

EAST AYRSHIRE COUNCIL

EDUCATION COMMITTEE – 24 MAY 2005

DETERMINED TO SUCCEED ENTERPRISE IN EDUCATION – PROGRESS REPORT

Report by Executive Director of Educational and Social Services

1. PURPOSE OF REPORT

This paper reports on the progress made in developing a consistent and integrated approach to supporting Enterprise in Education and an ethos of creativity across schools in East Ayrshire supported by the Scottish Executive's Determined to Succeed Enterprise Programme.

2. BACKGROUND

2.1 The authority originally developed a strategy paper for Enterprise in Education in July 1997. This paper was updated in March 2002 in order to reflect the changing situation and importance of Education for Work and Enterprise.

2.2 In 2003 East Ayrshire was invited to be one of a number of Pathfinder Authorities and an application was made to Scottish Executive Enterprise and Lifelong Learning Department (SELLD) for funding to enable East Ayrshire to meet the 21 recommendations outlined in the ministerial paper entitled "Determined to Succeed" (DtS).

2.3 Key to the success in meeting these recommendations is the link with the "Creative Minds" Arts and Education Strategy. This strategy is designed to develop a broad range of quality arts activities for all children and young people while contributing to enhancing levels of self-esteem, self-confidence and motivation in young people. The development of skills such as creativity, project management and planning are clearly linked to developing enterprise skills for all school pupils in the authority.

3. PROGRESS TO 2004-05

3.1 Recommendation:

Every pupil from P1 through to S6 must have an entitlement to enterprise activities on an annual basis.

During session 2003/2004, 71% of primary pupils and 62% of secondary pupils participated in enterprise activities. These figures rose during session 2004/2005 to 90% of primary pupils and 85% of secondary pupils. The percentage of pupils attending special educational establishments who participated in enterprise activities stayed at 100%. The number of businesses engaged in enterprise activities for the same periods rose from 145 to 210.

3.2 Recommendation:

All pupils over the age of 14 must have an opportunity for work-based vocational learning linked to accompanying relevant qualifications

All secondary and special schools offer appropriate work placements. Pupils are working towards either Access 3 or Intermediate 1 Work Experience; in all cases, this includes the core skill of Working with Others.

3.3 Recommendation:

Local authorities must design and implement a communications strategy for raising the awareness and commitment of parents and carers to Enterprise in Education

An Enterprise in Education Showcase for parents and carers took place in the Grand Hall Kilmarnock on Saturday 6 November, 2004. Parent seminars re also planned to take place in Cumnock and Stewarton in May 2005.

Other key aspects of the communications strategy includes the following:

- Production of leaflets / posters
- Leaflet outlining the DtS recommendations
- Poster highlighting the DtS recommendations
- Leaflet introducing DtS EiE Team and outlining aims (all educational establishments, businesses and partners)
- Update presentations to Head Teachers – Wednesday 8 December 2004 to Primary and Special and Early Years; Friday 28 January 2005 to Secondary
- Business engagement via Big Breakfast in Park Hotel – 7 June 2005
- Conference for Teachers – Wednesday 7 September 2005

3.4 Recommendation:

The Scottish Executive, with partnership funding and support from the business community and others, must provide financial resources for the appointment of an enterprise development officer in every school cluster in Scotland to develop and implement plans for Enterprise in Education.

An East Ayrshire DtS Enterprise in Education Team comprising 0.5 FTE Enterprise Co-ordinator and 3.5 FTE Enterprise Development Officers took up their posts in September 2004

3.5 Recommendation:

As part of their CPD, all teachers must have the opportunity to participate in training and development in Enterprise in Education.

The number of teachers undertaking continuous profession development in EiE increased from 314 in session 2004/2005 to 660 during session 2004/2005. Most of this training and development took place through formal in-service training during twilight sessions and in-service days.

3.6 Recommendation:

All local authorities in their Education Improvement Plans and schools in their School Development Plans must make clear how they will implement the DtS recommendations and develop Enterprise in Education in the context of the current National Priorities for Education.

DtS is included in “Priority to Improvement” Annual Statement of Improvement Objectives in Education 2005, and has been included in previous years. The Priority to Improvement is produced as a result of a major series of consultation exercises within East Ayrshire. By session 2005/2006, all schools will have included DtS in their Development Plans.

4. PARTNERSHIPS WITH OTHER ORGANISATIONS

4.1 Hunter Foundation Programme

This programme is developing leadership skills in the Head Teachers of each of the schools within the Cumnock and Stewarton Learning Partnerships and providing a training programme to a targeted group of teachers in each of the two secondary schools involved. Direct support to pupils, teachers and parents is also being provided via the Tapestry organisation and Tony Buzan.

4.2 British Telecom Partnership

The authority and British Telecom are currently exploring a closer partnership to support Enterprise in Education. This is examining the wide range of issues, such as mentors, CPD for teachers, use of desk top video conferencing, curricular resource support, and work experience.

4.3 Microsoft Partnership

The authority and Microsoft are currently exploring potential partnership models. This may range from providing work experience for specific situations, developing courses for pupils with a specific focus on programming techniques and the possibility of individual schools being approved as an “IT Academy”. Agreement has been reached to support the Innovative Teacher Programme and approximately 100 teachers attended the initial launch meeting; a substantial number of teachers are now registering for the programme. A further initiative being developed is to explore the use of Tablet PCs as an aid to developing vocational training.

5. AUTHORITY COMMITMENT

5.1 The authority is committed to further developing Enterprise in Education across all of its schools. During the lifetime of this programme, the authority will:

- Ensure that all pupils will experience Enterprise in Education
- Provide quality staff development opportunities
- Strengthen its partnerships with business and commerce
- Provide innovative curricular approaches to Enterprise in Education

- Enhance levels of self esteem, self confidence and motivation in young people.

6. FINANCIAL IMPLICATIONS

- 6.1** Funding has previously been secured to support the development of Determined to Succeed to June 2006. SELLD has now informed us that additional funding has been allocated for 2006-07 and 2007-08.

7. POLICY/LEGAL IMPLICATIONS

- 7.1** Nil.

8. RECOMMENDATIONS

- 8.1** It is recommended that Members of the Education Committee:
- (i) note the progress being made within the Determined to Succeed programme; and
 - (ii) be kept informed of future progress and developments on an annual basis; and
 - (iii) otherwise note the report.

Graham Short
Executive Director of Educational and Social Services

JMcC/JW
5 May 2005

LIST OF BACKGROUND PAPERS

1. Determined to Succeed: A Review of Enterprise Education (2002)
2. Determined to Succeed: Enterprise in Education – Scottish Executive Response (2003)
3. Education Committee Paper – Enterprise in Education – 16 September 2003.
4. Education Committee Paper – Enterprise in Education - Hunter Foundation Support – 4 February 2004.
5. Education Committee Paper – Enterprise in Education – Update – 23 March 2004.
6. Education Committee Paper – Enterprise In Education – Innovation Fund - 1 February 2005

Members requiring further information should contact John Wilson, Links Officer in the Arts and Education (01563 555634) or John McCarney, Head of Service: Schools Support (01563 576126).

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