterprisingyorkshire.co.uk
www.hullcityafc.net
www.hullfc.com
www.yorkshire-forward.com
www.premierleague.com



Inspiring Young Minds



Hull

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