

Newsletter

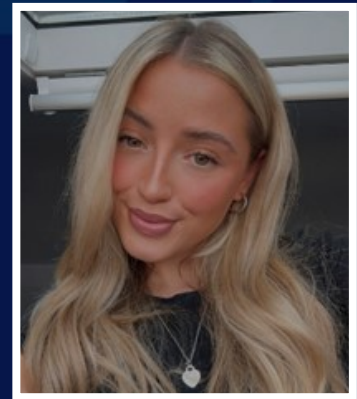
Discover the
**FUTURE
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with Hull Youth Enterprise

YOUTH ENTERPRISE & MICROBUSINESS

Welcome to the MC4C team

Hi everyone, I am Phoebe Taylor. I am the newest member of the MC4C team and my role in the team is the Youth Enterprise & Micro Business Support Officer.

I started my journey with Hull City Council in August 2022 as an apprentice in Children's Services, working on the front of house. I then went on to work in Adult's Social Services as Service Support for the hospital team. Now, finally, I have progressed to Support Officer within the Making Changes for Careers team. My role will be to support the amazing team with all things administration, and I am very excited for what's to come and to see how I can help and input my advice and contribute with some fresh ideas. I am really excited to start my journey in the Youth Enterprise department and to gain all new enterprising knowledge and skills.



One thing about me is that I love my holidays!! I love going to all new places and discovering new things and meeting new people. My top 2 places I have visited so far are Mexico and Florida. In my spare time my favourite thing to do is spend time with my dog, Cuba. We love long walks and snuggles.

A year of Mark Jones' tweets



@Jonestheregen MBE 💎

A Year of Tweets fundraiser

We now have a limited number of printed booklets available that highlight a year of Mark Jones tweets, with some of his fantastic pictures and Hull loving comments inside.

Every penny taken from the sales of these will be shared between the British Heart Foundation, and two young people with Duchenne, Action for Ashley and Joy for Joel.

If you would like to purchase or order a copy, you can email Charles.cracknell@hullcc.gov.uk to arrange payment and collection.

The cost of each booklet is only £5.00 so please get in touch to get your very own keepsake of Mark, whilst supporting some excellent causes too.

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MC4C Christmas Fayre

On the 15th of December we held our Christmas Fayre at Lil Bilocca House, which was a great success and helped 11 young entrepreneurs' network, promote their businesses, and make sales. The team decorated the hall, and we had a variety of different businesses selling their items/ services.

The young businesses that attended were: -

Caits Witchy Creations, Luke Garner - Author and Illustrator, Jesy's Jewellery, Krystal Kleans, Ward Wax Co, Cone Queen, All in One Autos Hull, Arabella's Beauty, Cloie Couture, Tyler Photography and Sammy G – Creations Galore.

We also had Commun'ull supply some food which went down a treat with all. The Fayre had a great turn out and we received lots of positive feedback. For some of these young people it was their first time attending an event like this, so it was a great experience for them. All in all, the day was a massive success, and we look forward to holding another one next Christmas.

As well as the young entrepreneurs there, we also had a table selling the Mark Jones Tweet Books, and other items made in his memory, to raise money to be split between the British Heart Foundation, Action for Ashley, and Joy for Joel. These books are still available at the cost of £5 each and can be purchased by contacting the MC4C team or Charles Cracknell.



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Global Entrepreneurship Week 2023

For a full week in November, Hull became a hotbed of activity linked to Global Entrepreneurship Week 2023.

The week kicked off with a launch event of Make £5 Blossom, where 13 schools were linked up with 13 businesses, each business provided their school partner with a loan of £150 and challenged the young people to go away and make a profit. The businesses will act as mentors for the school they are linked with, and support them with their venture where they can. Hopefully they all return at the end celebration event in April 2024, share their enterprising journey, and reflect on how important the Big 13 enterprise skills were along the way.



Other activities in the week included a Zoom link up with Australia and South Africa where young entrepreneurs from across the world were able to discuss the challenges they face as business owners. There was also the judging of the Adam Corbally Enterprise Video Pitch Challenge, with two age groups of under 16s and 16 to 24 bidding for some funding and mentorship, by sending a 2-minute video pitch about their idea.



The Thursday and Friday of the week saw full day activities in place for Secondary and Primary schools respectively, where they were set an enterprising challenge to create an event for one of the local sports stadiums in Hull. The top six tables on each day were shortlisted to pitch their ideas to the judges and all won high street vouchers.



Wrapping up the week was the Friday evening Awards Event where several young people, mentors, teachers, and businesses were recognised for the impact they have had over the past year and beyond. All in all it was a fantastic week of events and celebrated 20 years of Enterprise and Global Entrepreneurship Week in Hull.

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The Hull Story meets Dylan & Markus

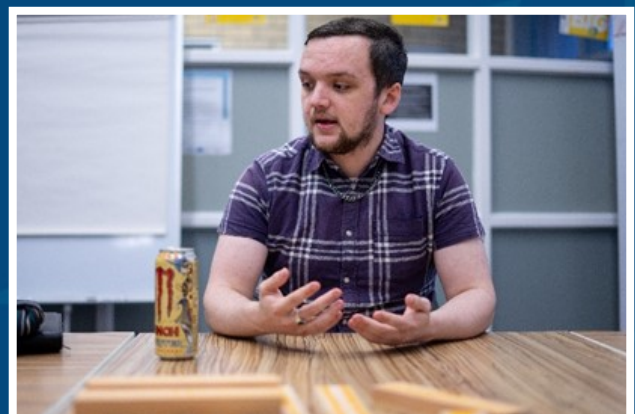
On 20th December, Markus Tipler and Dylan Whiting were invited to talk to Phil Ascough of The Hull Story about what brought them to MC4C, how MC4C helped them in starting up a business, and their recently appointed ambassador roles.

We chatted about their businesses and although very different, they both had similar stories to tell about homelessness, living in hostels and eventually finding their feet and pursuing their passion of working for themselves.

Markus and Dylan both received test market grants from the John Cracknell Youth Enterprise Bank in December and have begun buying their stock and equipment needed to make a start on making their dreams a reality. Markus is the founder of "Rootz Ov Us" a sustainable eco-friendly, vegan clothing store that promotes connecting back to our roots in nature. He told his story about how his business idea evolved as he grew and how his life experiences have shaped the business he currently has. Dylan is the founder of "LLM Services" offering PAT testing around the city to companies, community centres and homes alike. After Dylan's experiences in hostels, he wants to give back to the community by offering these services and diversifying his business model in the future to have a bigger positive impact.

Dylan and Markus, alongside 2 other ambassadors, and our Youth Enterprise Champions, Becca and Alex, will be helping connect our communities to enterprise and they are wonderful role models who prove anything is possible with a bit of help and determination.

Read more about them in January's copy of the Hull Story...



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Australia meets Hull!

Frank Wyatt is the founder of Enterprising Partnerships, that works with startups, entrepreneurs, business owners and leaders, and governments in Melbourne Australia. He is currently on an extended break travelling around Europe, and made the effort to get across to Hull for a flying visit whilst in the UK.

During Global Entrepreneurship Week, some of the young entrepreneurs in Australia who he has worked with, joined MC4C participants on a Zoom Call along with representatives from South Africa,

Whilst in Hull, Frank met up with a former Youth Enterprise Ambassador, Judith at Everything Toastie, to find out how she was doing with her new business.

Frank also attended the MC4C Christmas Fayre, spending time with stall holders who had all received support from MC4C, and catching up with members of the Youth Enterprise Micro Biz Team and those involved with the youth enterprise ecosystem and several young entrepreneurs.

Frank Wyatt said "I really enjoyed my flying visit to Hull to meet the Youth Enterprise Team at the Council, as well as some of the aspiring young entrepreneurs at the MC4C Christmas Fayre, and of course meeting many of the people who support them. It was also good to visit Everything Toastie, run by Judith and her sister, for lunch and have a tour of Hull Old Town with Charles. On my visit we also discussed the idea of closer working, and establishing a partnership with organisations across the Commonwealth"



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Ian Cass Meets MC4C

The Chair of the Microbusiness Alliance and MD of The Forum of Private Business Ian Cass visited Hull in December to see what the MC4C Team are doing to support aspiring young entrepreneurs in the city and to discuss their plans for the future.

Ian was pleased to hear about the expansion of the team and the work of our youth enterprise champions Alex of Alex Costin photography and Becca of The Personalised Gray Rose in promoting entrepreneurship within our communities. Ian updated the team on the work of the Alliance in raising the profile of the contribution to our communities of microbusiness.



It was agreed that it was important that more is done to support Microbusiness and that Hull City Council will continue to support the Alliance's aims, particularly to address the late payment culture in the Country and ensuring microbusiness are no longer treated as the Cinderella's of the business world and are at the forefront of central and local government planning and decision making.

Ian Cass said " I was pleased to meet the team as they have supported the Microbusiness Alliance from day one and I know they do fabulous work in supporting young entrepreneurs in the city. It was great to hear about their future plans, including the relaunch of THUD Yorkshire, a network of young entrepreneurs and their supporters from Hull and the East Riding, and to establish a new programme to work in Hull schools. It was good to thank the team for what they did to support #ExcludedUK."

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**Charter
for inclusive
entrepreneurship**

The John Cracknell Youth Enterprise Bank are proud to support the Charter for Inclusive Entrepreneurship, developed by the University of Nottingham. The Charter aims to facilitate a more inclusive enterprise ecosystem in the UK and outlines the core principles for implementing and supporting an Inclusive Entrepreneurship Ecosystem in the UK.

The charter supports inclusive entrepreneurship across five key areas:

- Promoting diverse Role Models across the Enterprise Ecosystem
- Delivering inclusive Enterprise Support
- Enabling lifelong learning of Entrepreneurship Education
- Ensuring equal access to Enterprise Finance
- Implementing Measurable targets for Inclusive Enterprise Policy and Procurement Practices

Charles Cracknell Secretary of John Cracknell Youth Enterprise Bank said:
"As a signatory of the Charter we will actively promote the Charter within our own eco-system and encourage our clients, mentors and partners to adopt the principles of the Charter. We will also ensure that young people of colour, young people who are neuro-diverse, young people who are from our LGTBQ + communities as well as those from our most deprived areas benefit from our support."

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ENTERPRISE & EDUCATION

Luke Garner (AKA John Henry) Book Arrival!



Luke Garner, Hull City Council's Enterprise Skills Ambassador, and founder of John Henry – Pen Name, and a former Making Changes for Careers programme (MC4C) participant, has written a book to promote the Big 13 Enterprise Skills to primary school pupils, as part of Hull City Council's Future You campaign.

The book called 'The Great Christmas Cookie Caper' features our own Youth Enterprise and Micro Business Manager Charles and his three grandchildren, as they learn new skills on their visit Santa Claus in Lapland.

Luke Garner, founder of John Henry – Pen Name said:

“The MC4C programme gave me great and helpful advice on how to start and run a successful business with the help of the Big 13. I am really pleased with the initial feedback about my book from schools. What I want to do is support and work with young people and neuro-diverse kids to help them to reach their goals and full potential using my illustrations and stories.”



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Enterprise Winners 2023!

On Friday 17th November, 16 schools from across the city took part in an enterprise event at the Guildhall.

Thorpepark sent some of our school council members from year 3 to year 6 to represent our school at the full day event.



The children had to work as a team to create an event at the Craven Park stadium, and it had to be something different to just rugby. Our event was a Christmas Carnival that would be in and around the stadium grounds. The children were one of the six teams shortlisted, and they then had to pitch their idea to the whole room of people and the judges.

Last year, Thorpepark came in 2nd place, but this year we won! The children won £250 worth of vouchers, and they, as the school council, will decide how to spend the winnings.

The Lord Mayor of Hull opened the Primary school event, and offered to host a morning breakfast for the eventual winners. So as well as winning the first prize of high street vouchers, the children will also be visiting the Lord Mayors Parlor at the Guildhall in January.

