

## **TAUNTON DEANE BOROUGH COUNCIL**

### **EXECUTIVE**

**18 OCTOBER 2006**

**Report of the Economic Development & Regeneration Manager.  
(This report is the responsibility of Executive Councillor N. Cavill)**

### **EXTENSION OF THE YOUNG ENTERPRISE PROGRAMME IN TAUNTON DEANE**

#### **Purpose of the Report**

To introduce to Members of the Executive a proposal to fund a Young Enterprise Programme in Taunton Deane's Primary schools over a three year period from January 2007 to March 2010 at a cost of £5,000 per annum.

#### **1. Background**

- 1.1. In June of this year, Richard Huish School in Taunton reached the Regional Finals of the Young Enterprise (YE) competition for groups of sixth form school students. This competition requires schools to identify a group of students to work up a business idea, and to develop and deliver a business product or service. Each group is 'mentored' by a local businessperson. Richard Huish School has reached the Young Enterprise Regional Finals in each of the last three years and their efforts and success should be commended.
- 1.2. The Leader of the Council and the Executive Councillor for Economic development and property attended the Regional Finals event, and following discussions with the Regional Organiser of Young Enterprise sought a proposal from them to maximise the take up of the Young Enterprise Programmes in schools in Taunton Deane.
- 1.3. One of the key characteristics of the Taunton Deane economy is its relatively poor performance in relation to annual new business creation when compared to both regional and national averages. In addition, whilst un-employment in the Deane is relatively low, there are a number of areas (notably North and East Taunton and North Wellington) that exhibit levels of multiple deprivation within the top 25% in England. In addition, recent research carried out by Local Futures identified that a further key characteristic of the Deane's economy lies in the high proportion of low wages and low skills and aspirations within the local workforce. The Council has prioritised action to address this situation, and to seek to improve both incomes and job opportunities for residents across the Deane, but especially for those within these areas of deprivation.

- 1.4. The Economic Development Unit is keen to expand and extend the positive experience for students entering Young Enterprise activities; to concentrate these efforts on younger children; and in particular to promote enterprise in schools whose catchment includes the areas of North and East Taunton and North Wellington. Discussions were initiated with the Regional Office of Young Enterprise with a view to their developing a local programme based around their newly developed 'Primary Programme'.
- 1.5. The mission of Young Enterprise UK is "to inspire and equip young people to learn and succeed through enterprise." Young Enterprise is an organisation that has been established for over 40 years and is probably best known for its Company programme.
- 1.6. Young Enterprise programmes are based on the principle of 'learning by doing' and bring trained volunteers from the business community into the classroom to work with the teacher and pupils. The sessions are highly practical, activity based and enjoyable. Pupils will learn about the value and role of business and about the world of work. There will also be benefits in the curriculum areas of citizenship and personal development.
- 1.7. Young Enterprise has become well known for its work with older school students, but has recently introduced the Primary Programme aimed at younger school students in School Years 1 to 6.

## **2. The proposal**

- 2.1. It is proposed to offer 20 Taunton Deane primary schools the chance to participate in the first year, 24 in the second year, rising to 28 schools in the third year. (There are 42 primary schools in the TDBC area and the more deprived areas would be targeted first).
- 2.2. Each school project would be based on an average of 30 students in year 5 and 6 (aged 9 to 10, and 10 to 11 years) that would be 'enrolled' on the Young Enterprise Programme. The proposed programme would reach 600 students in year one, increasing to a further 720 in Year Two, and 840 in the final year. Assuming that sufficient schools within Taunton Deane joined the Programme up to an overall total of 2,160 students would be able to benefit from the Programme over the three years.
- 2.3. Each year the programme envisages a one-hour session per week for 5 weeks. Over the 3 years the ethos and culture of interactive learning (about work and enterprise) should become embedded in the curriculum. This time frame also allows for the development of the wider community interest and links to be developed between businesses and each of the schools. As these students progress into secondary education it is hoped that they will embrace more readily the

Young Enterprise Business programmes, such as that run at Richard Huish School

- 2.4. The Programme has been designed by Young Enterprise to be as flexible as possible for the schools, so whilst capacity will be created for individual schools to enter a three-year programme, each school could elect either to deliver the same 'project' to different pupils each year, or to further develop the curriculum content, and deliver this using YE mentors to the same cohort as they progress through the school.
- 2.5. The management of the Programme would be carried out by Young Enterprise, who would be responsible for 'recruiting' schools to the programme, as well as developing contacts with local business to identify and engage with YE Mentors. It is proposed that the Programme commences in January 2007, in order to allow Young Enterprise sufficient time to put the Programme into place.
- 2.6. It is anticipated that a detailed monitoring of the Programme will be carried out by Young Enterprise, who will be required to provide an annual report, and if requested by the Review panel, to present their report to this Panel.

### **3. Financial Implications**

- 3.1. The Council will contract with Young Enterprise South West to deliver a Programme for the period January 2007 to March 2010. It is proposed that £5,000 per annum be approved to finance this contract.
- 3.2. Each participating School will be required to contribute to the costs of the programme in their school, and it is envisaged that, as the commitment within each school grows from year to year, the level of financial contribution from each school will rise also. It is this element of the funding proposal that will allow the number of schools participating in the programme to increase in each of the years of the Programme.
- 3.3. The costs of this proposal can be contained within Economic Development Budgets during the periods of the contract.

### **4. Programme Monitoring**

- 4.1. Teachers provide feedback forms after each session and Young Enterprise monitor these.
- 4.2. As part of the contract Young Enterprise (SW) will provide the Council with a summary and progress report at the end of each academic year. Details of this will be circulated for information at the appropriate time.

### **5. The Views of the SPTED Scrutiny Panel**

- 5.1. This report was presented to SPTED Scrutiny Panel on 26 September 2006.
- 5.2. Members supported the proposal, and wished the Executive to ensure where possible that schools within North and East Taunton, and in

North Wellington were given first option to join the Scheme. This was in recognition of the special case for help for residents of these areas to address the issue of 'low wage, low skill, and low aspirations' identified in recent economic studies of the Borough.

## **6. Recommendations**

- 6.1. That the Executive resolves to:
- a) Approve proposals to deliver a Young Enterprise Primary Programme in schools across the Borough.
  - b) Ask Young Enterprise to concentrate efforts on recruiting primary schools to the Programme in the areas of North and East Taunton, and North Wellington
  - c) Approve proposals to fund this Programme at a cost of £5,000 for each of the three years 2006/07, 2007/08 and 2008/09

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