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Newsletter 7
Hull 2010

Make Blossom

Make £5 Blossom is part of the Hull Ready project and is introducing school children in Hull Primary schools to the concepts and the skills behind running a business by letting them try it for themselves!

Each pupil is given £5 as an initial investment, which they use to start up their own enterprise – working individually or in groups – based on a business plan they have researched and created themselves.

It's up to the pupils what they sell, where and when they sell it, to whom, at what price – and how to handle the competition. Business planning and trading is undertaken, and then the pupils do their final tally, check their profits, and prepare to present their results.

Message from Neil Hudgell

The Hull Ready Primary Enterprise Programme is an initiative the city can rightly be proud of as a flagship for creative learning.

Year on year the programme goes from strength to strength which is a fine testament for the drive and enthusiasm of the organisers at Hull Ready in conjunction with the participating schools and business partners.

I was invited in my role as chairman of Hull Kingston Rovers last year to give out various awards at a presentation morning. At the time I knew very little about the programme and what it involved.

I do now. I know something about the power of sport and how that can help children learn and develop in an engaging and attractive environment through what we do at the club. In much the same way the Primary Enterprise Programme encourages children to learn and adopt key skills they will ultimately need in the work place in a unique, practical and highly interesting way.

A school is partnered up with a local business who advances £150 as a loan for the children to invest in a product/event/idea that they develop, organise and go out and sell for profit. The idea is to pay the partner back and donate the profit to school/charity. The children take advice and assistance from the business

in coming up with their concept but generally takes the lead from start to finish.



Once the project is completed the children evaluate how they have done and prepare a presentation demonstrating how they have used the “big 13” skills associated with entrepreneurship. I challenge anyone seeing these reviews not to be hugely impressed with the enthusiasm, commitment and skills illustrated by the children at such a young age. Standing on a stage at primary level and making a presentation to a largely adult audience is far from an easy thing to do and is invaluable in helping children to shape some of the life skills they will need as they develop further.

I was so impressed by what I saw that my own business this year took part in the scheme partnered with Griffin Primary. I intend to do it again next year. The programme grows year on year and I would urge and encourage any business to get involved. These children will be your employees and colleagues of tomorrow!!

Neil Hudgell
Director Neil Hudgell Solicitors

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Make £5 Blossom Celebration Event (Round 3)

Hull Trucks Studio theatre was a packed house again as school children, business partners, teachers and various guests attended the celebration event for the third round of Make £5 Blossom on July 14th 2010.

The children prepared and delivered fantastic presentations about the projects they had been working so hard on since the launch back in February and everyone one of them were a credit to themselves and their schools.

Each and every school were able to make a profit on their original £150 business loans and it ranged from £180 right up to an amazing £996 from the ideas and products they had been selling.

All the school children even managed to sell one thing or another to Charles on the day too, two Griffin pupils in particular ended up painting Charles's face during the break for a nice fee!! Well done to five year olds Elle and Ciara.

The range of ideas was also impressive with the children from Thoresby making and selling jewellery, key rings & Tie Dye socks, even selling them at their business partners shop, Pollyanna's on Prince's avenue.

Broadacre primary were partnered with Tigers Trust and their idea of selling smoothies, buns and jewellery was a great success with the team producing them for various school events.

Alderman Cogan, with Hallmark Solicitors support, organised film nights after school and saw a huge demand for the event too.

Griffin Primary arranged a school fun day with the support of their business partner Neil Hudgell Solicitors who arranged for some of the Hull Kingston Rovers players to attend and support the event; they even had the BBC and Sky cameras there too!!

Gillshill, Thorpepark, North Ferriby & East Halton all went for gardening related themes and had great support from their business partners, Kingstown Furniture, Dove House, The One Point and Brigg Garden Centre. The hanging baskets made and sold by Gillshill were a huge success as were the plants and salad food grown and sold by Thorpepark Primary. East Halton made all kinds of great products and even set a stall out at the garden centre with great success.



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North Ferriby targeted their Open Gardens event as their main selling point and made some great products from designer plant pots, bookmarks and pressed flowers, they organised nature trails and also sold buns they had made on the day too, Martin Lauer from The One Point was a regular visitor to the school and was really pleased with the children's hard work and commitment. Longhill, Thanet and St Thomas More went down the refreshments route and saw the opportunity of ice lolly's and cold drinks being great sellers during the hot summer days and at school events.

Huge thanks to all the businesses who supported the schools, Neil Hudgeell Solicitors, KWL, HBBC (Debby Burman, Corpcom), The One Point, Tigers Trust, Top Banana, Polly Anna (Princes Avenue Traders), Kingstown Furniture, Brigg Garden Centre, Hallmark Solicitors, Dove House Hospice and Sign Services UK Ltd.

"Kingstown Works Ltd is proud of its commitment in supporting the young people of Hull and local communities through its investment and sponsorship 'Make £5 Blossom' We believe has given the company a fantastic opportunity to get involved with the innovative programme and to work with local children - The future of our City. It is important for the economy of Hull, that businesses like KWL provide help and support for the next generation to blossom.

KWL wishes to extend its excellent working relationship with its partner school, with a commitment for continued support to 'Youth Enterprise'."

Kevin Redmore
Business Leader
Kingstown Works Limited

"I really enjoyed the event at Hull Truck and have thoroughly enjoyed working with the children in Y4 at Thoresby Street School. The children were so enthusiastic and keen to learn. They clearly benefited from the project in their ability to see how the work they did to make £5 Bloom linked into the work they did in their lessons in class. I was welcomed into the school with such genuine enthusiasm by both staff and pupils alike and it made the project a joy to work on.

Princes Avenue Traders Association are happy to leave the £150 in the pot for the school to use next term. They are already formulating ideas for Y2 to work on Christmas decorations. John Collins, one of members, and our local chocolatier is keen to work with them on some ideas for chocolate Christmas decorations.

Thanks for all your hard work in making the project such fun to be involved in."

Paula Bielby Johns
Pollyanna



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“Lets Get Ready To Futureproof” - Business Week 2010

Business leaders had a treat when inspirational youngsters showcased their entrepreneurial talents as part of Business Week 2010.

The Hull Youth Enterprise and Rotherham Ready partnerships held an event at Hull Kingston Rovers home at Craven Park, where children from five primary schools (East Halton Primary, Highland Primary, North Ferriby, Thorpepark and Thorpe Hesley Junior School from Rotherham) presented their enterprise stories to an audience of leading politicians as well as key education and business opinion formers from across the Humber.

At the event delegates also heard from Claire Young, runner up in the BBC series “The Apprentice” in 2008 and an Ambassador for Enterprise UK. After their presentations, the children set the adults a task of designing and marketing a t-shirt to promote Business Week 2011 or Global Entrepreneurship Week 2010 with a World Cup theme, which five teams had to present to the “Mini Rottweiler Pit”. (Claire Young became known on TV as “The Rottweiler!”). The winning team was the Kestrels and their design will be printed and worn in Global Entrepreneurship Week in November; they donated their prize money to the primary schools that took part in the day to help them develop their enterprising ideas.

Claire Young said: *“Enterprise is open to everyone and anyone, and Hull and Rotherham are certainly leading the way in how they work with their primary pupils - I really enjoyed my time in Hull and am honoured to be invited back for November and to help develop a retail challenge with St Stephens Centre and Hull City Council in the near future.”* Programmes like “Junior Apprentice”, “The Apprentice” and “Dragon’s Den” have made business and enterprise much more accessible and

exciting to young people and hopefully removed some of the common misconceptions.”

Neil Hudgell, Chairman of Hull Kingston Rovers presented Paula Harmer the Headteacher of Thorpe Hesley from Rotherham with flowers from the Hull Youth Enterprise Partnership and a cheque for £200 for the school, from the John Cracknell Youth Enterprise Bank, to help them to further develop their enterprising ideas.

Neil Hudgell said: *“Yet again, the young people showed that they are all developing their enterprise skills and they are our future and they are certainly ready to take on the challenges of tomorrow.”*



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Excitement Mounts at the Fourth Blossom Event

All attention was focussed on what the schools taking part in the fourth round of the Make £5 Blossom scheme will do with the £150 loaned to them when they attended the launch event in October at the Guildhall.

The fourth round of this challenging scheme saw ten primary schools and ten local businesses meet for the first time in October to discuss their collaboration. At the launch, contact details, a formal contract and the all important £150 loan was exchanged between each school and their business partner. The months leading up to the February celebration in 2011 will see the business investors' act as mentors for their respective school partners. They will be invited to the school on a regular basis to see what ideas the children have come up with to make a profit on the loan and help them with their ideas.

"The enthusiasm shown by the children involved with this element of Hull Ready is great to see." commented Hull's Youth Enterprise Manager Charles Cracknell. *"The children benefit by having to use their enterprising skills to the limit whilst the businesses feel inspired by the pupil's creativity and the satisfaction of seeing their initial investment help develop the young people's ideas."*

This round will again be supported by St Stephen's, Hull City Council, Hull Truck, Rotherham Ready and Hull's Youth Enterprise Bank, and will see the children develop a wide range of enterprising activity.

All will be hoping that their idea is lucrative enough to allow them to pay back the loans and leave a tidy profit on top for the school so watch this space!!



The ten schools and businesses involved this time around are:

- Cavendish & KC
- St Andrews & St Stephens
- Neasden & PLW Company
- Brandesburton & PWC
- Endsleigh & KC
- St Richards & Co-operative
- Bricknell & Golding Computer Services
- Maybury & KFM Recruitment
- Griffin & Mail News & Media
- Gillshill & Simply Gardening

If your school or your business wants to get involved in a future round than please contact:

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Hull Ready Project Officer

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"I just wanted to say 'thank you' and recognise the tremendous commitment of everyone involved in the Programme. Today's event served as another humbling reminder as to why we are working at improving the future success of Hull and our communities. The sheer energy and enthusiasm of our young people and everyone involved in their development seems to gather pace and dynamism every year - brilliant! A really uplifting morning, thank

you and continued, well deserved, success."

Mark Jones
Head of Economic Development and Regeneration,
Hull City Council



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Case Study

Miss Byrne and her Reception class were really excited to take part in a super new venture called "Make £5 Blossom" run by the Hull Ready Project.



"The enterprise project linked us with a local business who lent us the cash to invest in our chosen money making project. The project was undertaken by the class R2 during the summer 2010 term and enhanced the children's learning by teaching them to be more enterprising."

Our business partner was Neil Hudgell, local solicitor and of course, the chairman of our local team Hull Kingston Rovers! As you can imagine the children were very excited and had plenty of great ideas on how to make £5 blossom. After a lot of discussion the class decided to plan a "Rovers Fun Day" on the 1st of July, incorporating the Rovers players, a BBQ and much more.

We worked really hard as a class to make plans and develop the skills we needed to make the event successful! Neil and Rob from HKR came to our school and helped us make posters and advertise our event and we even had Rufus the Robin turn up as well. We were so lucky to have a sunny day on the 1st and we had a fun filled day including a BBQ, raffle, stalls, bouncy castle, face painting, meet and greet with the players and much, much more!

The photo shoot with the players was very popular with parents and children and some of the teachers too! Everyone got to meet some of the players who are playing now and also some of the players from years gone by. Sky Sports and the BBC came to interview us and film our fantastic event and by the end of the day we had made over £750 profit, which the children are going to use for improving their outdoor play area.

Griffin would definitely recommend "Make £5 Blossom" to any schools that are hard working, fun, enterprising and ready for a challenge!"

Miss Byrne
R2 Teacher Griffin Primary School



Pupil, George Benn aged 5 said "I wanted Peter Fox to come to our Fun Day because he is my favourite player but I did get to see Mick Vella and Clint Newton and they are really good players too"

Ciara Arnold also said "We had lots of fun and I helped bake some buns to make money for our school"

Make £5 Blossom is just one of the many enterprising activities going on at Griffin Primary with the children also running a Muffin stall, the buns they make is with the schools fruit they have left over so nothing goes to waste.

The children also wrote and took part in last years Christmas Nativity play and did everything from costumes, made instruments, sold tickets, filmed a dvd, decorated the stage and even had Michael Jackson and Diversity visiting the baby Jesus!!



Hull

Youth Enterprise Partnership

Hull Ready

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