

Day 1 - Monday 12th November

Activity: Environmental Enterprise Challenge

Location: The Exchange, Wilberforce Court

"It was great to be involved with such an exciting and well organised event. The young people came up with brilliant ideas and showed how much can be achieved through communication and teamwork."

Oliver Wilson, Director, Xuro Computers

Summary

One hundred 12 and 13 year olds from Malet Lambert School in East Hull took part in the Hull Environmental Enterprise Challenge at The Exchange, Wilberforce Court. The students were given a secret brief to come up with a business idea and then promote this to a group of judges chaired by former BBC Apprentice star Ruth Badger.

Students chosen for the activity were from a variety of abilities but had already demonstrated enterprising skills by showing a positive attitude, punctuality and good attendance in school. As an ice breaker the students had to build a free standing tower out of string, spaghetti and tape and then place a marshmallow on top. The winning team were given a small prize from The John Cracknell Youth Enterprise Bank.

For the main challenge, working in groups of five, students had to take on the role of top-flight marketing consultants commissioned to design an app for an iPhone or tablet which would both promote Hull as well as encouraging people to be environmentally friendly and promote the Green Economy.



At the start of the challenge the students were told about how smart phones and tablets are now commonplace in society with many people owning some type of handheld device. From news to weather and business to pleasure, apps allow people to have instant access to an array of information or entertainment at the touch of a button.

At the outset students had to decide on individual roles within their company, including those of managing director, finance, IT, marketing & PR. The students then had to work up their idea, identify a target market, design a marketing campaign, and calculate the cost of both making the product and selling it. As the students worked up their concepts the judges were monitoring their progress, with particular emphasis on how well each team used the Big 13 enterprise skills.

With concepts and apps worked out the teams were expected to pitch their ideas to a panel of judges from local organisations. Six teams in total were selected by former pupil Oliver Wilson managing director of Xuro Computers and the Green Queens, to present to Ruth and her fellow judges.

The judges were:

1. Dr Elaine McMahon CBE, Chief Executive & Principal, Hull College Group
2. Neil Hudgell, Managing Director, Neil Hudgell Solicitors
3. Jenny Longden, Training & Job Search Coordinator, Cityworks Training
4. John Readman, Corporate Director, Children and Young People's Services, Hull City Council
5. Ruth Badger
6. John Meehan, Owner, Meehan Media & Comms



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The Results

1st Place - THE HOME DESIGN

(Daniel Green, Finley Grannon, Charlie Cooper, Ryan Tyson) - They won £250 in vouchers sponsored by Neil Hudgell Solicitors.

2nd Place - ECO TECH

(William Smith, Robert Rispin, Ban Sanderson, William Shaw) - They won £125 in vouchers sponsored by KC.

3rd Place - THE ONLY WAY IS HULL

(Jasmine Rushworth, Ellie Haughton, Millie Jacobs, Naomi Suter, Olivia Limon) - They won £80 in vouchers sponsored by Xuro Computers.

4th Place - THE GEEKS

(Jack Naulls, Darren Tailor, Phoebe Oglesby, Kiera Birch) - They won £50 in vouchers sponsored by St Stephens.

5th Place - GLOBAL ZOOM

(Amy Harrison, Emma Newmarch, Larissa Powell, Jessica Bennett, Elise Kates) - They won £50 in vouchers sponsored by The Exchange.

6th Place - ECO & FRIENDLY

(Holly Satchwell, Matty Hayward, Talia Blain, Charlotte Fowler, Leah Hobbey) - They won £50 in vouchers sponsored by Hull Training.

At the end of the event, all teachers, students and business volunteers were asked to complete an evaluation, the results of which clearly showed that the event had been a success. Teachers in particular felt that the event had significantly developed students' enterprise capabilities as set out in Hull's Big 13 Enterprise Skills. The winner of £20 in vouchers at this event for completing the evaluation was Millie, aged 13.

Links to the Curriculum

Enterprise Education can be defined as promoting Enterprise Capability, Financial Capability and Business and Economic Understanding. Malet Lambert School values the role of Enterprise Education in developing their students' skills and attributes to ensure they are better prepared for the world of work as well as helping them become successful learners, confident individuals, responsible citizens and effective contributors to society. The school believes that this activity during Global Entrepreneurship Week provides students with an excellent opportunity to experience entrepreneurship as well as the chance to practise the very skills they will need in the future to become enterprising employees or even entrepreneurs.

Other Highlights

- All the students received a copy of Green Growth, Blue Horizons produced by Hull & East Yorkshire Bondholders.
- Oliver Stephens and James Tether set up Enviro-Hull, a service which creates money in an environmental way with a new twitter site @EnviroHull.
- There was some inspiring interaction between students and members of the local business community, as well as with international business guru and former BBC Apprentice star Ruth Badger.
- The Art Department of Malet Lambert School and the Green Queens presented Ruth with a life size paper mache size model of 'The Badger'.
- All students were encouraged to tweet their experiences of the day via @GEWHULL @GEWUK #GEWHULL #FutureHull and #GEWUK.

Articles by Representatives of Top Three Teams

"The Enterprise Day at the Exchange was brilliant. I enjoyed every activity we were asked to do and was thrilled to be part of the winning team! We designed an app that basically allows people to photograph rooms in their houses and re-design them. It also had a money calculator to show how much is being spent. The same app can help people re-design their gardens to make them environmentally friendly.

All the judges were great and said they could see our app being successful. It was very scary to have to go up to do a presentation. We all decided who was going to say what and our confidence improved as we went along and we could manage to answer all the questions the judges asked us. Afterwards we all felt proud that we had been chosen to present our idea to the judges and it was brilliant when they read out our names as winners."

The Home Design by Charlie Cooper, 13



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"I loved taking part in the Enterprise Day and working with a group of my friends made it great fun. Our attempt at the ice breaker activity was a failure as our tower made out of spaghetti and tape wouldn't stand up! I think we needed to do a bit more planning before we started to build it.

Our idea for the app design was much more successful. We did some brainstorming at the start and decided that keeping the area around some of the local landmarks clean and tidy would be our idea. This would show off Hull's tourist attractions like The Deep and the Humber Bridge but would also help tackle litter and graffiti. Facts about each area would pop up and there would be a sort of quiz to educate people.

We were chosen to present our idea to the judges and they made some good comments. I loved this part of the day as it helped me develop my skills. We were pleased to come second in the competition. I would love to take part in this sort of day again. I got to do it because I have a good attitude at school and I know how important this is."

Eco Tech by William Smith, 12

"I am so pleased I went to the Enterprise Day. I now know more about what it takes to be successful and I would like to run my own business in the future. My team's app design was based on a game where people could clear up litter around Hull, collecting points to win. It would show what some of the most common causes of litter are, things such as takeaway cartons, chewing gum, cigarette ends and drinks cans. We pointed out to the judges that if it was successful in Hull, it would be really easy to design versions for other cities.

We think the game would be enjoyed by any age group but maybe children would understand more how we need to look after our environment. We were really pleased to be awarded third place in the competition and the judges said very nice things about our idea. Having Ruth Badger as one of the judges made it really special."

The Only Way is Hull by Olivia Limon, 12



Pupils Comments

"My experience today has been inspirational. It's been eye opening that we can make this city an even better place."

Paige, 12, Malet Lambert School

"Today was exciting for me; I don't get this experience every day."

Jordan, 12, Malet Lambert School

"Ruth Badger's blooper reel was hilarious! A nice addition."

Jack, 12, Malet Lambert School

"It was fun to work with my friends, even when things did go wrong."

Olivia, 12, Malet Lambert School

"A very creative and different day."

Ellie, 12, Malet Lambert School

"I had good fun today because it was different to a normal school day."

Charlie, 12, Malet Lambert School

"I enjoyed working in a team to complete a challenge."

William, 12, Malet Lambert School

"My experience today was fun; I met new people and did new things."

Jade, 12, Malet Lambert School

"All of this work will help me in the future and I now understand what I have to do to be successful in life."

Holly, 12, Malet Lambert School



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"The video of Ruth trying to say 'Global Entrepreneurship Week' was really funny."

Laura, 12, Malet Lambert School

"Excellent day - the time passed so quickly!"

Talia, 12, Malet Lambert School

"I really enjoyed the challenge of designing an app for an iPhone."

Abigail, 12, Malet Lambert School

"I wish every school day could be like this!"

Harrison, 12, Malet Lambert School

"One day, I would like to become an entrepreneur."

Ben, 12, Malet Lambert School

"It was great fun. I really enjoyed the Spaghetti Tower Challenge."

Lauren, 12, Malet Lambert School

"I was so nervous when we were pitching to the judges, but it was a good feeling."

Larissa, 12, Malet Lambert School

Teachers and Business Peoples Comments

"Teachers thought that the day had been extremely positive, with most thinking that the session had given pupils an excellent introduction to enterprise. They also thought that it had helped improve pupils' personal skills such as teamwork, planning and communication, instilling a 'can do' attitude, all of these linking to Hull's Big 13 Enterprise Skills."

Stephen Logan

Business Champion, Malet Lambert School

"Global Entrepreneurship Week gets better and better; I thought Ruth Badger brought out a great connection with the young people and kept the energy levels up on what is a long day. There is no doubt that the school has embedded enterprise within their curriculum and has a real commitment to supporting its enterprising young people. I enjoyed my first experience as a judge."

Jenny Longden

Training and Job Search Coordinator, Cityworks

"We are very proud to work alongside Hull City Council during Global Entrepreneurship Week. It is vitally important that our students develop enterprising skills that will enable them to work in a global environment. At our school we think it is important to highlight the importance of being enterprising and taking risks and that's why we get involved in the week."

Jane Disbery

Head Teacher, Malet Lambert School



"It was a privilege to start Hull's Global Entrepreneurship Week celebrations and work with pupils from Malet Lambert School who certainly were very innovative and enterprising throughout the day. They clearly demonstrate why Hull is such an enterprising place. I was also honoured to receive the 'Badger' model made by the Art Department and pupils at the school even though it does make me look stern! I was also pleased I could attend the Schools Awards evening on the Thursday of Global Entrepreneurship Week 2012."

Ruth Badger

"I was delighted to see the entrepreneurial spirit and focus of Malet Lambert students and their knowledge was impressive. There was an enterprising buzz around the whole room all day and all the young people were winners."

John Readman

Corporate Director, Adult Children & Family Service, Hull City Council

"From a personal perspective, I particularly enjoyed being a member of the judging panel on the Environmental Enterprise Challenge, seeing so many new and exciting approaches to stimulating marketing campaigns. The students were full of energy, ideas and passion showing just how innovative and dynamic the young people of Hull are. Inspirational! Well done to all who took part."

Dr Elaine McMahon CBE

Principal and Chief Executive, Hull College Group

"The day was filled with enterprising activities which both students and staff thoroughly enjoyed and immersed themselves in. The speakers were excellent and extremely inspirational. Overall the day was a huge success and many students benefited from the generous contributions from local businesses."

Sonia Ellerington

Pastoral Leader

