

EAST AYRSHIRE COUNCIL

CABINET – 21 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 The Determined to Succeed team supports enterprise in education (3-18), links with More Choices: More Chances (MC: MC) and is integral to the Learning and Teaching agenda through Curriculum for Excellence (CfE). Determined to Succeed 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.

2.3 Curriculum for Excellence sets out the values, purposes and principles of education in Scotland. Excellence through Enterprise published 2005 states that "*Carefully planned enterprising environments for learning and the ways in which those learning experiences are organised and assessed, will contribute to the development of these values, attitudes and abilities*". 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.

2.4 Key to the success in meeting these recommendations is the link with the Creative Minds Strategy, which also contributes to enhancing levels of self-esteem, self-confidence and motivation in young people leading to raised levels of attainment and achievement. The development of skills such as creativity, innovation, project management and planning are clearly linked to developing enterprise skills for all pupils.

3. THE PROGRAMME

3.1 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.

- 3.2** 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, external consultants 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.
- 3.3** 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

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

Strong relationships between the DtS team and all establishments ensure 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.

- 4.2** East Ayrshire has developed strong links with Kilmarnock College, Cumnock Community College and Ayr College. The Leadership Academy continues in the authority, delivered and funded jointly by Kilmarnock College and More Choices: More Chances (MC: MC). This has proved to be very successful and has effectively developed the four capacities of CfE in the participants. The Leadership programme in Doon Academy is part of a Collaborative Enquiry Project for Wider Achievement. Young people have also been given the opportunity to further develop their skills, e.g. involvement in organising and presenting an Employer Recognition Event.
- 4.3** The partnership with the Ayrshire Chamber of Commerce and Industry (ACCI) is very successful in providing support and continued professional development opportunities for school staff in engaging employers. The Work Experience Programme is also provided by the ACCI and schools are delighted with the way this has recently been organised.
- 4.4** Vocational opportunities in the hospitality industry have been increased during this year. A hotel in another part of the authority replicated the good practice in the Kilmarnock area allowing pupils from another secondary school to access this opportunity. Two pupils have since been offered the opportunity of part-time work from this activity.
- 4.5** A wide variety of Skills for Work qualifications and other qualifications have been delivered:

Number of Pupils	Skills for Work Qualifications
218	REHIS Food Hygiene
156	ASDAN Certificates
26	Millennium Volunteer Awards
29	Easy Project

285	Short Courses at Kilmarnock College including Healthy Eating, Metal Work, Motor Vehicle and Painting & Decorating
122	Skills for Work including Sport & Recreation, Construction and Engineering, Hairdressing and Early Education & Childcare
42	Short Courses at Cumnock Community College
3	National Certificate Units at Ayr College
6	Duke of Edinburgh Awards
24	Preparation for Independence

79% of S4 pupils participated in a Work Experience Placement with pupils reporting 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”

4.6 Engaging Employers

This year the DtS team and Business Liaison Officers from the ACCI have delivered in-house CPD to staff in primary/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”.

4.7 The number of sustainable and meaningful number of 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 this year’s Scottish Education Awards.

The total number of employer partnerships that exist this session is 424 representing an increase of 36% on 2007/08.

Primary	277
Special	13
Secondary	132
Youth Strategy	2

4.8 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. 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.

- 4.9** June 09 saw the introduction of an Employer Recognition Event. Schools nominated an employer who has been working with their school for a period of time, while employers who have provided work experience placements and supported the central DtS team at events for young people were also invited. Young people were involved throughout – Leadership graduates registered attendees and co-hosted the event. Certificates were produced by a young person from Youth Strategy and were presented to the employers by the young people. This proved to be a successful event and employers were genuinely delighted to have been recognised for their work.

5. FINANCIAL IMPLICATIONS

- 5.1** Ring-fenced funding has been allocated to fully support the further development of DtS Enterprise in Education until 31 March 2011. (£466,877 in 2008/09 and similar indicative funding in 2009/10 and 2010/11)

6. COMMUNITY PLANNING IMPLICATIONS

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

- 6.2** 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. The 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. Such choices by young people support the achievement of the objective of increasing the business birth rate and hence closing the current gap between the rates in East Ayrshire and Scotland. Outwith the formal education environment, the responsibility for supporting business ‘start ups’ rests with Business Gateway, in which the Council is an active partner. The present Business birth rate in East Ayrshire is 1.9 per 1000 adults while Business birth rate in Scotland is 2.8 per 1000 This Community Plan aim is to close the gap by 2011.

7. POLICY/LEGAL IMPLICATIONS

- 7.1** Nil

8. RECOMMENDATIONS

8.1 It is recommended that Members:

- (i) approve the continuation of support to establishments in taking forward Determined to Succeed as an integral support to Curriculum for Excellence within the ring-fenced funding;
- (ii) be kept informed of future progress; and
- (iii) otherwise note the contents of this report.

Graham Short
Executive Director of Educational and Social Services

JW/AS
7 October 2009

LIST OF BACKGROUND PAPERS

1. Determined to Succeed Enterprise in Education - Cabinet, 18 June 2008.
2. Determined to Succeed Enterprise in Education Progress Report – Cabinet , 7 November 2007
3. Determined to Succeed – Work Based Vocational Learning Funding – Education Committee, 20 March 2007
4. Determined To Succeed Enterprise in Education Progress - Education Committee, 23 May 2006

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

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