

EAST AYRSHIRE COUNCIL

CABINET – 17 AUGUST 2011

**ESTABLISHMENT OF BUSINESS AND SKILLS ENTERPRISE CENTRES IN
EAST AYRSHIRE SECONDARY SCHOOLS**

Report by Executive Director of Educational and Social Services

1. PURPOSE

- 1.1 To provide Cabinet with an update on the Business Enterprise Fund and seek Cabinet approval to establish Business Enterprise and Skills Enterprise Centres (BESC) in each of the nine secondary schools in East Ayrshire.

2. BACKGROUND

- 2.1 The Leader of the Council announced, on 10 February 2011, the creation of a Business Enterprise Fund of up to £1million, specifically designed to make sure young people leaving school are 'business ready'. It was proposed that the Fund would be made available to the nine secondary schools in East Ayrshire to establish Business Enterprise and Skills Centres (BESC) with the aim of achieving the following outcomes:

- increased positive and sustained destinations for young people;
- help to prepare our young people for the world of work; and
- help to ensure our young people are successful learners, confident individuals, effective contributors and responsible citizens.

In addition it is anticipated that the Business Enterprise and Skills Centres will:

- encourage entrepreneurial activity in young people; and
- inspire and motivate young people across all of the secondary schools in East Ayrshire.

- 2.2 Schools have been encouraged to design their BESC programme around activities that address the skills gaps identified in the Skills in Scotland 2010, Scottish Government Social Research Report. The skills gaps identified include: effective communication, literacy and numeracy, planning and organising, problem solving, customer handling and team working.

- 2.3 The Business Enterprise and Skills Centres also aim to focus on helping develop the skills required in the Scottish Industry growth sectors of Tourism, Food and Drink Production, Life Sciences, Finance and Business, Creative Industries, Energy and Renewables.

3. ACTIONS TO DATE

3.1 Head Teachers met with the Leader of the Council, Chief Executive and senior officers in the Education and Social Services Directorate following Council on 10 February 2011 to discuss, within the context described above, the Business Enterprise Fund proposal. Full discussion took place about the opportunities that the £1million fund could bring to their schools. Head Teachers agreed to consult within their own establishments about how best to utilise the fund in a way that met the criteria detailed in section two while also meeting the particular needs of their own school community.

3.2 Each school subsequently prepared a costed report outlining the key themes of a Business Enterprise and Skills Centre they wished to pursue within their own establishments. These proposals were reviewed and challenged in two officer led meetings during May 2011. A summary of each of the school proposals is summarised below and the full reports are available on the Members' portal.

3.3 St Joseph's Academy

The key element of the St Joseph's proposal is the establishment of an 'Enterprise Academy' within the school. All pupils would benefit from participation in the Academy. It would deliver accredited qualifications related to enterprise and entrepreneurship, school based businesses and work simulations with access to internships, work experience and business mentors.

The key features of the proposal are:

- establish four businesses which will be incorporated into the life of the school;
- introduce new courses and qualifications which will deliver a range of skills, including the school's own Scottish Qualification Authority (SQA) accredited qualification in Enterprise and Employability; and
- further develop the School's Business Advocates programme where advocates mentor young people in the school and support them to access work experience and internship opportunities.

3.4 Doon Academy

A Business Enterprise and Skills Centre will be established within the school to support young people learn entrepreneurial and retail skills. This will be linked to the opening of a school shop in Dalmellington Town Centre and the development of an on-line business which will sell products manufactured in the school together with other stock.

It is anticipated that young people will:

- develop skills in planning and organising, dealing with customers and establishing and running a business;

- participate in Skills for Work programmes leading to SQA accredited qualifications in retail, enterprise and employability, and leadership and;
- participate in learning in the Centre throughout their school careers from S1 to S6.

3.5 **Kilmarnock Academy**

The school is planning to operate three elements within its Business and Skills Enterprise Centre. The first element will provide young people with the opportunity to improve their literacy skills through the medium of a school radio station. The second element is to open a school cafe which will develop entrepreneurial and hospitality skills, through the provision of catering at lunchtime and for school events. The final element will be the development of practical skills in the design and manufacture of products leading to on-line sales.

The three elements will deliver:

- support with basic skills programmes developing key literacy skills for S2 and S3 pupils with communication difficulties and pupils in S3 and S4 for whom traditional English qualifications are less appropriate;
- develop skills in hospitality and entrepreneurship for pupils from S3 to S6, accredited by SQA Skills for Work awards; and
- support pupils develop sufficient knowledge and skills to design, make and sell products via an online business leading to improvements in the key skills of planning and organising and customer care, and accredited by SQA Enterprise and Employability and Leadership awards.

3.6 **Auchinleck and Cumnock Academies Joint Project**

Working jointly with Hope Homes, Auchinleck and Cumnock Academies propose to open a pre-apprenticeship centre at the Knockroon development. The Centre will be situated within one of the new business units at the development and provide pupils from both Auchinleck and Cumnock Academies with the opportunity to learn construction trades supported by tradesmen on site.

The Centre will deliver:

- skills in construction trades for approximately 30 young people from each school, including senior pupils aiming for careers in architecture and engineering; and
- enhanced links between the communities of Auchinleck and Cumnock through joint planning, working and learning.

In addition, the Fund will be used to increase pupils' knowledge of and skills in working in modern textiles and in establishing a business.

3.7 **James Hamilton Academy**

This proposal will introduce a range of vocational training and practical skills programmes to allow young people to develop key skills for life, learning and work. This will include practical skills such as painting and decorating, entrepreneurial skills in setting up and running a school shop, the design, production and selling of items for a shop, including online sales, and the development of skills in creative digital media which is an expanding industry in Scotland.

This programme is aimed at:

- S3 and S4 students who need a broader skills based curriculum rather than a traditional academic route;
- S5 students who are aiming to improve their range of skills and qualifications following completion of academic qualifications in S4; and
- S6 students who have completed a range of traditional academic qualifications and would like to develop a range of practical vocational skills.

3.8 **Loudoun Academy**

A Business Enterprise and Skills Centre will be established in a re-furnished area of the school and will deliver programmes to develop skills for working in tourism, finance and business, and in the creative industries. Young people will work with business partners gaining skills in the hospitality sector and learn the skills required to set up and run a business supported by business leaders. There will also be the opportunity to develop a business model and design, make and sell products created in school.

Key business links would be established with:

- Enterkine Country House, which can provide training for young people, work experience placements and the opportunity for participants to plan and host events using the Hotel's facilities, including kitchens and marquee; and
- The Co-operative Society which could work with the school to become a Co-operative school and provide training and expertise in marketing, retailing and developing business models through mentoring and training.

Young people will develop a range of skills and gain awards in Enterprise and Employability, and Skills for Work in Hospitality and Leadership.

3.9 **Stewarton Academy**

The proposal is in three parts. One activity will focus on supporting up to 15 fourth year summer leavers at risk of not entering training or employment. The programme will support these young people develop appropriate skills for work and link with local business to mentor and support them. The second

strand will result in the creation of a Business Enterprise and Skills Centre in a part of the school to support senior pupils develop a range of wider skills. These will include generic programmes supporting leadership development as well as the practical skills necessary for success in the Baccalaureate. The third programme is focussed around developing skills of creativity and enterprise using music and the creative arts as a medium. A sound recording studio will be established to support young people create their own radio programmes and link with local radio, hospital radio and indeed prepare podcasts of school events. This is targeted across the senior phase.

There are, within the context of these programmes, opportunities to further develop local business links with:

- Lochaven knitwear
- Sainsbury's in Stewarton
- Provan –manufacturer of small wind turbines
- Thirst – Coffee Shop in Stewarton.

3.10 **Grange Academy**

The Grange Academy proposal is at an early development stage and is considering investing in industry standard laser cutting equipment to design, manufacture and eventually sell products via an on-line and retail business.

This would allow young people in the schools to:

- produce high quality products using industry standard equipment; and
- learn about establishing and running an on-line business selling the products.

An indicative allocation has been proposed for Grange Academy and further work to finalise the proposal will be progressed early in the new term.

3.11 **Co-ordination**

To ensure the co-ordination of learning across the schools the implementation of the Business Enterprise Fund will be a standing item on Head Teacher meetings.

3.12 In addition, work will take place centrally to explore the opportunity for an East Ayrshire on-line business website that can maximise the sales benefit from all of the products produced across the schools.

4. ROLE OF LOCAL AND NATIONAL BUSINESS LEADERS

4.1 Following the public announcement of the £1million fund for the establishment of Business and Skills Enterprise Centres and the drafting of the school proposals described above, a number of local and well known national Business Leaders pledged their support for the Business Enterprise Fund and

agreed to support schools and Head Teachers deliver the aims and objectives outlined in their proposals.

- 4.2 To begin the process of involving Business Leaders who had expressed an interest, a seminar took place on 21 June 2011. The meeting was chaired by the Leader of the Council and attended by secondary Head Teachers, the Chief Executive, the Executive Director of Educational and Social Services, other Council Senior Officers and a number of nationally renowned entrepreneurs and Chief Executives. The names and titles of the Business Leaders who attended and have agreed to support the development of the Business Enterprise Fund are attached to this report as Appendix 1.
- 4.3 During the seminar, Sir Tom Hunter announced the creation of an annual prize of £5,000 from the Hunter Foundation for the pupil who comes up with the most innovative idea, as voted on by pupils. In addition he has kindly offered access to his company expertise in e-commerce operations to support Kilmarnock, James Hamilton and Grange Academies' with their own on-line sales proposals.
- 4.4 A programme of activity was agreed following the seminar which included the Chief Executive, Head of Schools and Community Planning and Partnership Manager meeting with each of the Business Leaders, on an individual basis, and a phasing of the launch of each proposal, subject to Cabinet approval, in the new academic session.
- 4.5 It was also agreed that, subject to Cabinet approval of the overall programme, Business Leaders would work with identified schools to support and challenge the process and to help achieve the specified outcomes. During July and early August the Chief Executive, Head of Schools and Community Planning and Partnership Manager met with all of the Business Leaders who had expressed an interest in being involved. Appendix 1 also outlines the schools they expressed a particular interest in being associated with, during these meetings.
- 4.6 To manage the continued involvement of business leaders it was agreed regular meetings would be scheduled throughout the course of the year to share and review progress across each of the nine schools.
- 4.7 In addition, a 'Business Bulletin' would be issued to describe progress across the BESC programmes.
- 4.8 To share good practice and further motivate those involved in the programme, two conferences would be held with Business Leader involvement. The first conference would be held with senior pupils during Term 1 and the second for staff held during Term 2 of the forthcoming academic year. Dates are currently being finalised for the planned conferences.

5. FINANCIAL IMPLICATIONS

- 5.1 A general breakdown of the allocation of the £1million spend is attached to this report as Appendix 2. The principles underpinning the allocations aimed to ensure, as far as possible, fairness and equity while matching as closely as possible, within the constraints of the £1million available, the financial request from each school. It is also recognised that the allocations are, at this stage notional, with an opportunity to be flexible as detailed costs emerge in each project. Schools are aware this is a non-recurring allocation aimed to support a programme that is sustainable in the longer term within existing school and departmental resources. All of the proposals are constructed with a full understanding of this requirement.

6. POLICY/LEGAL IMPLICATIONS

- 6.1 There are no policy or legal requirements arising from this report. The aims and objectives sit within the Department of Educational and Social Services strategy of supporting the national government policy of 16+ Learning Choices and the More Choices: More Chances (MC: MC) programmes.

7. COMMUNITY PLANNING IMPLICATIONS

- 7.1 The aims and objectives of the Business Enterprise and Skills Centres match the Community Planning priorities of Promoting Lifelong Learning and Delivering Community Regeneration.

8. RISK IMPLICATIONS

- 8.1 There are no risk elements arising from this report.

9. RECOMMENDATIONS:

- 9.1 Cabinet is asked to:
- (i) approve the establishment of individual Business Enterprise and Skills Centre programmes in each of the nine secondary schools in East Ayrshire;
 - (ii) welcome the support the involvement of local and national Business Leaders working with our schools to support and challenge Head Teachers in the development of the BESCs;
 - (iii) receive annual updates on the progress of the business Enterprise and Skills Centre programmes in each school; and
 - (iii) otherwise, note the contents of this report.

Graham Short
Executive Director of Education and Social Services

28 July 2011

LIST OF BACKGROUND PAPERS

Skills in Scotland 2010, Scottish Government Social Research Report

Members wishing further information should contact Andrew Sutherland, Head of Service: Schools Tel: (01563) 576126 or Gwen Barker, Community Planning and Partnership Manager Tel: (01563) 554602

Implementation Officers: Andrew Sutherland: Head of Service: Schools and Gwen Barker: Community Planning and Partnership Manager.

Appendix 1

BUSINESS LEADERS		
Name	Designation	School Contact
Norman Drummond	Drummond International/Columba 1400	To be confirmed
Heather Dunk	Principal and Chief Executive, Kilmarnock College	Stewarton Academy Loudoun Academy
Ian and Anne Hope	Hope Homes Scotland	Auchinleck Academy Cumnock Academy
Dr Peter Hughes OBE	Chief Executive, Scottish Engineering	To be confirmed
Sir Tom Hunter	The Hunter Foundation	The Hunter Foundation: Grange Academy Kilmarnock Academy James Hamilton Academy
William Mackie	Clydesdale Bank/Ayrshire Chamber of Commerce	To be confirmed
Marie Macklin	Chief Executive, KLIN Group	St Joseph's Academy Doon Academy
Keith Murray	Managing Director, Lochaven International	To be confirmed
Craig Stevenson	Managing Director, Braehead Foods/Cook School Scotland	St Joseph's Academy
Mark Strudwick CBE	Chief Executive, the Prince's Scottish Youth Business Trust	To be confirmed

Business Enterprise Fund Allocation

School	Allocation	Capital	Revenue
Auchinleck/Cumnock	£230,000	£175,000	£55,000
Doon	£78,000	£55,000	£23,000
Grange	£110,000	£75,000	£35,000
James Hamilton	£118,000	£96,000	£22,000
Kilmarnock	£112,000	£57,000	£55,000
Loudoun	£113,000	£93,000	£20,000
St Joseph's	£125,000	£70,000	£55,000
Stewarton	£114,000	£66,000	£48,000
Total	£1,000,000	£687,000	£313,000