

Enterprise Education Working Group

Action Plan: Updated 9th September (Green = done / on track, Amber = in progress, Red – at risk / overdue, Black = action agreed yet to happen)

Present: (SA) Suzy Alderson, (GD) Grant Dyson and AG (Alan Graver) (JC) Julia Calver,

Working Group – General Business and Communications	Who	July	Aug	Sept	Oct	Nov	Update 9 th September
Invite Brigshaw High School and Whitcliffe Mount School to join this working group and attend 9 th September meeting if possible	SA	Black					Not done – to be actioned at SA's discretion in 2010
Send list of SEE for the 2012 Games Network Survey participants / organisations who are interested in supporting / joining a working group focusing on 'Enterprise Education' opportunities linked to 2012	AG		Green				This will be co-ordinated as part of a 'SEE Network Briefing Event' to be held in the New Year of 2010
Get details from Claire Bench re: 29 th September LOCOG enterprise event and establish if working group members are invited	AG		Amber				Awaiting further information from Claire Bench
Send link to BP free enterprise resources (a trading game) recently forwarded to AG from London 2012	AG	Green					Done
Provide an update to the SEE for the 2012 Games Core Group (13 th July)	SA	Green		Black			Done in July. SA to provide next update 15 th Sept
Obtain news stories for the SEE for the 2012 Bulletin and Skills Legacy website by 17 th September i) Spirit Alive ii) Whitcliffe Mount School	SA AG			Amber			AG has arranged article from Keem Taylor (Whitcliffe)
Update the enterprise education page on the www.skillslegacy.co.uk site to give headline summary of our plans	AG	Green		Black			Done in July. To be done again in September
Plot a 'long-term' timeline of key London 2012 & Y&H enterprise education activity (need help from Claire Bench)	ALL			Black			No progress yet on this

Opportunity 1: Get Set	Who	July	Aug	Sept	Oct	Nov	Update 9 th September
Send copy of Seb Coe 'Get Set in Assemblies' letter that went to All Head Teachers in June	AG	Green					Done – sent July
Establish when the next mailing is due to go out from the London 2012 Education Team (gain early sight if possible via Yorkshire Gold)	AG		Green				Done – AG sent info about LOCOG education team's planned mailings for September inc. All primary head teachers and all PSHE contacts in secondaries
<i>Develop materials / and an agreed approach to tailor communications immediately after this mailing to:</i>				Amber			AG to contact 4 CSP Directors and ask for support in sending Get Set information to all School Sport Partnerships, who in turn can go into primary schools; GD to organise email to CSDs to go out to all LAs then Schools making aware of Get Set and including link to registration page + offer of Get Set Workshops
Primary Schools – via PDMs and School Sports Co-ordinators ¹ / and support of CSDs and Local Authorities / School Governors?	AG GD			Amber	Black		AG to contact Erin Munns, London 2012 Education Team to see if they have any tailored e-collateral that we could send out to our enterprise contacts; pass on to SA.
Secondary Schools – YPEF database of enterprise co-ordinators; links via Specialist Schools and Academies Trust (SSAT); School Governors?	SA			Amber	Black		As above
Colleges – FE Enterprise Network Meeting, AoC and PODIUM e-mail communication	SA AG			Amber	Black		As above
Universities – HE Enterprise Network and PODIUM (Yorkshire Universities)	JC				Black		Julia to update at next meeting
Commission Brigshaw High School to compile a newsletter in the Autumn to help further highlight Get Set benefits	AG SA				Black		AG to contact Brigshaw and invite Liz Merriman to get students working with YPEF's American Intern on this
Get Set for Get Set Workshops	SA AG				Black		New opportunity – need to find out more about workshop format and aims then connect with schools or teachers e.g. could this be tagged on to 6 th October Headteachers meeting in York (SA to confirm details)? Links to SSAT?

¹ Find out when the October SSCos conference are taking place regionally / nationally – 16th October is the National SSP Conference in Telford

Opportunity 2: Seb Coe Enterprise Education Visit November 09	Who	July	Aug	Sept	Oct	Nov	Update 9th September
We have adapted the original plan that focused around making the Real Business Challenge a London 2012 launch pad for their enterprise education programme. Instead AG saw an opportunity to link our ambition with a forthcoming visit to the region by Lord Coe, and developed a proposal at short notice on behalf of the working group for Yorkshire Gold and London 2012 in August. This has been successful and the action plan below modified to reflect the planning and delivery of this event on the 10 th of November 2009. We will however seek to maximise 2012-coverage during the Real Business Challenge Week as well the week after Lord Coe's visit to Sheffield.							
Check with Yorkshire Gold whether our idea of an enterprise education event for teachers, young people and stakeholders is feasible and complementary to Seb Coe's itinerary in Sheffield on the 10 th of November	AG						Event plan modified to focus on young people & teachers only; date confirmed; Seb available 2-3pm for enterprise education activity (likely to be a judge)
Liaise with Claire Bench and agree content of the enterprise education event	SA AG						We will be first region to trial 'Have You Got What it Takes' KS3 resources (for 50 young people aged 11-14 years). These London 2012 resources are available from 21 st October 2009. London 2012 will provide facilitators but there is a cost of £1,000. SEE Marketing budget to cover this cost
BP and Coca Cola are involved and there is opportunity to showcase their materials to teachers / young people on the day	SA AG						Further liaison as necessary by Suzy
Explore the potential for Leeds Met student event volunteers to assist at the event (possibly Sheffield College ² participation / Sheffield based university student participation as well?)	JC SA						SA confirms no need for Leeds Met student volunteers. SAYLS volunteers likely to be used on the day
See whether Rosie Winterton could support the event if confirmed as definitely going ahead. Also agreed to see whether Gerry Sutcliffe should be invited given past support for this agenda. One / both could be judges at the event and possibly support other parts of the day's itinerary	GD SA AG						GD requests specific itinerary information from Ben Brailsford, Suzy or Alan after next event planning meeting (now confirmed as 21 st September at EIS)
Check out costs / suitability of Electric Works venue	GD						We will not be using Electric Works. EIS confirmed. Costs £390+ vat to be covered by YPEF
Request event management support from Yorkshire Gold and SEE for the 2012 Games Core Group	SA AG						Can update 15 th September
Establish events team and develop an events plan ³	ALL						Events team led by Ben Brailsford Sheffield 2012. Meetings will be called as necessary. SA Lead. AG support to cover as many dates as possible.
During Enterprise Week (Global Entrepreneurship Week) / the Real Business Challenge make sure every single participant receives some London 2012 related literature or resources e.g. Get Set information, posters etc	SA AG						Need to ensure London 2012 marketing collateral is supplied for at least 82 participating schools
Make sure we maximise the Make Your Mark Challenge event (16 th November) if there is a 2012 theme	SA						As above

Opportunity 3: Business engagement in enterprise education	Who	July	Aug	Sept	Oct	Nov	Update 9th September
Meet with Yorkshire Forward (Robert Ling)	SA						SA to invite Rob Ling to be a judge at 10 th November Seb Coe / enterprise education event
Update on NEA ⁴ developments at next working group meeting	SA						Update provided – Sheffield College announcement due September
Keep YPEF Executive informed of essential aspects of this plan where their engagement would help	SA						Information shared at last YPEF Executive meeting

² Potential lead College linked to the National Enterprise Academy (Peter Jones)

³ By this time we should also have Brigshaw and Whitcliffe on board and their involvement on the day will be invaluable. We will need to make sure we engage with the overall events team planning Seb Coe's day including Ben Brailsford (Sheffield 2012 Manager); Kate Lewis (Sports Strategy Adviser) and Ruby Slippers (events team)

⁴ National Enterprise Academy

Opportunity 4: Project promotion and developing enterprise education capacity	Who	July	Aug	Sept	Oct	Nov	Update 9th September
Establish potential for Spirit Alive to apply for Inspire Mark (meet with James Taberrer)	AG SA						Spirit Alive will not be an Inspire Mark project, however, the Seb Coe 'Have you got what it takes' event will make an application instead with James' support
Organise the Enterprise for London 2012 'train the teacher' resources with Claire Bench (see opportunity 2 above)	SA AG						Not progressed yet – Claire likely to do this at her own pace in line with plans for BP Enterprise Education Roadshows in the regions during 2010
Supply AG with news release from Hull FC project	SA						SA to forward information to AG with clear link of the story to SEE 2012 readership

Opportunity 5: Maximising the FE Enterprise and HE Enterprise Networks	Who	July	Aug	Sept	Oct	Nov	Update 9th September
Prioritise actions for this strand of activity at next working group meeting & agree focus for work for 2010	JC						JC to advise at next working group meeting Could perhaps links to working group participation at proposed SEE Network Briefing event in 2010

Next meeting: Thursday 29th October, 10am-12pm, Government Office, Leeds