

## Meaningful Learning Experiences

Strategic Commitment	✓	Part of the Gatsby Benchmarks National Pilot
Curriculum Provision	✓	Engaging students about dull and difficult topics
Employer Partnerships	✓	Restarting a link with a local business innovation centre
Reflective Young People	✓	Providing a 'reality check' about entrepreneurship
Informed Career Choices	✓	Showing how and where help is available for start-ups

### Business start-up inspires year 9 about Business Studies topics

The Year 9 GCSE Business Studies course at Castle View Enterprise Academy in Sunderland covers, 'Investigating Small Business and 'Understanding External Influences on Business'. The Head of Department stated that: *'Some of the topics students find 'dull' e.g. legislation. Other topics ... they have no knowledge of find it hard to relate to. There is also a lot of content for students to remember, if the topic is brought to life then it will be a hook, enable students understand the concept and help them with their recall.'*

The North East Business and Innovation Centre (BIC) provides office space and business support services and is located just down the road from the school. The BIC also offers advice for people planning to start a business and introduced the school to entrepreneur Colin Young, who had started North East Drone Services Ltd less than a year before.

Colin shared his business plan, cashflow and a series of mini-masterclass video clips that informally and personally described his real experience of topics from the Business Studies curriculum. He later visited the classroom to hear students' observations and advice about his new business and to answer their questions.

Impact assessment showed that the project had helped students develop their understanding of 'Opportunities in life after I leave school' and had created a high level of interest and enjoyment.

### Benefits for the Students

- *'It'll help us in the future when we leave here ...'*
- *'It's a real-life example, rather than a case study. This is actually what's going on and how it works'*
- *'You have more confidence in yourself by doing the presentation – talking in front of people and presenting your ideas ... it feels more professional'*
- *'You learn what it's like on the outside ...'*

### Benefits for the School

- Teachers were better able to engage students in topics that students appeared to find dull (legislation) or difficult (economic factors)
- A past contact with the BIC was re-established, creating potential future links with the centre and its business clients
- The start-up involved was developing its business in an emerging market, helping to inspire young people about job roles and careers they may not have previously considered

### Benefits for the Employer

- North East Drone Services published information about the school project on its web site, demonstrating community engagement, even though a micro-business
- Students provided a fresh perspective on the new business, including advice about using social media, which was not an area of strength for the business owner
- The new business had an opportunity to raise its profile among the families and associates of school students and teaching staff



Colin Young had set up North East Drone Services less than a year before, with support from the local Business & Innovation Centre. He shared information about his business plans and recorded some short masterclass video clips to help inform and motivate students about potentially dull and difficult topics covered in 'Investigating Small Businesses'.

