



Small business owners working together to deliver the enterprise and entrepreneurial message in education



EDUCATION FOR ENTERPRISE COMMUNITY INTEREST COMPANY

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EVERYMAN'S ENTREPRENEUR CONCEPT TAKES ROOT

We have been running the Small Business Ambassador programme now for just over two years.

The concept of taking small business owners into schools is not in itself a new one, but the structure and processes we have put in place make it easy for both the business people and the schools, with maximum benefit to the audience; the students.

- We have worked with several thousand young people across Kent in many schools, cutting across all ability levels. We now have 50 signed up Ambassadors.



From left to right: Deb Sen, Prof. Janet Drucker Pro Vice-Chancellor Canterbury Christchurch University and Roger House.



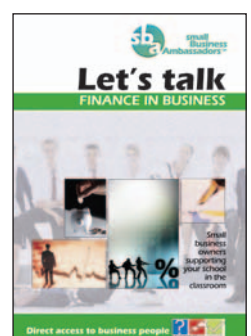
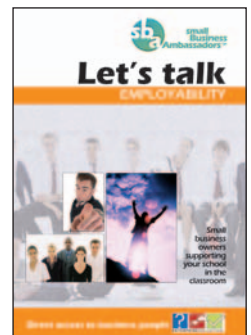
As guardians of today, our job is to inspire, enthuse and create aspiration for our future. The business people we work with know they have a support mechanism, high quality material to start with and that they will have a full briefing before they face their demanding audience.

- We have received excellent feedback from young people of all ability levels. They realise how challenging it can be to set up a business; but also why it is so important to have the right attitude when working in a small business! "The Business of Drama": a special challenge set for a combined class of Business Studies students and Performing Arts students at a performing Arts Specialist school. Young people were determined to make a profit from a new show. In recognition of some of these efforts Deb Sen and Roger House each received the Technology Enterprise award for Business and Higher education collaboration.

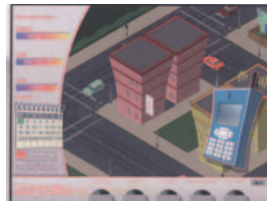
Putting it all in context

In a globalised economy we owe it to our children to prepare them for the real world. Business demand for the skills of migrant workers offers one such glimpse. At the moment many young people's aspirations are illusory - dreams of celebrity or the easy rewards that they expect to follow, with minimal effort, from pursuing business or media studies. Life on a plate does not happen, whatever cosy, subliminal messages come out of the TV. Children need to see where and how they fit into the UK economy - through the work that their parents do and the way that this contributes to the economy through taxation to sustain our education and health services, support for the voluntary sector, charitable giving etc. To make their way in the 21st Century they need to see the economy as a global one - and to understand that the power to change the world begins with them.

CHRIS STANTON MANAGER - EMPLOYMENT AND SKILLS SURREY ECONOMIC PARTNERSHIP



LAUNCHING A UNIQUE COLLABORATION WITH UNIVERSITIES & MICRO BUSINESS



We have secured the distribution rights into schools for some fantastic business games software produced for eight collaborating universities through the Westfocus Knowledge Exchange at Kingston-upon-Thames.

The games are very well crafted and cover the basic business issues very well and the DJ Life, in particular, introduces great fun with sound and movement that will capture a student's attention.

However, games on their own are not enough, and the concept of working with small businesses was not lost on Dr. David Stokes Executive Director of Enterprise and Innovation at Westfocus at Kingston University (and Chairman of the Higher Education Entrepreneurial Group at SEEDA).

"The Ambassadors programme will add great value to the games, providing real life business input, backing up the key messages that playing the software will generate. Having E4E involved in the distribution is a big boost for us in getting these basic business skills more widely understood"

Education for Enterprise will supply either just the software on its own, or with options for a training package and of course packages linking in the various business and skills topics which the Ambassadors bring into the classroom.



Pictured above: photo top left, Roger House (left) Prof David Stokes (centre) and Deb Sen.

Covers of the business games, DJ Life and E-Trader.

Westfocus is comprised of the universities of: Kingston, Brunel, Roehampton, Royal Holloway London, Thames Valley, St George's London, Westminster and St Mary's College Twickenham.



EDUCATION FOR ENTERPRISE PEOPLE AND PARTNERS



CHARLES BICKER (right), Chairman of the SE Social Enterprise Network; Education for Enterprise business advisor.

New Ambassadors for 2008

- Dave Austin
- Paul Andrews
- Olga D'Silva
- Jo Dodds
- Barbara Dunford
- Ian Foster
- Brian Hogg
- Ian Johnson
- Anna Marshall
- Nina Reeve
- Hilde Smith
- Paul Sweeney
- Colin Willman



DAVE AUSTIN
Past BBC Radio Kent presenter, SKY Euro Sport presenter and now an independent presentation training specialist.

