

Darwen Aldridge Community Academy

An Entrepreneurship Academy

The Start of the Academy

- Opened in September 2008
- Temporary buildings
- Replaced previously failing school
- Inherited a legacy of underachievement
- Transferred an uncertain and in some cases sceptical staff body
- A background of negative publicity

Darwen

- A town of 35,000 people
- Two secondary schools on the edge of the town
- 11% - 8.6% neet
- 31% additional special educational need
- 29% Free School Meals
- Serving a number of Super Output Areas of the highest levels of social deprivation

The Academy brought...

- Sponsorship of the highest quality
- New leadership
- The promise of a £48M new build in the town centre, opening September 2010
- A new Sixth Form
- An innovative curriculum
- A 'business-like' ethos
- Entrepreneurship specialism

Rod Aldridge OBE – The Sponsor

- Rod is Chair of The Aldridge Foundation and founder of Capita Group plc
- Sponsoring a second Academy in Falmer, Brighton, developing the Darwen model
- The Aldridge Foundation uses entrepreneurship as a catalyst for young people to create lasting social change for them and for their communities

Our first year

- Improved examination results
- Dramatically improved student behaviour - zero exclusions
- Improved student attendance
- Increased applications for Year 7
- Rapid growth of Sixth Form
- Positive reports from SIP to DCSF
- Changing community perceptions
- Over £1.25M additional inward investment from successful bids
- Significant impact of entrepreneurship.....



The Currency of Entrepreneurship

Gordon Day, UK MD of Microsoft looks for **PASSION** in potential employees

Within schools, entrepreneurship has often meant teaching young people how to set up a new enterprise. Embedding the core entrepreneurial characteristics within schooling – for example, encouraging more **CREATIVITY** and **RISK TAKING** – would have a much more far-reaching impact – Accenture, 2001

Attitudes to **RISK TAKING, TEAMWORK** and **RESPONSIBILITY** are better at explaining economic differences between countries - Edmund Phelps, Economist and winner of the Nobel Peace Prize 2006

DAKAs



Entrepreneurship Curriculum

- Year 7 and 8
 - U-xplore / DACA Entrepreneurship Programme
- Year 9
 - IFS Level 2 Qualification
- Year 10
 - BTEC Work Skills
- Full programme of extra curricular activities



Community Gallery

- Launch Oct 2009
- Local Social Enterprise Expert will assist on legal and governance
- Social Enterprise will be sustained with commission revenue from artwork sales



Career Academy

- Students will benefit from:
 - BTEC Business
 - Employability Qualification
 - Guru Lectures in Entrepreneurship
 - Work place visits
 - Paid Internships
- First LAB meeting last week
- Very positive response from the LAB members





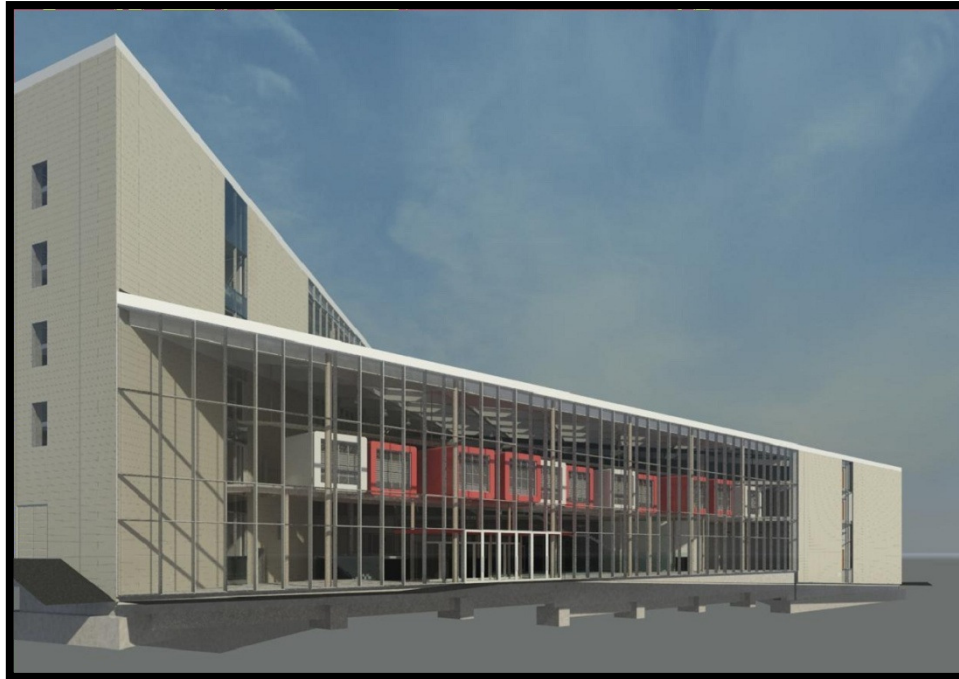
Youth at Risk Project **'my life is my business'**

- **Working with 100 NEETS across BwD**
- **Intensive coaching and development programme**
- **Entrepreneurship Experience**
 - Level 2 Qualification – BTEC Preparing for Enterprise
 - Duke of Edinburgh Award
 - Trading Online
 - Market Trading
 - Community Youth Project
 - Developing their own business

Community Funding

- Successful bid for Inspiring Communities
 - Aimed at 11 to 14 year olds in a targeted neighbourhood
 - Delivering entrepreneurship programmes for students and their families with a view to raising aspirations and attainment
- Transforming Learning
 - Partnering with market traders, local businesses and the BEE local radio
 - Delivering informal learning programmes linked to their businesses
 - September 09 to March 2010

Darwencreates



Darwencreates

- 11 self-contained incubation pods
- The self-contained entrepreneurship bridge
- Focus on student and youth start-up and new enterprises
- Additional 330m² floor space for academy student entrepreneurship activity
- Part of the Legi 'enterprise haven' network
- Hot-desk, rent-a-desk, hot-pod, rent-a-pod, fixed term pod tenure agreements, anchor tenants, voluntary and third sector pods, community pods.....developing a model.....



Darwen Aldridge Community Academy

- A driving force behind the economic regeneration of a town
- A leading partner in strengthening community cohesion
- Entrepreneurship is developing in our young people a positive attitude and a determination to succeed
- Realise your potential!