

surefutures

Enterprise Education
Prospectus



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Creative enterprise

Sure Futures is a creative industries partnership that offers hands-on, engaging, effective programmes that generate knowledge and skills in enterprise education. The partners are five major providers of creative media and arts programmes for young people in the East of England. Together we can provide schools with a portfolio of exciting projects that address the needs of the enterprise curriculum and are designed to meet businesses' needs for enterprise skills.

The future is creative

Today businesses need creativity and enterprise skills simply to survive, and in the future this will intensify – many businesses will require constant reinvention. The skills required for this new world thrive in the creative industries, so government is wholeheartedly backing the development of the creative sector.

Which is where Sure Futures comes in. Through creative enterprise, our projects deliver diversity and skills transferability through flexible and interactive programmes that use real-life business experience to inform, involve and inspire young people of all abilities. We develop the skills future employers need, and we increase students' knowledge of business, bridging the gap between school and work.

“Creativity is required across the whole workforce”

James Purnell, Minister for Creative Industries

Hands-on innovation

Through hands-on experience students will increase their enterprise capability, understand how innovation enables competitiveness, and demonstrate improved economic and business understanding.

The Sure Futures enterprise prospectus offers solutions in four creative sectors:

- music
- production and stage
- broadcast media
- visual arts

To find out how your students can gain creative enterprise skills with Sure Futures, read on...

Find out more

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Enterprise and the creative industries

Sure Futures offers schools an opportunity to create bespoke activities – in the creative fields of music, production and stagecraft, broadcast media and/or visual arts – either for enterprise activity weeks or whenever necessary to suit their curriculums. Enterprise education outcomes can be easily evaluated across the three aspects of learning shown below.

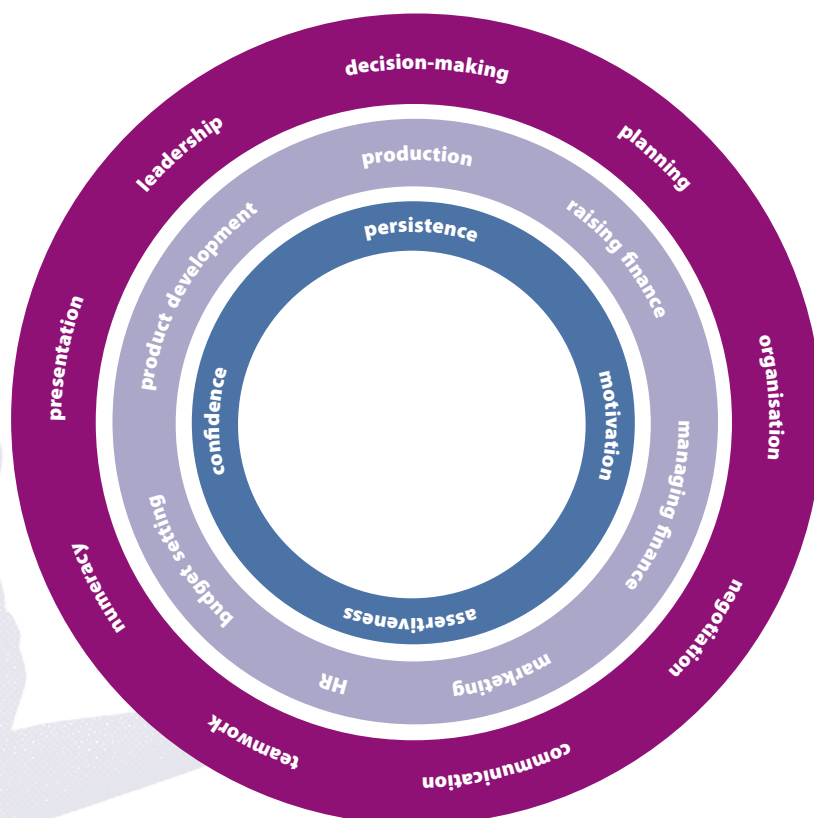
“Enterprise is about being innovative and developing new products”

Confederation of British Industry



The three aspects of learning

- skills
- knowledge and understanding
- personal attributes



Our programme: four creative sectors

Our enterprise programme spans four creative sectors, which together include the major part of the creative industries. When you're planning your school's enterprise education week or other activity, you can mix and match Sure Futures modules from all four sectors. The modules have been designed to run stand-alone, in combination (to produce a performance or product that involves elements from different sectors, for instance) and/or in collaboration with other schools. We can also customise them to meet special requirements.

The end result will be a creative enterprise programme that's right for your school.

On these two pages are brief summaries of what's on offer in the four creative areas and on page 6 are examples of enterprise education modules.

Music

The music industry is changing fast. The big record labels aren't the powerhouses they used to be, and new technology, the internet and sites such as MySpace mean that musicians can have much more control of the creative process. This in turn allows innovation to thrive. And the industry isn't just about performance – there's a host of technical, management and production roles.

The modules we offer will bring the full range of the music-making process alive, from creation to production, and will deliver a tangible end product in the form of a CD or music video. Our hands-on workshops cover topics such as music technology, songwriting, performance, creating a band and setting up a music label.



Broadcast media

By participating in our radio, film and TV activities, young people will get a rich insight into some of the UK's most dynamic, fastest growing industries. Whether they run a radio station for a day, make a short film or use cutting-edge digital media to create an interactive piece for the web, young people will gain knowledge, experience and transferable skills valued by employers and in further and higher education.

Your students will work as a team alongside experienced professionals, using industry-standard equipment to create a high-quality video, podcast or radio broadcast. Along the way they'll learn about every element of the production process. Meeting deadlines, juggling the budget, generating creative ideas and going on location to record interviews will help them recognise and develop a range of work-related skills and experience, from problem-solving and decision-making to leadership, presentation, numeracy and finance.



“Creativity permeates all aspects of life and learning, and is not confined to cultural expression”

Paul Edwards, Improvement and Development Agency

Production and stage

Tight deadlines, budgets, difficult decisions and tough negotiations are all familiar to anyone working in production for stage or screen. Whether you're organising a national tour, a local performance, an international festival or a Hollywood blockbuster, you'll need to plan your budget, secure funding, assemble and motivate your team, divide tasks, market your product, manage health and safety, and monitor your progress. On top of all that, you need to create a high-quality artistic product and manage that difficult sponsor who wants everything yesterday.

Our experienced practitioners will support your students as they devise and manage a performance production –completely new or linked into an existing event – from beginning to end.



Visual arts

The contemporary visual arts together form a dynamic, multidisciplinary arena that mixes design, installation, photography, film and fine art skills. Students taking these modules will see imaginative ideas developed into real products that captivate audiences. Just as freelance artists must respond to a brief, write detailed proposals, manage costs, collaborate with others and promote themselves and their work, so students will have the opportunity to realise ambitious ideas on a strict budget.

Working alongside specialist creative practitioners, they will – for example – explore art linked to industry, study artists' career paths or learn how to plan an exhibition from scratch. In activities such as the Carnival Spectacular students work to a brief and a deadline, applying visual arts practice to creating an exciting event. On every visual arts module, they will gain essential practical and creative thinking skills.



Our programme: sample enterprise modules

Sure Futures offers a range of enterprise modules that are potentially as rich, diverse and inspiring as the creative industries themselves. Many are set up and ready to go, and we can customise existing modules or create new modules to meet the needs of individual schools. Here are just a few of the modules you can choose from today. Visit www.surefutures.co.uk/enterprise for a detailed list of workshops and programmes.

Music

Creative industry masterclass How the music industry works (half-day)

Band Aid Create a charity single for a charity of their choice (1 day)

DIY CD Form a band, produce music, record material (1 week)

Record label Set up and run a record label (1 week)

Production and stage

The creative professional

Planning, finance, marketing, production (half-day)

Plan events Set up a company, market it, fund it, tour it, manage it (1 day)

Live event Plan and manage a real event in your school (1 week, intensive)

School events company

Manage events in and around your school (workshop series: 20 hours)

Broadcast media

Creative industry masterclass A day in the life of a media mogul (half-day)

Podcasting Introduction to radio skills, interviewing, market research (1 day)

Live lunch challenge

Produce a live lunchtime internet broadcast (1 week)

Open mic Promote your school or stage an event on Future Radio (workshop series)

Visual arts

Art express Mobile gallery; study artists' career paths (half-day)

Construction art Art links with industry, design and public information campaigns (1 day)

On show Plan, organise, cost, install and promote an exhibition (1 week)

Action! Plan and produce a complete film (workshop series)



Putting your programme together

All our activities can be offered as stand-alone workshops, as longer programmes or as part of integrated projects (perhaps in connection with school or community events) involving multiple workshops/programmes. While shorter activities give students an insight into a particular area and what their appetites, longer sessions, workshop series and cross-sector activities can deliver consolidated sets of enterprise skills. Many modules also contribute towards Arts Award qualifications (see panel).

How much will it cost?

The Sure Futures partners are registered charities running not-for-profit programmes. The enterprise education programme is not directly grant-aided, but schools benefit from competitive pricing that reflects the realistic costs of experienced tutors, materials and

digital media resources that are hard to access on a non-commercial basis. As every school's needs will be different, it's best to contact us to discuss what you want to do, how Sure Futures can deliver it and what it will cost.

The rest is simple. All you need to do is:

- choose the creative sector you want to work in
- specify the size of your group
- decide what sort of modules (half-day, full day, etc) work best for you
- decide the overall timeframe you want to work within

Then call us and together we'll create the enterprise education programme you need.

Arts Award

Arts Award is a national qualification that supports young people in developing as artists and arts leaders. Sure Futures partners are accredited to run Arts Award programmes, which can be integrated into enterprise education activities and the curriculum. Visit www.artsaward.org.uk for more information.



Our partners

Sure Futures brings business to life through creative enterprise. The creative industries rely on ideas and entrepreneurial skills, and are an excellent foundation for enterprise education. Our partners provide specialist skills in the areas of music production, dance and drama, broadcast media and visual arts. They understand the creative industries' business needs, and their experienced tutors engage young people and help them develop key employability skills.



Future Education (formerly the NR5 Project) is a young person's project, based in west Norwich, that uses the creative arts to engage, support and develop young people, preparing them for the world of work.



The Garage is a young people's creative centre. It uses a range of creative and performing arts activities to support young people to develop transferable skills such as confidence, teamwork, communication and leadership.



Community Music East provides music and multimedia activities for all ages and abilities. Its enterprise work with children and young people aims to develop transferable enterprise skills through participation in accessible creative activities.



Fruitful Arts develops access and participation in contemporary visual arts through practice-based projects in galleries, museums and communities.



Norwich & Norfolk Community Arts is an established local community arts provider, developing innovative projects aimed at increasing access, participation and opportunity in the arts.

All five Sure Futures partners are Arts Awards accredited.

Contact Sure Futures today!

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