

Enterprise Week 2008

During this year's Enterprise Week (17 to 23 November 2008) students across the country took part in activities and challenges designed to enhance their entrepreneurial skills. Many of our Richmond Borough schools were involved and these are just a sample of the some successful activities that took place.

Waldegrave students 'Make their Mark'

Waldegrave School (pictured right) entered the National Make your Mark Challenge in which they were tasked to create an entrepreneurial idea inspired by the Olympic and Paralympic values. The entry had to consist of an ideas sheet, research on competitors, and a 'money matters' document outlining projected profits.

The Richmond Education Business Partnership (REBP) supported the students taking part in the challenge and were extremely proud that the Waldegrave team went through to the regional final.

The girls were given the opportunity to present their ideas to a judging panel which included Claire Young (runner-up of *The Apprentice 2008* TV series). The team impressed the judges so much that they were declared the regional winners and invited to attend the National Final representing the whole of London!

56,000 students from across the country took part in the challenge this year, so the school was delighted when they also went on and won the national title!

The winners have won £3,000 for their school to spend on future enterprise activities and have also been invited to visit the Olympic 2012 headquarters.



The winning Waldegrave team

Shene students gain an insight into enterprise

Enterprise was the name of the game for Year 10 students at Shene School – in fact it's the name of a real board game that demonstrated to the students how a successful business operates.

Staff from Richmond Education Business Partnership led the sessions and students played the game in groups of five, with four taking responsibility for running competing factories and the other playing the role of banker. Just like in a real business, players had to make decisions that determined whether their company succeeded or failed as they competed fiercely to make, sell and deliver 'Stox' to a variety of customers placed around the board, with the winner being the company having the highest value at the end.

The game has the backing of famous entrepreneur and successful businessman Duncan Bannatyne OBE, from TV's *Dragons' Den*. Commenting on the game, he said: "The Enterprise Game captures the essence of what business is all about – making, selling and delivering what customers want – I wish I had invented it!"

Hair and beauty students gain an insight into industry

Three local employers recently offered 10 students studying a hair and beauty course, an insight into the industry.

Indalo Hairdressers, The Body Shop Richmond and Toni and Guy, Twickenham provided the students with an overview of career opportunities, inside

information on working practices in the industry and a demonstration of their products.

The students were even lucky enough to each receive a bag of goodies from Body Shop!

Liz Beasley-Suffolk, Programme Manager for the course said:

“The member of staff delivering the session was enthusiastic and helpful. She gave the students valuable information about jobs in the retail and beauty industry”.

The Richmond Education Business Partnership is now working to place the students on work placements for one afternoon a week to enhance their learning.

The new Diploma

The Diploma is a new qualification for 14 to 19 year olds that combines theoretical study with practical experience and develops skills highly valued by employers and universities. Diplomas give students an insight into work and will help them make decisions about their future direction without closing down options. Diplomas will provide the skills and knowledge needed for progression into employment and into further and higher education.

Why are employers so important?

These qualifications have been developed with the help of over 5,000 employers so practical, work-related learning is at the heart of the qualification. Employers can provide a real life context to the qualifications and help to ensure that students are leaving school with relevant skills and an understanding of work.

What's happening in Richmond upon Thames?

Diplomas in [creative and media](#), [hospitality](#) and [IT](#) will be offered to students from September 2009. The Borough's 14 to 19 Partnership, which includes schools, Richmond Education Business Partnership, Richmond upon Thames College, Richmond Adult Community College and the local authority, is working to plan the delivery of these and future diplomas at a local level.

Orleans Park School are leading on the IT Diploma and are currently developing exciting work-related projects to support the Diploma with companies engaged by the Education Business Partnership and Angela Maloney, an educational consultant. These include National Physical Laboratory, Rosslyn Park Rugby Club, SERCO and various council departments, to name a few!

All schools involved in the IT Diploma are all extremely grateful to the employers for their commitment.



Teddington is the lead school for the creative and media Diploma. A group of Year 9 Students at Teddington are currently working on a pilot activity for the Diploma in partnership with two employers.

Students are creating a perfume based around the scents at the Royal Botanic Gardens in Kew. The students will then work with the support of the Added Value Company, a marketing company based in Teddington, in order to produce packaging and market their project.