

# CASE STUDY:

Park Lane Academy

National Careers Week

# NCW

 @CAREERSWEEK

# 'HOW TO BE AN ENTREPRENEUR'

'How to be an entrepreneur' workshops to inspire students entrepreneurial skills and give them practical advice on setting up your own business.



## SCHOOL/ORGANISATION

Park Lane Academy



## REGION OF THE UK

West Yorkshire



## TYPE OF SCHOOL/ORGANISATION

Secondary



**PARK LANE**  
A C A D E M Y

## INTRODUCTION

A series of three workshops, delivered after school by the Head of Careers and Business volunteers to a group of interested year 9, 10 and 11 students, on learning how to set up your own business and be an entrepreneur. A different organisation delivered each week on a different aspect of entrepreneurship.

## GATSBY BENCHMARKS



A Stable  
Careers  
Programme



Learning from  
Career &  
Labour Market  
Information



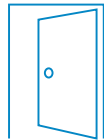
Addressing  
The Needs of  
Each Pupil



Linking  
Curriculum  
Learning  
to Careers



Encounters  
with Employers  
& Employees



Experiences  
of Workplaces



Encounters  
with Further &  
Higher  
Education



Personal  
Guidance



## OVERVIEW

Voluntary workshops after school so that we only got those students genuinely interested in setting up their own business when they left school. To give it a 'real world' focus, I approached Lloyds, The Federation of Small Businesses and an entrepreneur who is also an Enterprise Advisor to deliver on different aspects of setting up your own business. Students would be more likely to take it seriously if it was being delivered by people with the experience of doing it.

## CONTEXT

The project came about after a student asked me to do something on self-employment. It was open to Years 9, 10 and 11 (we don't have a sixth form). It ran after school to ensure that students who attended were genuinely interested. We had around 20 students attend each week. Lloyds covered business plans and finance, the entrepreneur looked at the practicalities of setting up your own business, how to get started and pros and cons and the Federation of Small Businesses covered marketing. Students had time to research their own business ideas and write a business plan.

## RESOURCES

I had to book a room at school, ask tutors to tell students about the project, collate a list of names and get a text sent to parents with the dates on. I also approached some of my existing contacts who I thought would be the most appropriate for this project, to ask if they would support. We discussed via email the content of the three sessions to ensure that they complemented each other.

## BENEFITS

Holding it after school ensured genuine interest and also removed the need to ask for students to be released from subjects. I don't believe there is much work done on informing students about how to actually go about becoming self employed and starting your own business even though this is a growing option for students. It was fairly easy to organise (particularly if you already have the contacts) but the students got a lot out of it and gained a lot of practical advice.

## ⚠ ISSUES

The main issue was reminding the students each week that it was on! I emailed reminders to tutors weekly.

## 💡 EVALUATION

I evaluated the project by getting feedback from both the business volunteers and the students. I emailed the volunteers some questions and spoke to the students. A more formal questionnaire may have got more quantitative results but given the numbers of students was relatively low (approximately 20) I felt more informal results would be ok. If I did this again though I would probably do a questionnaire.

## 🔄 UPDATES

From Lara Berry of Lloyds, “As an economy we need small/medium enterprises to provide a service or goods either in the UK or to export so we need to create more entrepreneurs by inspiring young people” and, “I thought all the students were engaged and interactive and had well thought-through questions. It was great to see so many given it was after school.”

From Kim Whitley of Lloyds, “It is important for students to learn about starting your own business to give them a breadth of options for when they move on from education and to inspire young talent.”

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## RELEVANT ARTICLES

Tweets from  
[@ParkLaneAc](#)  
[@ownfutures](#)



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