



Careers Enterprise Day 22nd and 29th January 2018

4th January 2018

Dear Parents and Carers,

In Year 8 we begin to encourage students to think about possible career aspirations and goals. We have arranged for students to take part in an enterprise day focussed on self-employment enabling them to make informed choices about their future careers direction. The project will be run by The Support and Mentoring Enabling Entrepreneurship (SAMEE) charity which launched this project in May 2016, and will be held in school. The Year group will be split in half for this event, with **8A on 22nd January and 8L on 29th January 2018**. The project will raise careers awareness and will give students the opportunity to develop their own hotel business. They will be required to build entrepreneurial skills from the following activities:

- Your Hotel – covering USP, business naming and logo design
- Bedrooms – covering marketing and advertising plus communication skills
- Restaurant & Bar – covering budgeting and adding value
- Staffing – covering resourcing and interview technique
- Dragons Den – covering presentation skills

Project Outcomes

- Young people gain suitable self-employment awareness in order to make a balanced decision about their future career direction.
- Young people will understand the different opportunities that come from being employed, self-employed and entrepreneurship.
- Young people will appreciate the advantages and disadvantages between being employed or self-employed
- Young people will acquire and demonstrate employability and business planning skills
- Young people will be better prepared for the world of work with the necessary skills, attitudes, experience and motivation
- Young people are supported in exploring their career ideas compatible with their needs, interests, skills experience, aspirations and background.
- Young people have developed skills that will enable them to explore self-employment as a viable career option.
- Young people will have the opportunity to work with employers and mentors.
- Young people have improved self-confidence and self-esteem.
- Young people are further integrated into the wider school community.

Yours Sincerely,

A Bousfield

Mr A Bousfield
Head of Careers