

go for it!

Wansbeck to 'WEEN' young people into a more enterprising culture

Wansbeck Enterprise Education Network (WEEN) - an initiative set up through the district's £11.8m LEGI (Local Enterprise Growth Initiative) grant - was launched at Woodhorn on 26 March 2007, and attended by over 80 delegates from business, education and community backgrounds.

The initiative - made possible by £1 million of LEGI funding and through the support and participation of education organisations and employers across the district - will promote and develop enterprising skills, qualities and attributes in young people of all ages.



At the WEEN launch
(from left to right):

Angela Steward, chair of Wansbeck Business Forum;
Ray Browning, LEGI programme director;
Rob Strettle, Business, Enterprise and Skills Sector executive, Northumberland Strategic Partnership;
Nick Bowen, headteacher St Benet Biscop R.C. Business and Enterprise College;
Robin Casson, director of schools and family support, Northumberland County Council.

WEEN will bring together people involved in the education of youngsters from their earliest years through to their twenties. At the heart of this initiative is the recognition of the importance of nurturing an enterprising attitude, and encouraging creativity and innovation is key to this. The young people of Wansbeck are our natural resource, and so a change in attitude, supported by education, enterprise and families, is central to the district's change in fortunes.

Robin Casson - director of schools and family support, Northumberland County Council

THOUGHTS FROM THE DAY

Participants at the launch took part in workshops to discuss the aims of WEEN and how the network will achieve these aims. Key points from the groups' feedback included:

- WEEN must be led by young people.
- WEEN should also fundamentally affect the culture of the organisations involved - leading to the growth of enterprise.

CREATING AN ENTERPRISING CULTURE



Essential to the success of WEEN is the nurturing of an enterprising culture.

WEEN should engender a spirit of enterprise from the earliest age in the home with the help of families. WEEN should raise aspirations through positive role models to help 'remove fear' of setting up your own business.

NETWORK

WEEN activities must be 'joined up' from primary school through to college and employment - encompassing the activities of educational institutions, young people, parents, families, communities, business and enterprise agencies.

SKILLS & THE CURRICULUM

WEEN should help develop an Enterprise Curriculum, which will focus on enterprise skills, not vocational learning, to help raise aspirations and engage with local enterprise and community projects.

REACHING INTO THE COMMUNITY

Non-school spaces are vital to the success of WEEN in transforming Wansbeck. Extended learning communities including business, work-based learners and informal learning environments must feature strongly to fully engage parents and young people.

To be sustainable the learning communities should be linked by an online enterprise learning curriculum.

WHAT'S NEXT?

- WEEN's three year strategy and programme of activity will be developed by end of June 2007.
- Job descriptions and recruitment campaign for Co-ordination Team will be in place by end of June 2007.
- Team recruited and in place by the beginning of the academic year 2007-08.
- WEEN partnership groups established before the summer break with activity from the beginning of the academic year 2007-08.

WHAT IS LEGI?

LEGI - Local Enterprise Growth Initiative - is a national government initiative designed to help councils and their local partners in deprived areas boost entrepreneurship, local business and employment, as well as the overall regeneration of their district.

TO FIND OUT MORE PLEASE CONTACT THE LEGI TEAM ON

01670 843 495

INFORMATION ON THE WANSBECK LEGI PROGRAMME IS ALSO AVAILABLE ON

www.wansbeckonline.com

FOR MORE INFO ON WEEN CALL CHRIS ZARRAGA ON 07980 235693