

# EAST AYRSHIRE COUNCIL

CABINET – 20 OCTOBER 2009

## DETERMINED TO SUCCEED ENTERPRISE IN EDUCATION

### Report by Executive Director of Educational and Social Services

#### 1. PURPOSE OF REPORT

To seek approval for the continued development of Enterprise in Education, including the partnership with the Ayrshire Chamber of Commerce and Industry (ACCI), through the Determined to Succeed (DtS) Programme.

#### 2. BACKGROUND

2.1 Determined to Succeed (DtS) supports enterprise in education (3-18), links with More Choices: More Chances (MC: MC) and 16+ Learning Choices and is integral to the Learning and Teaching agenda through Curriculum for Excellence (CfE). DtS also supports the Scottish Government's plans to develop Leadership at all levels and the Skills for Scotland and Economic Strategies.

2.2 Particular value is placed on the wider personal and educational aspects of enterprise in education. The enhancement of self-esteem and self-confidence, along with the development of team-building and respect for others, all contribute greatly to ensuring that young people have the very best opportunity to realise their maximum potential and achieve their goals. The development of skills such as creativity, innovation, project management and planning are clearly linked to developing enterprise skills for all pupils. Key to supporting these aspirations is the link with the Creative Minds Strategy.

2.3 Curriculum for Excellence sets out the values, purposes and principles of education in Scotland. To support these key outcomes, the Action Plan demonstrates our strategy for delivering appropriate Continued Professional Development (CPD) supported by resources and a wide range of opportunities, which will support and enable our young people to become successful learners, confident individuals, responsible citizens and effective contributors to society.

#### 3 DETERMINED TO SUCCEED ENTERPRISE IN EDUCATION

3.1 Enterprise in Education programmes give young people first-hand knowledge and experience of developing entrepreneurial skills and also of working within businesses. These experiences are important factors in the consideration by young people of the career option of self-employment and the development of new business enterprises.

3.2 The Determined to Succeed programme also contributes towards the objectives of the Delivering Community Regeneration Action Plan, in

particular Aim 2, which is to support and grow new and existing businesses, including the social economy.

- 3.3 The Action Plan for 2008/11 reflects the Four Strands of Determined to Succeed and is built around the six inter-related themes set out in 'Policy Expectations for Local Authorities Delivery 2008–2011' namely, supporting the development of skills for life, skills for work, engaging employers, broadening the reach of DtS, embedding enterprise in the curriculum, building capacity and enhancing Scotland's international profile. CPD opportunities for staff are integral to all activities, giving projects a tangible element of sustainability as well as building a resource of skilled staff.
- 3.4 To support the Authority effectively the DtS Team works with all staff and young people (3-18 years) in educational establishments, their parents/carers and members of the wider school community. There are close links with colleagues in neighbouring authorities and in other departments within East Ayrshire Council and voluntary organisations where appropriate. Much work is carried out in close co-operation with the Ayrshire Chamber of Commerce and Industry (ACCI), local Further Education Institutions, Skills Development Scotland and in co-operation with the local business community.
- 3.5 The DtS Team comprises an Enterprise in Education Co-ordinator, an Enterprise in Education Development Officer, an Ayrshire Chamber of Commerce and Industry Business Liaison Officer and the Links Officer in the Arts & Education (Strategic Leader). Each team member has extensive experience relevant to the DtS agenda.

## **4 PROGRESS IN 2009/10**

### **4.1 Supporting the development of skills for life, skills for work**

Strong relationships between the DtS team and all educational establishments ensure that opportunities to build skills for life are embedded in the curriculum. Schools complete a forward plan based on all six themes with funding requested to take these opportunities forward.

- 4.1.1 East Ayrshire has strong links with Kilmarnock College, Cumnock Community College and Ayr College. The Leadership Academy continues in the authority, delivered and funded by Kilmarnock College.
- 4.1.2 The partnership with the ACCI has been very successful in developing school/business partnerships and associated professional development opportunities. The ACCI also manages the Work Experience Programme.

4.1.3 A wide variety of Skills for Work qualifications and other qualifications have been delivered:

<b>Number of Students</b>	<b>Skills for Work Qualifications</b>
202	REHIS Food Hygiene
148	ASDAN Certificates
227	Millennium Volunteer Awards
14	Easy Project
373	Short Courses at Kilmarnock / Ayr / Cumnock Community Colleges including Healthy Eating, Metal Work, Beauty, Cosmetology, Sport & Recreation, Motor Vehicle, Creative Digital Media, Introduction to Child Care and Painting & Decorating
104	Skills for Work Construction and Engineering, Early Education & Childcare and Hairdressing
14	Duke of Edinburgh Awards
20	Preparation for Independence 911
9	East Ayrshire Youth Award (Gold)
70	Activate
9	Personal Development Unit (S6)
32	Community Sports Leader Award
35	Princes Trust
86	ICT Core Skills 3 (S2)
113	Establishing Your Business (SQA Unit S3 Auchinleck)
2	John Muir Award
48	NPA Enterprise & Employability (St Joseph's S6)
16	Caledonian Award (Woodstock School)
15	ASDAN (Woodstock / Park School)
<b>1,537</b>	<b>TOTAL</b>

4.1.4 Representing an increase of 23.5% on academic session 2008/09, 79% of S4 pupils. 1.4% of S5 pupils and 2.8% of S6 pupils participated in a Work Experience Placement in 2009/10. Pupils have previously reported very positively on their experiences:

“I know more about attendance, punctuality and following instructions”

“I developed leadership and communication skills“

“I enjoyed meeting new people and gained confidence”

“It has confirmed my career choice”

## 4.2 Engaging Employers

The DtS team and ACCI Business Liaison Officers have delivered in-house CPD to staff in primary and secondary schools. This has allowed teachers to review their own topics/projects and identify where an employer could enhance the curriculum. Suitable employers are then sourced by the ACCI. The team has also supported secondary schools in setting up “Business Breakfasts”.

4.2.1 The number of sustainable and meaningful engagements has increased this year with the majority engaged in the curriculum rather than donations or the previously more tenuous links. Employer engagement within the curriculum was a leading factor in James Hamilton Academy gaining the “Most Enterprising Secondary School Award” in 2009 and Grange Academy’s “Wee Fir Tree” gaining the Entrepreneurial Learning Award in 2010 at the Scottish Education Awards.

4.2.2 The total number of employer partnerships that exist this session is 651 representing an increase of 53% on 2008/09.

	2008/09	2009/10
Primary	277	432
Special	13	30
Secondary	134	189
<b>Total</b>	<b>424</b>	<b>651</b>

4.2.3 The Council engages with local employers through a variety of mechanisms, both directly and indirectly. In terms of the East Ayrshire Community Plan, the council engages through Local Community Planning Forums, where the focus of meetings can be on topics of concern to the business community – e.g. tourism development. Business Gateway contracts are now managed by Councils and through this mechanism, the needs of businesses are known.

4.2.4 The Council is a member of the Ayrshire Chamber of Commerce and Industry and an active participant in the recently formed Ayrshire Chamber Business Forum, which is led by the private sector. Labour Market Information (LMI) Profile folders are issued to all secondary schools promoting the use of LMI to support future programmes. Local opportunities are then discussed with the Ayrshire Chamber of Commerce and Skills Development Scotland.

4.2.5 A number of events organised during session 2009/2010 focussed on strengthening information sharing between employers and schools. Principal Teachers of Guidance were involved, as were officers with responsibility for MC: MC, 16+ Learning Choices and Curriculum for Excellence. These

discussions were productive and are impacting positively on the experiences and expectations of young people.

## **5. AYRSHIRE CHAMBER OF COMMERCE AND INDUSTRY (ACCI)**

5.1 The ACCI has been successfully delivering employer engagement through Determined to Succeed and the Work Experience programme. Work continues to take place to build a more collaborative and integrated approach to inform employers of the business benefits of engaging with all these strategies. A system is being reviewed to help demonstrate how the involvement of employers can support our young people and simplify their engagement.

5.2 In partnership with the Council and building on the successful outcomes that have been achieved, the Chamber delivers the following:

- Single employer engagement strategy embracing CfE, DtS, MCMC, 16+Learning Choices
- Flexible work experience to ensure placements are personalised to the needs of the young person (in 2009/10, 1244 work placements were achieved)
- Individualised support for primary and secondary ASN schools
- Teacher placements
- Develop local labour market information to inform schools
- Teachers notified of Chamber Networking events
- Collaborative work with key partners to develop a co-ordinated approach to employer engagement

## **6. FINANCIAL IMPLICATIONS**

6.1 Ring-fenced funding has been allocated to fully support the further development of DtS Enterprise in Education until 31 March 2011. (£466,877 in 2010/11). Confirmation is still awaited about the budget being re-allocated through the block grant for session 2011/12.

## **7. COMMUNITY PLAN IMPLICATIONS**

7.1 The Determined to Succeed programme supports the increasing participation of young people in learning and active citizenship via the theme of Promoting Lifelong Learning.

7.2 The Determined to Succeed Programme also contributes towards the objectives of the Delivering Community Regeneration Action Plan, in particular Aim 2, which is to support and grow new and existing businesses, including the social economy.

## **8. POLICY/LEGAL IMPLICATIONS**

8.1 Nil

## **9. RISK IMPLICATIONS**

- 9.1 Current ring-fenced funding for the Determined to Succeed programme is time-limited to 31 March 2011 and the department is awaiting confirmation that a similar budget will be allocated by Scottish Government in 2011/12 through the block grant. A number of the activities identified in the report are dependent upon continued funding and this has been highlighted through the Strategic Review of the Revenue Budget 2 process.

## **10. RECOMMENDATIONS**

### **10.1** It is recommended that Members:

- (i) approve the continuation of support to establishments in taking forward Determined to Succeed as an integral element of Curriculum for Excellence within the ring-fenced funding in 2010/11;
- (ii) ask the Executive Director of Educational & Social Services to provide a further report for Cabinet approval detailing future plans once the allocation of funding from the Scottish Government is known;
- (iii) be kept informed of future progress; and
- (iv) otherwise note the contents of this report.

Graham Short  
Executive Director of Educational and Social Services

JW/AS  
29 September 2010

### **LIST OF BACKGROUND PAPERS**

1. Determined to Succeed Enterprise in Education - Cabinet, 21 October 2009.
2. Determined to Succeed Enterprise in Education - Cabinet, 18 June 2008.
3. Determined to Succeed Enterprise in Education - Cabinet, 7 November 2007

Members requiring further information should contact Graham Short, Executive Director of Educational and Social Services, Tel: (01563) 576017 or Andrew Sutherland, Head of Service: Schools, Tel (01563) 576126.

### **IMPLEMENTATION OFFICER**

John Wilson, Links Officer in the Arts and Education