

## Case Study: Business is Childs Play

**MC4C**  
MAKING CHANGES  
FOR CAREERS



Families jumped, danced and skipped to Queen's Gardens on Wednesday 2<sup>nd</sup> August to celebrate National Play Day Festival. This year's theme 'Freedom to Play' linked in with Hull's third City of Culture season on Freedom and celebrated the opportunities for children and young people to play and learn.

Young entrepreneurs from the MC4C programme were in the spotlight and on hand to not only engage with the families; putting to good use the 'Big 13' skills they have been learning about but also to promote their own businesses and in turn the support that the MC4C programme can offer to those that may be interested in finding out more about enterprise skills and self-employment. The young people involved in this event were involved in the planning and organising of the event through to the execution. Laura Suter participant on the MC4C programme said *'My business idea is to run Drama clubs in schools, so this was right up my street. It was great to be able to practice some of the skills I'm investing into my business and to see the kids having fun and enjoying themselves.'*



Gemma Lacey, Youth Enterprise Advisor on the MC4C programme said, *"The Play day was an amazing event with a massive turnout. The children certainly seemed to enjoy the activities pirates/princess hats the MC4C participants provided. The learners on programme Laura Suter and Robert Langham worked really hard with handling the activities and making them enjoyable to the children.'* She went on to explain the value of the skills that the young people demonstrated; *'Play day certainly was a great event to be involved in, giving the learners Leadership Skills, Teamwork, Effective Communication and Creativity and Innovation Enterprise Skills. All of which will serve the young people well either in terms of their own business or in terms of seeking employment.'*



Danny Barker, Business Mentor and member of the MC4C management group was also on hand to support the young people on the day. Reflecting on the day he said, *'The Queens gardens play day was another fine example of the city coming together to enjoy the summer holidays. Even the weather **almost** behaved! I was very pleased to join Gemma the young*

*people from MC4C bright and early to set up and they then had to work tirelessly as our tent was so popular. It was brilliant to see young people in their 20s having great fun and engaging with children as young as two and a half with some of their parents becoming very interested in the MC4C programme in the background! Towards the end of the day, we even had the unusual dilemma of being too popular and almost running out of pirate and princess hats. Thankfully we managed. A job well done by all.'*

Here at the MC4C project we are proud of our young entrepreneurs for orchestrating such a fantastic stand, and for being outstanding ambassadors for the programme. For further information on the MC4C programme please contact Kirsty Barr on 01482 616218 or [kirsty.barr@hullcc.gov.uk](mailto:kirsty.barr@hullcc.gov.uk)