

Part of



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# YORKSHIRE & HUMBER YOUTH ENTERPRISE SUMMIT 2014

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## *The Report*

*Proudly brought to you by:*



**Hull**  
City Council



**GH Events**

# THE IMPACT

“The Youth Enterprise Summit illustrated why Hull is seen as a city that has a real commitment to developing an enterprising culture.

“It is an opportunity to showcase the work of the Hull Youth Enterprise Partnership as it goes from strength to strength in ensuring that our enterprising young people get the support that they need and deserve.

“As a City we need more young entrepreneurs, more enterprising students and more enterprising employees, this year’s summit proved that we are well on course to achieve all three.”

**Charles Cracknell**  
*Holder Queens Award for Enterprise Promotion*  
*City Youth Enterprise Manager*  
*Hull City Council*



Malet Lambert School is very proud to host the 2nd annual Youth Enterprise Summit.

This event showcases all the spectacular projects that young people in Hull are involved in, providing them with valuable business experience, and encouraging confidence in their own abilities.

As a school, we strive to ensure that enterprise education is incorporated into all areas of our curriculum, so that our students leave with a good understanding of the world of business and employment.

We look forward to being a key part of next year’s Youth Enterprise Summit.

**Malet Lambert School**



# THE EVENT

Almost 200 people descended on Malet Lambert School from across the UK and the world - even as far as South Africa - to celebrate enterprise education and Youth Entrepreneurship in **Hull**.

The **Youth Enterprise Summit 2014**, part of Humber Business Week, saw delegates from businesses, schools and politics come and enjoy speeches and presentations from the main players in enterprise education, alongside over 50 pupils from Malet Lambert who were specially invited to enjoy the event.

Regular contributor **Ruth Badger**, businesswoman and former contestant on *The Apprentice*, came to talk to the audience about her experience of Hull as a city of enterprise.

She said, "I am very proud to be connected with Hull. As a city, it breeds aspiration in young people and, in my opinion, has the best business community in the UK.

"Because of this, Hull is the only city I work with on enterprise. If I had been brought up here, I think I would have been a very different woman - the business support and mentoring available to young people is astounding.

"Hull is a city that does. It is a place that gives students self-belief and confidence, and that is crucial in driving entrepreneurs towards being successful."

Alongside Ruth Badger, a number of other speakers took to the stage to praise Hull, including **Janet Coyle** of Founders4Schools, **Phil Batty** from marketing company Force-7, **Katie Norman** of Lab Rascals, and young apprentices from fashion and business enterprise **Bags Of Opportunity**.

Primary schools **Clifton and Victoria Dock** also took part after their involvement with Hull £5 Blossom project.

They confidently presented in front of their audience, both incorporating an element of performance into their speeches. Victoria Dock sang a song they had written about how enterprising their school is, and how it is ingrained into their everyday lives, while Clifton performed a sketch about how they made money from their business, in the guise of gangster rappers.

**Newland School for Girls** also made an appearance to talk about securing first place at the School's Enterprise Challenge at Global Entrepreneurship Week in Hull last year. Their winning educational furniture design has now been made into a prototype by Hull manufacturer Sangwins, which the students proudly showed off at the event.

As the host for the event, **Malet Lambert** provided not just the venue, but also performers from their talented crop of music and drama students, and one of the event's speakers, **Harry Hopkin**.

Last year, Harry won the Badger's Sett Enterprise Challenge, with his business **Hull's Top Trips**. In the past six months he has worked with designers Engaging Education and Kit Hargreaves from The Level Scheme to create a prototype product and a website to help launch his game.

He hopes to sell his Top Trips game in the lead up to Hull City of Culture 2017 and also sell his idea to other cities in the UK.

To round off the day, a question-and-answer session was held, with business professionals taking to the stage to field questions about enterprise education from the audience.

One of the panellists had made a very special trip from South Africa to visit the summit.

**Selebogo Molefe**, also known as Dr Lifesgud, founded The Hookup Dinner which provides entrepreneurs and start-ups a platform from which to promote their business and network with other professionals.

He made the 6000 mile trip to discover more about Hull's enterprising community, and was impressed with what he saw.

He said, "I believe the future is bright for events like this. It was well organised and very hospitable. I would love to replicate what Hull has done with enterprise education in my own country."





# THE STATISTICS

# 100%

of attendees rated the Youth Enterprise Summit as **very good or excellent.**

# 93%

of participants thought our logo competition was **very good or excellent**



# 96%



rated our speakers as **very good or excellent**

# 97%



would like to be involved in **GEW 2014** after attending our summit

ALMOST 

# 70%

would like to get involved with **Hull Ready £5 Blossom**



# THE CONVERSATION

@VictoriaDockPS - Arrived at @maletlambert for the Youth Enterprise Summit 14 - lots of positive, smiling people ready to share and celebrate #HullYES14

@PhillytotheB - Passionate speech by @RuthBadger who is fully committed to helping the young people of Hull. @YorksEnt14 @BizWeekHumber #bizweek #HullYES14

@vograpy - @VictoriaDockPS are performing a song about enterprise and it's brilliant, well done #HullYES14 @YorksEnt14

**@RuthBadger - The kids in Hull are so inspirational, great event already #HullYES14 #bizweekhumber @VictoriaDockPS @maletlambert**

@force7tweets - Taking the motorway by storm to get back for the awesome @YorksEnt14 - cars move aside! #HullYES14

@HullsEnterprise - Well done @Hulltoptrips great presentation on his enterprise journey @YorksEnt14 #HullYES14 enterprise education to entrepreneurship

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• @SamDrinkall - Some weird goo made from the live science experiment! #HullYES14  
• @CobusLtd @YorksEnt14



• **@LTBHumber - Really excited to hear more about the partnership with @HullsEnterprise and @TheDukeOfYork - @YorksEnt14 #HullYES14**

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@P\_Gouldthorpe - Students' enterprise skills in #event management and #hospitality have shined already @YorksEnt14 @BizWeekHumber @maletlambert

@AnnNewlove - Great to hear Phil @force7tweets & @maletlambert talk so passionately about @2017Hull and what it means to young people in Hull #HullYES14

# THE COMMENTS

“A fantastic day, thank you to everyone involved. A great showcase of enterprise education in Hull.”

***Chris Dawson, Gillshill Primary School***

“Fantastic event demonstrating the innovation and creativity of our young people – thank you!”

***Teresa Chalmers, Humber LEP***

“I always leave Hull enterprise events feeling inspired, if not slightly jealous of all the many amazing ideas that I did not come up with.”

***Chris Forrest, The Co-operative***

“Super day; wonderful to see and hear from so many confident, ambitious and talented young people.”

***Laura Harper, Longhill Primary School***

“Tomorrow’s success in today’s classrooms.”

***George Dickson, IGEN Ltd***

“Brilliant venue, great speakers and the presentations by the children have been fantastic. We believe passionately about supporting our young people and today’s event is a fantastic celebration of their achievements.”

***Vicky O’Grady, Business Manager at Cobus Ltd & Ability IT***

“This is the first enterprise summit that I have attended and I have been blown away by the talent and enthusiasm that exists within young people in our city – very inspiring!”

***Julie Lockley – Hull College***