

OUTSTANDING TEACHING, LEARNING AND ASSESSMENT TECHNICAL SKILLS NATIONAL PROGRAMME

3. The NewVic Enterprise Programme 2017/18 - Final Summary

Created by: John Ruskin College

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Managed by



In partnership with

emfec

THE NEWVIC ENTERPRISE PROGRAMME 2017-18



What is it and how does it work

An ambitious exciting enterprise programme created by Student Development in partnership with Community Links, London Metropolitan University, Money A and E, Plaistow South Big Local and NCS with the Challenge.

The aim is to challenge our learners and develop their transferable skills by engaging them in real time live business opportunities and experience the realities of planning and launching their own enterprise. Students take part in a number of training opportunities, research trips, development workshops, competitions and they also run their business at public markets. The programme is differentiated for the different levels involved.

Examples of skills that are developed:

- Business Planning/ Project Management (timelines, milestones, SMART objectives)
- Market Research (target market, competitor analysis, research into industry, competitive advantage and USP)
- Finance/ Budgeting (start-up costs, break even, planning an enterprise to a set budget)
- Marketing and Promotion (marketing objectives, reaching a target audience, developing a marketing strategy)
- Customer Service
- Creativity, critical thinking, empathy, resilience, communication, leadership, self-awareness, team work and initiative).



The programme adds value to vocational subjects, supplements our learner's development, allows the opportunity for learners on different courses/levels to work together and is a niche delivery that the college offers. Over the last two years our students and staff have received enterprise awards and the programme has also been covered by the local press. Participation counts towards the national Sixth Form Baccalaureate award.

Each enterprise will be given a start-up budget funded through the OTLA project to understand the importance of managing budgets for developing products, marketing and paying for expenses.

Funding will also be available to carry out certificates for cosmetic safety assessments to ensure rules and regulations are covered and will be managed by the Applied Science Department.

The Programme

The programme runs from September through to June, thus covering a whole academic year and has been directed towards level 2 and below learners. The level 2 cohort is made up of learners who have not reached their full potential at school by not attaining the entry requirements at GCSE for a Level 3 programme, or have need additional time to complete the level of study. Most students will be resitting GCSE maths and/or English and require a higher level of encouragement to achieve their goals.

The programme has been developed by the Student Development Team in conjunction with the Business Department and forms part of the NCFE L2 Business curriculum. The programme has been growing every year and it has successfully developed relationships with local employers, organisations and this year with universities.

The main focus of the programme is to prepare student with the skills and knowledge to research, develop and realise products to sell at a market. The programme must include the following but can easily be adapted to the curriculum delivery and resources that are available.

Stage 1 - set up	<ul style="list-style-type: none"> • Set up programme timeline • Establish outcomes (market stall dates) • Decide subjects and curriculum participation • Employers and organisations input • HE links • Enterprise conference. 	Stage 2 - Skills and Knowledge	<ul style="list-style-type: none"> • Deliver skills and knowledge to engage learners • Opening conferences (employers and HE) • Workshops • Market research • Boot camps • Student pitch ideas • Develop products samples • Test samples • Source ingredients. 	Stage 3 - Delivery	<ul style="list-style-type: none"> • Finalise products • Certify products H&S • Develop products and set price • Boot camps, hospitality • Budgets • Market stall delivery • Evaluate • Market stall Delivery.
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NewVIC Programme

The programme below can be adapted top the resources and subject areas within any institution, suggested cross-department collaborations are highlighted within the detail.

Set up	<ul style="list-style-type: none"> • Roles and responsibilities agreed • Courses, units and subjects agreed • Students receive welcome pack • Research trips arranged • Employers deliver introduction talks • Online employability skills packages. 	<p>Lessons take place as normal with students fulfilling the assessment requirements. SOW to include preparation for and delivery of a live project related to the Business Enterprise Programme.</p> <p>Introduce Digital skills online packages to complement delivery and encourage independent flipped learning (skills to succeed or digital careers)</p>
Research	<ul style="list-style-type: none"> • Business Enterprise Conference • Trip Museum of Brands • Market research trip – Spitalfields Market, Boxpark Shoreditch and Croydon. 	<p>Programme</p> <ul style="list-style-type: none"> • Introduction to the programme (NewVic) • Inspirational Key note speakers(London Met) • Developing presentation skills (London Met) • How to communicate with the public in business (PYM) • Budget and Plan your own community event (The Challenge). <p>Activity</p> <ul style="list-style-type: none"> • Time tunnel – workshop <p>Activity</p> <ul style="list-style-type: none"> • complete workbook.

<p>Ideas</p> <ul style="list-style-type: none"> • Develop ideas • Agree on products • Pitch presentations • Budgeting • Branding. 	<p>Classroom activities with support from employers, to invite investor to pitch ideas and award most successful in terms of product and presentation</p> <p>Possible links to other curriculum areas</p> <ul style="list-style-type: none"> • Business – pitches and budgeting • Art and design, Creative Media – packaging and branding • Performing arts – presentation skills • Applied Science, Health and Social Care, Engineering – products.
<p>Products</p> <ul style="list-style-type: none"> • Product workshops • Develop samples • Gather feedback • Source materials and ingredients • Risks assess and apply for products to be safe to sell. 	<p>Clock making at London Met</p> <ul style="list-style-type: none"> • Design and develop handmade clocks using laser cutter machinery <p>Food testing at Shooters Hill college</p> <ul style="list-style-type: none"> • L2 Food and Hygiene Certificate • Marketing and customer service • Dish development • Taste testing • Product presentation. <p>Soap making – Science labs NewVic Technicians and students</p> <ul style="list-style-type: none"> • Health and safety • Natural ingredient testing • Experiment with scent and colour • Soap modelling <p>Possible links to other curriculum areas</p> <ul style="list-style-type: none"> • Craft products – Arts • Health food item – Health and Social Care • Key rings, Stationery items – Engineering • Calendars, Christmas/birthday cards – Foundation Learning.

<p>Preparation for sale</p> <ul style="list-style-type: none"> • Boot camp • Market Stall Boot Camp • Dragons Den • Gather feedback, reflect and review. <ul style="list-style-type: none"> • London Metropolitan University Big Idea Challenge - Enterprise Event at NewVlc. 	<p>Each team will be allocated a budget in funds for their enterprise products/stall design.</p> <p>Event supported by Plaistow Youth Market and London Met</p> <ul style="list-style-type: none"> • Preparation of market stall business • Product and orders confirmation • Pitching the business idea. <p>They will be trained and will prepare for running an enterprise at either an East End market, Plaistow Youth Market, London Met Uni Fair, College Open Day or an activity at the college.</p> <p>Possible links to other curriculum areas</p> <ul style="list-style-type: none"> • Business – pitches and budgeting • Performing arts – presentation skills. <p>Activity</p> <p>Students encouraged to create imaginative and useful business ideas (separate from their curriculum business ideas)</p> <p>Only one/two teams will be chosen for the London finals. London Met Ambassadors will run a preparation workshop with each class</p>
<p>Entrepreneurs</p> <ul style="list-style-type: none"> • Market Stall Delivery – Plaistow Youth Market at NewVlc • Market Stall Delivery – London Met Christmas Fair • Market Stall Delivery - Spitalfields Market • Market Stall Delivery – College open days. 	<p>Activity</p> <p>Set up the stall, present good, handle money, communication with customers, gather feedback, support others, clear and clean area.</p> <p>Selected students groups will run their business on a market stall at a local community market. (Christmas Market)</p> <p>Possible links to other curriculum areas</p> <ul style="list-style-type: none"> • Business – accounting, managing people and resources • Performing arts – presentation skills • Arts – stall decoration and visual presentation • Travel and Tourism – Hospitality.
<p>Celebrating achievement</p> <p>Business Enterprise Awards Ceremony</p>	<p>Activity</p> <p>Students that have demonstrated excellent commitment/leadership/initiative will be invited to celebrate achievements and receive a certificate and prize from London Met university</p>

Curriculum and links to employability skills and professional practices

The programme has been integrated within the curriculum delivery of the L2 NCFE Business course, Entry Level provision and supported by the L3 Extended Diploma in Applied Science. The L2 Business students decided to concentrate on three areas: Food and Beverages, Cosmetics, Arts and Crafts. The focus for the pilot was to expose students to the other curriculum areas and subjects to ensure that they understand all the steps that an entrepreneur will take through the production of a product.

Health and Science was the focus and students developed ideas that included health drinks and foods, sustainability and natural ingredients. As part of the partnership we had the ability to collaborate with Shooter Hill College so students could test the food products and also complete the L2 Health and Hygiene certificate; this has enabled students to gain an additional qualification, with skills and knowledge to sell food professionally and also gain valuable skills in hospitality, a subject area that isn't available at the NewVlc.

NewVlc is extremely well resourced within the science and are well equipped with Chemistry, Biology and Physics Laboratories. The business students were supported by the Applied Science students in developing a range of soaps made from natural ingredients. The students prepared the soaps and sent samples to Cosmetic Product Safety Reports. The products have been assessed and can be legally sold.

The curriculum links can easily be expanded to other areas; in 18-19 we are hoping to align timetables to create common enterprise sessions for Creative Arts and Health and Social Care.



Impact on Teaching and Learning



The teaching team have developed new ways into delivering the vocational curriculum through a carer focussed approach to engage students. The increase of activities that form part of the curriculum delivery outside of the classroom environment this has included Market Research trips to Boxpark and Museum of Brands, lessons developing products in Shooters Hill catering department and Science Laboratories, lessons conducted actually selling products on market stalls in college, London Met and Spitalfields Market. The teachers have also introduced digital technologies to support student's knowledge of modern forms of communication. Sharing good practice and enabling the teaching team to be more explorative and take risks have deemed as being outstanding practice for a fully immersed VOCATIONAL student experience.

Teachers quote

I deliver more digitally focussed sessions by taking advantage of mobile application and online web tools. These methods have supported my learners to develop on the required digitals skills in order to progress with their projects. Tools such as Remind, Kahoot, GoFormative, Padlet and even Polleverywhere are some methods that have helped me to assess and deliver topics to my learners. This also helped to engage learners and very essential to developing interpersonal skills for the current industry.



Teacher quote

"I use a variety of teaching techniques from written, sounds and to visual activities. This has helped me to target the variety of learning styles. This also has helped my level 2 learners to have the opportunity to develop on both communication / written skills".

Teacher quote

"I have taken learners on trips and invited guest speakers (employers). This has helped my learners to get insight of how businesses function and particularly product development and marketing".

Teacher quote

"With the digital activities, in class collaborative activities, external trips, external guest speakers - has helped learners to improve on current skills and gain new knowledge and skills to impart during project work and assessments".



Student participation

What Departments are involved?

The programme will be cross curricular and be delivered to Business Vocational Level 2 (3 classes), the entire Level 1 cohort (4 classes) and Entry Level 2 (1 class). 1 group of Applied Science students approximately 10-15 students. Approximately 130-150 students will be engaged in the programme that begins during the Autumn Term. Breakdown of classes and staff below:

1 x Project Lead

2 x Project support .



Business Voc:

3 x teachers

- 3 classes – Level 2 (approx. 25 students per class)
- NCFE Unit 07: Contribute to running a project
- NCFE Unit 09: Manage and improve own performance in a business environment.

Business Enterprise project: Running a market stall business (selling a product).

Applied Science:

1 x technician

1 class – L3 (approximately 10-15 students)

To support students in the development of making soap and organising cosmetic safety assessment.

Entry Level:

2 x teachers

1 class - Entry Level 2 (approx. 12 students)

Business Enterprise project: Running a market stall business (selling a product).

Level 1:

4 x teachers Staff

4 classes – Level 1 (approx. 15-17 students per class)

Business Enterprise project: Running a market stall business (selling a product).

Below is a summary of student activities that been attended throughout the pilot that is currently still in progress.

Business Enterprise - Market Stall Training	2	82
Business Enterprise Conference	2	101
Business Enterprise Soap Making Workshop	1	4
Museum of Brands Trip	3	50
Business Enterprise Skills workshop	1	58
Business Enterprise Clock Making Workshop	1	11
Business Enterprise- Food, Hygiene & Preparation	1	12

Student feedback

What elements of the Enterprise Project have you enjoyed so far?

- When we all came up with an idea of what we thought our product was going to be. Out of the 8 ideas we came up to 3 ideas the final idea which was Oreo Marshmallow Brownies
- Everyone making their own products and trying out different ways of expanding on their idea, as well of choosing an idea we have agreed on
- going to Shooters Hill and able to produce products such as pancakes, working as a team and coming up with different ideas.



What Enterprise skills and knowledge do you feel you have developed within your roles and as a group?

- the skills we have come across was communication as we had to discuss our ideas before our final idea. Team work skills were involved in the kitchen when we were making our product.
- Adaptability to seeing new people as well as working together as a team.
- Adapting and confidence, when we were all put in a group no one really spoke to each other and work wasn't getting done.
- Communication
- Working with different people
- Confidence
- Team work
- Resilience.

What type of skills and knowledge will you use to sell your products?

- Persuasive skills
- Assertiveness
- Respect
- Customer service
- clear and professional, basic manners
- being kind and being able to control the way you speak to others so speaking formal not informal to sell the product.
- Greeting the customers
- Persuasive tactics.

How has the project prepared you to become entrepreneurs and to sell goods for the upcoming market?

- We all have roles on which to do on the day of the market stall. Shift timings we are aware and confident with the roles we all have
- To work as a team and having the knowledge how to sell, knowing their roles and how they can mutually benefit the team
- We have prepared everyone to understand what their role is and everyone have understanding on how to sell the product
- We learnt how to cook in shooters hil.



If you could change anything about the Enterprise project what would it be?

- more group meetings
- making the product looks more appealing and more presentable.
- making the product packaging more attractive to audience.



How will you measure the success?

- our confidence and how people work together to put people you think will work well.
- By ensuring that the project goes smoothly as well as the roles of everyone
- because we are going to work at different markets and we know what is the best area to sell out our product and will know how much profit we made for each product.
- count how much profit we earned from our market stall.



Partnership

The programme is designed to develop enterprise skills and knowledge gained through partners, it is important to identify the relevant stakeholders at the set up stage to support the learning but also teacher's knowledge of current trends and real-life industry standards. The program is made up of a broad selection of stakeholders that makes the project interesting and in line with the main elements to engage learners through exciting activities and events.



Organisation	Role in project	Activity
Plaistow Youth Market Market trader Youth Enterprise Worker manager and established market trader		
London metropolitan university Schools and Colleges Liaison Officers Lecturers Student ambassadors		
Money A+E		
J's Dance Factory award-winning entrepreneur and business coach		
National Citizen Service with The Challenge Engagement Team		
Shooters Hill Hospitality and catering department		

Plaistow Youth Market - <http://plaistowyouthmarket.co.uk/>

Big Ideas Challenge - <http://bigideachallenge.co/>

National Citizen Service with The Challenge - <http://www.ncsthechallenge.org/>

London Metropolitan University (Accelerator)- <http://accelerator-london.com/students/christmas-market/>

J' Dance Factory - <http://www.jsdancefactory.co.uk/>

Money A+E - <https://www.moneyaande.co.uk>

Report on the Tenth Plaistow Youth Market

Saturday 2nd December 2017

PYM is an initiative of Plaistow South Big Local with lead partner Newham Sixth Form College, and also in partnership with The Mix (REIN), Plaistow Community Neighbourhood, Eden Plaistow, and other local youth work agencies.

The aim of the event is to support and encourage young people and young adults' enterprise, providing opportunities to hone marketing and other business skills, and to raise the positive profile of young people, of south Plaistow and PSBL.



The tenth PYM was planned by young people, staff and volunteers representing the above organisations between August and December 2017. The lead organisers were Lora Toma on behalf of PSBL and Steven Kern on behalf of NewVIC.

Not including staff time, the event was funded by £828.07 of PSBL money, spent on publicity, equipment, materials, food at planning meetings and 7 bursaries to stallholders under 21 years of age.

12 volunteers and 3 staff members from PSBL, 7 NewVIC students and staff, Eden Plaistow, REIN and the local LBN Community Neighbourhood Officer supported the event variously in setting up the market stalls, managing the day's arrangements, and packing away afterwards.

Publicity to gain stallholders was released in October and to attract customers in November, including local banners/posters, flyers, social media, e-mails and centre-page report in PSBL Newsletter.

18 stalls were allocated, of which 11 were led by young people aged 14 to 30 years and 7 by people over 30 – the average age of lead stallholders was 24. Around 60 young people and young adults were involved in running stalls.

5 additional stalls were run by agencies supporting young enterprise – The Mix, Money A+E, PSBL and Newham Community Neighbourhood and Cornerstone Cafe





6 lead stallholders were residents of the PSBL area or close fringes. 9 others were residents of Newham outside PSBL. The remainder came from outside Newham or their residency is unknown. Many of those not in the PSBL area had close connections to the area through working or studying here. Products sold: calendars, candles, soaps, scarves, gloves, jewellery, ornaments, bags and purses, handmade cards, pastries, cakes, jams, sweets, cupcakes, cookies, illustrated gifts, and a range of other goods.

Approximately 350 people attended the event from 11am-2:30pm on Saturday 2nd December 2017, including 4 local Councillors. The total takings of the young people's stalls topped £1000. The plan is to hold a review at the beginning of 2018.

Youth Enterprise Worker