



YORKSHIRE & HUMBER YOUTH ENTERPRISE SUMMIT 2013

SUMMARY REPORT



Hull
City Council

SUMMIT AGENDA

- 12:00** ARRIVAL AND REGISTRATION
- 12:30** BUFFET LUNCH AND NETWORKING
- 13:10** WELCOME TO MALET LAMBERT
- 13:15** THE IMPORTANCE OF AN ENTERPRISING ETHOS
STEPHEN LOGAN, BUSINESS CHAMPION AT MALET LAMBERT SCHOOL
- 13:25** MY STORY
LOUI FOWLER, ENTERPRISING PUPIL OF MALET LAMBERT SCHOOL
- 13:35** OUR STORY (INCLUDING ACTIVITY)
GREEN QUEENS, ENTERPRISING PUPILS OF MALET LAMBERT SCHOOL
- 13:55** MY STORY – “WHAT MY CITY OFFERED ME”
OLIVER WILSON, MANAGING DIRECTOR, XURO LTD
- 14:05** WHY IS HULL DIFFERENT?
CHARLES CRACKNELL*, YOUTH ENTERPRISE MANAGER AT HULL CITY COUNCIL
- 14:15** THE HULL START-UP KIT ANNOUNCEMENT
THOMAS ARRAN, CO-CHAIR OF LET’S TALK BUSINESS
- 14:25** MY STORY
RUTH BADGER, ENTREPRENEUR, BBC APPRENTICE STAR AND PATRON OF HYEP
- 15:10** YOUTH ENTERPRISE BANK ANNOUNCEMENT
ANNA MILLER, KC, AND JUDY WARD, REALLY WORX
- 15:15** BE ENTERPRISING GROUP
ROSS BENNETT, DIRECTOR AT ENGAGING EDUCATION
- 15:20** QUESTIONS AND ANSWERS PANEL
- 15:40** CONCLUSIONS AND THANKS
- 15:45** CLOSE

*IN HIS ABSENCE, BLAIR JACOBS

INTRODUCTION

About YES

A meaningful letter of support from Rt Hon Ed Miliband MP was the perfect indication that the first ever Yorkshire & Humber Youth Enterprise Summit was going to be a huge success and it certainly did not disappoint. In conjunction with Business Week 2013, the YES brought together business leaders, educational practitioners, council representatives and most importantly, young people – all sharing a burning passion towards the importance of enterprise.

This report aims to provide a brief snapshot of a hugely successful event held at Malet Lambert High School. For those of you who weren't part of the 160 delegates in attendance, we hope that this gives you a flavour of what you missed out on at the Youth Enterprise Summit 2013!

We hope you enjoy reading the inspirational stories of young entrepreneurs from across Hull.

The Venue

Malet Lambert is a co-educational comprehensive community school for children aged 11-16. Most of our 1400+ students live in the central area of East Hull. We have a dedicated team of both teaching and support staff of approximately 160 people. The majority of our pupils continue their education when they leave us. The school has one of the best examination records in the area, with the latest OFSTED Report (April 2012) noting that: "The curriculum has some innovative features designed to meet the needs of all students and to provide for a range of pathways, including some vocational courses." To find out more about our school and our achievements, please visit our website: www.maletlambert.co.uk

The Hull Youth Enterprise Partnership

The Hull Youth Enterprise Partnership is an informal public/private/community partnership set up to influence major partners in supporting Hull's enterprising young people. It is committed to the shared vision of growing the city's economy for the benefit of young people and facilitating opportunities to widen the entrepreneurial spirit in the city.

Rt Hon Ed Miliband:

I hope HYEP will continue its important work for many years to come, and that it will expand and grow to impact positively on many more young lives.

INSPIRING STORIES

What better way to inspire enterprise in young people than showcasing the success of Hull's young entrepreneurs all on one stage? The sixty students from Malet Lambert, alongside over 100 other delegates, were treated to the enterprising endeavours of Hull's young business owners.

Following a stunning musical performance from a current Malet Lambert student, Blair Jacobs (Chair of HYEP) kicked off proceedings and was quick to cite how the overwhelming support towards the event was a strong indication that this would not remain a 'one off'.



Welcome – Jane Disbrey (@Maletlambert)

Jane Disbrey is the Headteacher of Malet Lambert school and a strong advocate for embedding enterprise across the curriculum to improve the employability and life chances for young people.

“Don't tell me it's not possible, don't tell me it's not wonderful and don't tell me that we can't do it.”



The Importance of an Enterprising Ethos – Stephen Logan (@Stephen_Logan)

Stephen Logan is 'Hulls most Enterprising Teacher' and a prominent figure for the promotion of enterprise education across the city. He understands the importance of equipping young people with real life experiences and is most definitely, enterprising.

“We can all be enterprising. Young people have limitless potential and aspirations to achieve whatever they set their mind towards – their success is determined through the partnership of schools, businesses and organisations to prepare them for their future. At Malet Lambert, we believe that it is crucial to present students with these exciting opportunities – we have visited Canary Wharf to see business in action, taken a trip to Africa and regularly collaborate with local organisations to provide real life experiences. Our young people are our future.”



Loui Fowler (@THELOUIBANNERS)

Loui Fowler is a current Malet Lambert student. He is the designer of the 'Triple R Banner' - a practical banner created for sporting occasions. At an early age Loui had a gift to sell things, he was the Badgers Sett winner in 2012 and has since progressed to complete work experience with Charles Cracknell at the HYEP and Ruth Badger. His business idea is also proving to be a huge success securing contracts with Hull FC, Hull City and One Hull of a Boat.

“My journey with the Loui Banners began in October 2012 when I was crowned eventual winner of the Badgers Sett challenge. The subsequent investment led to one of my proudest achievements so far; a contract to supply banners to Hull FC and One Hull of a Boat. I strongly support the concept of youth enterprise in Hull and am determined to continue my success.”



The Green Queens (@GreenQueens1)

The Green Queens are a group of – would you believe it – female students at Malet Lambert who were crowned 2011 winners of the Badgers Sett challenge. Their business idea focused on encouraging people to think about the environment. They work with schools to create and manufacture giant footprints from recycled materials – to be popped up around the city.

“

“If it wasn’t for Global Entrepreneurship Week, the Green Queens wouldn’t be here right now. We are so grateful to Mr. Logan and Charles Cracknell for their support with our business idea. Enterprise in the curriculum is a great opportunity to learn in a practical setting and allows students to think about their future career.”

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The Green Queens soon got the delegates active, throwing down a challenge to use the big 13 and create the best foot design in just 10 minutes! Some would say it was no surprise that the creative team at Engaging Education were crowned the winners!





Oliver Wilson (@theoliverwilson)

Oliver started his enterprising journey at the age of 13 at Malet Lambert School, as one of the members of the Young Enterprise company. He is now the Managing Director of Xuro Ltd, Co-Chair of 'Let's Talk Business' and the Lee Creamer Enterprise Apprentice at Malet Lambert, Hull City Council and City Works Training.

“At the age of 14, I was operating 'Fireflight' and talking to business leaders across the UK – obviously an intimidating, yet rewarding, experience. My second company (Un Deux Trois) was a tutorial business where we taught young people a foreign language. At the age of 16, I set up Xuro Computers, building quality custom computers, and saw it as the perfect alternative to a part time job. The message is simple; life is about opportunities – take them as they come to you as you never know what or who may come along.



Why is Hull Different? Charles Cracknell (@HullsEnterprise)

Charles Cracknell is the Hull City Council Youth Enterprise Manager and holder of the Queen's Award for Enterprise. He is the key driving force behind both the Hull Youth Enterprise Partnership and the John Cracknell Youth Enterprise Bank. Charles is truly passionate and committed towards presenting young people with every opportunity to be enterprising and succeed in life.

Due to illness, Charles was unable to make the **YES**. Blair Jacobs read out a speech on his behalf.

“It is never too early to get involved in enterprise. The HYEP is proud to have supported thousands of young people with their various business ideas, school projects and involvement in enterprise events over the past 10 years. One of the areas that the HYEP focuses upon is the encouragement and sparking of enterprise activity in primary schools through the Hull Ready programme. Specifically, the Making £5 Blossom project continues to be extremely popular with over 90 schools having been involved. This involves an organisation partnering up with a school to develop the students' understanding of the Big 13 through a practical enterprise project. Finally, the JCYEB promotes the growth of young entrepreneurs through schools, colleges and Universities – helping them to fulfill their potential. This support may come in the form of grants, mentoring and free office space in the Lee Creamer Enterprise Suite. It has gained huge momentum and provided invaluable funding for over 300 young people with more than £265,000 of investment over the years thanks, in part, to Kingston Communications.



Thomas Arran (@TArranphoto)

Thomas Arran is a young entrepreneur from Barton currently running TArran Photo, is co-owner of 'My Fun Booth' and Co-Chair of 'Let's Talk Business'. He has completed photography projects with high profile clients such as Hull FC.

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My enterprising journey began whilst studying for a BTEC Diploma in Photography. My first projects were small weddings and eventually led to work with Hull FC and Hull City Council. Following further enquiries, it soon became apparent that I could take my passion of photography and run it as a business. I received support from the Net 315 Enterprise Gateway, the HYEP and the John Cracknell Youth Enterprise Bank, where I received £800 to cover my start-up costs. I have now set up a second business – My Fun Booth, offering a customisable photo booth service at weddings, corporate events and marketing campaigns.

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Ruth Badger (@RuthBadger)

At the age of six, Ruth set up her first business – selling rubbers in the school playground. Now, she is a business and sales expert. With 17 years' worth of business experience under her belt Ruth is one of the most famous female entrepreneurs in the country. Ruth has worked within international companies and built small medium enterprises generating millions of pounds. She is also patron of the Hull Youth Enterprise Partnership and an avid supporter of enterprise opportunities.

“

Hull is a city that does, not a city that talks. Business is about learning from your mistakes and believing in yourself. Every single life experience shapes where you go in the future – this city and the opportunity it gives you, can change your life.

”



ENTERPRISING LAUNCHES

The Yorkshire and Humber Youth Enterprise Summit wasn't just about reflecting on the past accomplishments of young people. It was also an opportunity for the launch of exciting new initiatives and projects.

John Cracknell Youth Enterprise Bank Patron Appeal

Anna Millar – Kingston Communications Manager (@CommunityKC) and Judy Ward – Really Worx

Anna: "There is a real need for KC to support the local community, with the brand vision to be 'proud to be part of local life'. One of the key ways in ensuring that this happens is through 'KC in the Community' providing practical support to new business startups, supporting the creation of wealth and jobs in the local community."

Judy: "It is much more challenging now for young people to find a job and make a living. Hence, the importance of the JCYEB to continue supporting our next generation of young entrepreneurs."

JCYEB Patron Scheme

£250 per annum

- Press release to announce patronage
- Profile on the YEB website
- YEB patron logo to use for a full year on your literature
- Nomination for Patron of the Year Award (announced at GEW celebration event)

£500 per annum

- Letter of thanks and certificate from YEB to show support (signed by Ruth Badger)
- Press release to announce patronage
- Profile on the YEB website
- YEB patron logo to use for a full year on your literature
- Nomination for Patron of the Year Award (announced at GEW celebration event)
- Social Media mentions – YEB twitter account
- Letter of thanks from young person who has been supported

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- Social Media mentions – YEB twitter account
- Letter of thanks from young person who has been supported
- Exclusive invitation to join the Patrons table at the GEW
- PR from JCYEB



For more information go to www.youthenterprise.co.uk



PUBLIC LAUNCH – Let's Talk Business (@ltbhumber)

Let's Talk Business is a private online forum where members can pose questions, share stories and update news to help others who are thinking about, or already have, started out in business.

www.letstalkbusinesshull.co.uk

LAUNCH – START UP KIT

The Hull StartUp Kit is for any young person considering or starting a business. You may have been thinking about how you can make a living from a particular passion, hobby or skill. This kit offers all the tools, tips and templates you need to succeed. It'll help you find an idea, spot a gap in the market and start your own small business. Doing so will be one of the best moves you've ever made!

www.youthenterprise.co.uk

LAUNCH – BE ENTERPRISING (@Hullsented)

(Ross Bennett, Director at Engaging Education)

The 'Be Enterprising' group is for teachers across Hull to come together and share ideas, knowledge and resources to improve and inspire enterprise in schools across Hull. The group is a partnership between HYEP, Engaging Education and chaired by Stephen Logan. The brand identity and website was launched by Ross Bennett (Director at Engaging Education). The site is in the initial stages, but will be developed to contain video case studies of best practice, updated news items and most importantly a 'resources' section for teachers to download, use and share.

www.beenterprisinghull.co.uk



TWEETS

MiniCoops152: Still buzzing from #YES13 Yesterday, so many ideas in my head now

Springestagents: RT @HullsEnterprise: 15 businesses expressed interest in been youth enterprise bank patrons #YES13 @BizWeekHumber . If you are get in touch

HullsEnterprise: To support Hull's enterprise young people for @10thGEWHull contact us, it really makes a difference. #YES13

RuthBadger: Looking forward to seeing @maletlambert & the Hull business community @BizWeekHumber. The most enterprising city in the UK#Hull #YES13

seanroyce1: Inspiring day with Hull's enterprising youth & @RuthBadger. Passion, great attitudes, great ideas, great people @HullsEnterprise #YES13

HCCTraining: Thanks to @THELOUIBANNERS @GreenQueens1 for sharing your inspiring stories at today's @HullsEnterprise #YES13

17Burgate: Good event #YES13 Hull really takes the enterprise agenda seriously

EngagingE: EngagingE arrived and all set for the @HullsEnterprise #YES13 @maletlambert summit!

Stephen_Logan: Exciting day ahead. Youth Enterprise Summit with @RuthBadger follow the tweets #YES13 @BizWeekHumber #bizweek

TWEET TWOO!

There was a colossal 542 tweets from 70 different accounts, using the #YES13!



QUOTES

Ruth Badger

"I was delighted to work with Hull City Council and Hull's young entrepreneurs on the summit and to raise the profile of what young people can achieve."

Laura-Jane Rawlings

Founder Youth Employment UK

"I was inspired by the number of schools and businesses that have come together in Hull to support the City's young people."

Anna Millar

Community Relations Manager at KC

"The Youth Enterprise Summit was a great way to bring businesses, young people and support organisations together to share best practice, ideas and hear some fantastic success stories from young entrepreneurs."

Jackie Frost

Enterprise Projects Manager,

Rotherham Metropolitan Borough Council

"It was truly inspirational to see and hear about the work of the Hull Youth Enterprise Partnership, John Cracknell Youth Bank, Hull Ready & Make £5 Blossom, and to witness the business commitment and engagement that there was in the room."

Mike Notarantonio

Youth Enterprise Project Officer (Hull Ready)

"The whole Youth Enterprise Summit, from start to finish, had a thoroughly professional feel to the whole event and fitted perfectly into Business Week."

Jane Disbrey

Headteacher Malet Lambert School

"Particularly in challenging times students need the chance to see what is possible for their future. They need to be given challenge, respect and hope. The more we invest in our children the brighter the future for all of us."

Nick Sangwin

Managing Director

Sangwin Group of Companies

"Thank you for inviting me to the Youth Enterprise Summit, it was a fantastic showpiece event for the area and proves how we can achieve success with the students, teachers and the business community all working together. It was an excellent event and certainly appropriate to have it as part of the Business Week diary."

Kate Brennan

Act the Facts, the educational script writing company

"Ten years of Global Entrepreneurship Week has created a 'can-do' environment in Hull, where young people are given support, encouragement and financial backing to turn their bright ideas into viable enterprises."

Councillor O'Mullane Helene

Hull City Council

"The Summit was fantastic, It was a very varied and interesting programme, with motivational speakers and the spirit of innovation well to the fore. There is no doubt in my mind Hull's young people are the most enterprising in the country."

FINAL WORDS

If you were part of the Yorkshire and Humber Youth Enterprise Summit 2013 then we hope that this report provides a concise and useful re-cap on what was a fantastic event. If you were unfortunate to miss out, then we trust that the stories and exciting projects launched simply whet your appetite for what promises to be, an even bigger summit in 2014 – we hope to see you there!

Thank you to everyone who made the YES 2013 possible, your support is invaluable.

Thank You to our Sponsors:

