

Enterprise Education as a Means of Developing Social Inclusion

Martha Mador, Kingston University

Ben Walford, Alove, The Salvation Army

KTP: Kingston : Alove

- Objective: “developing an alternative provision framework for engaging young people”
- Rationale:
 - The Salvation Army is deeply committed to serving need in the community
 - 140,000 young people excluded from education – a significant need
 - Local government is looking for partnerships with suppliers of alternative education

Social Exclusion

(Apospori and Miller 2003)

- Has many input factors: ethnicity, income, employment, social arrangements, gender
- A relative concept – individuals are on a spectrum
- A dynamic concept, with individuals moving along a continuum between greater or lesser inclusion
- For any individual, different factors need to be tackled at different times

Enterprise Education

- Potential for activity-based learning which may suit excluded young people – promoting communications, interaction, and teamwork skills
- Required within schooling system – opportunity recognition, creativity, and other business concepts recognised as being important

Provides a meaningful route back into education

Positive Outcomes of Entrepreneurship Education

(CIHE, NCGE, NESTA 2009)

- Living with uncertainty and complexity
- Learning by doing and problem solving
- Self-belief
- Improving emotional self-awareness
- Managing and reading emotions
- Handling relationships
- Recognizing the value of hard work

Young Enterprise

- An established provider in the field:
 - Students set up and run enterprises
 - Provides action-based, contextualised learning about enterprise
 - Projects are team based creating opportunities for learning soft skills
 - *Company* programme targets secondary school children
 - *Team* programme targets less able young people

Change Programme

- 6 week programme using Young Enterprise *Team* programme and additional visits and 'treats' days around London.
- Target: 14-16 year old children excluded from school
- Pilot run November / December 08 in L.B. Merton, with the support of the council

Outcomes

- A small group of young people – just 4 – completed the programme
- These provided positive evaluations of their experience
- All of them have found routes towards greater inclusion

The main challenges were the *recruitment* of young people and the overall *cost* of the programme

Next Steps

- Re-design beginning of programme to encourage 'try before you commit' among possible participants
- Target councils which have strong Salvation Army corps; pitch the programme to them to elicit their support
- Re-cast the programme to lower costs
- Find further funders to help with costs