

Newsletter

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with Hull Youth Enterprise

YOUTH ENTERPRISE & MICROBUSINESS

Neurodiversity Celebration Week 2023

The Youth Enterprise Team working with the John Cracknell Youth Enterprise Bank and Hull Culture and Leisure organised an image competition to celebrate Neurodiversity Celebration Week.

The judging panel looked at over 200 entries and after extensive deliberation came up with three individual winners Ash Wells, a group of pupils from St Marys College and Ellie Wilson. These three winning images will be exhibited in Ferens Art Gallery, and they will be invited to afternoon tea with the Lord Mayor. A special recognition went to the entries from Bricknell, Biggin Hill, Eastfield and Estcourt Primary Schools

Tony Robinson OBE said: "As a person with dyspraxia, I would like to congratulate all the entrants to the competition. Together we must celebrate all those in our community who are neurodiverse, after all we are human as well and deserve reasonable adjustment."



Award named after Mentor

As part of the International Women's Day 2023 Celebrations, Hull's Mentor of the Year Award at Global entrepreneurship week will be named in memory of Sharon Melvin.

Charles Cracknell Youth Enterprise Manager said: "I am saddened but delighted at the same time, to recognise the contribution of Sharon Melvin to supporting young people in Hull. I am pleased her husband Mike Melvin will continue to help us mentor enterprising young people."



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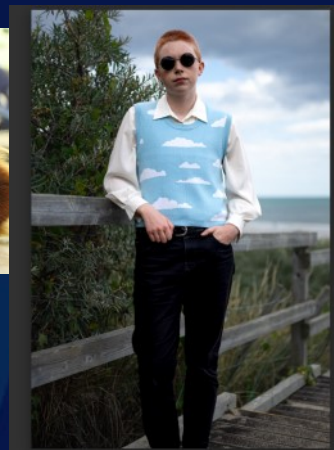
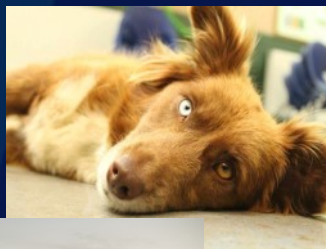
Photograph it and Nail it!

In February, The John Cracknell Youth Enterprise Bank awarded three entrepreneurs Test Market Grants to support their start-up microbusinesses.

When **Kim Mason** has completed her training with B-Skill at Brown Sugar, she wants to become a successful and profitable nail technician, hopefully providing a service in Hull and beyond. As a care-leaver, living under difficult personal circumstances, Kim has developed so much over the few months we have supported her, with additional help from outside organisations too.

Alex Costin is a freelance photographer and an art creator, offering a variety of packages for photo shoots and selling his prints online. Alex's aim is to be a caring and ethical photographer, allowing those who otherwise might not afford his services, to benefit from his expertise and understanding. He needed more kit to help him move forward and has been able to purchase new lighting and props for portrait photography. Contact alexcostin.photography@gmail.com to book or check out his [Instagram](#)

Finally, **Rachel Hardy**, of Light Leaf Photography. Here is a photographer with a different style. Rachel has struggled with anxiety and nervousness and has used therapy dogs to further develop her patience and persistence. She currently volunteers with the Yorkshire Wildlife Trust, filming and photographing their work with local groups around Yorkshire. Rachel has also produced and edited promotional videos for social media use as well as for the YWT, to demonstrate how they could help potential partners.



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YOUTH ENTERPRISE & MICROBUSINESS

The Alliance

A new Alliance has been established to support the Microbusiness Community. It has the full endorsement of the Hull City Council Youth Enterprise and Micro Biz and the John Cracknell Youth Enterprise Bank.



The Alliance has been established to ensure that there is a dialogue with the Government to enable it to engage with more effectively the micro business community including all start-ups.



The Alliance currently has just over 100 members and aims to represent 95% of businesses. The Alliance believes that the support provided to businesses at the height of Covid failed to recognise the vast majority micro-businesses that account for 1 in 3 employees in the country and contribute a fifth of the Country's GDP.

Hull born Tony Robinson OBE is the driving force behind the Alliance. With Support from many national figures including the Small Business Commissioner Liz Barclay and Ian Cass of the Forum for Private Business is the first Chair of the Microbusiness Alliance. [Click here](#) for further information about the Alliance can be found via this link.

Introducing

Paul Burnley

Enterprise Manager



Having worked in the Regeneration Directorate for many years, I am familiar with the excellent work being undertaken by the Youth Enterprise and Micro Business team and the wider partnership.

Hull is now rightly recognised as a leading place in which to learn and undertake enterprise skills and activity and for the support provided to aspiring business owners.

Whilst the imminent end of European funding will bring some changes, it is pleasing that in recognising the vital and impactful work in this area, that the Council is putting in place a new structure with increased delivery capacity for Youth Enterprise and Micro Business support.

This together with new funding through Hull's UK Shared Prosperity Funding will ensure that supporting young people with enterprise skills and the growth of start-ups remains a key focus.

I look forward to working more closely with the team and wider partnership as they continue to make a difference.

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ENTERPRISE & EDUCATION

Make £5 Blossom Celebration

The Deputy Lord Mayor Cllr Kalvin Neal opened the event that saw nine of the schools and their business partners, that have been involved with the Make £5 Blossom project, attend the celebration event at the Guildhall in Hull.

Guests witnessed each school take to the stage to tell their enterprising story and reveal if they had managed to make enough money to repay the £150 loan from the businesses, and hopefully make a profit as well!

Many of the schools used the festive Christmas period, as well as focussing on Valentines and Mothers Day to design, make & sell their products to other school pupils, teachers, parents and friends.

Other ideas included a movie night, where the Gillshill team provided food and drink as part of the movie night ticket deal. They also linked up well with their business partner MJC Blanks in running a competition to have children's designs printed onto tote bags and personalised teddy bears as well as other ideas.

Priory, Cavendish, Stockwell and Longhill also had a mix of projects running at different times and these included personalised bracelets, personalised key rings, healthy tuckshops and biscuit decorating (and probably taste testing)

It was great to hear that the schools had done so well with their projects, but it was also good to hear that they had to use a lot of the Big 13 enterprise skills like initiative and problem solving when things didn't go quite so well.

Ganton's Blue Ceramics team concentrated on making and selling pottery, linked to Valentines Day, and produced some great gifts that they managed to sell in St Stephens Shopping Centre and via their Twitter page. The students also explained the process of making the gifts and how they were all involved in the different stages too.



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ENTERPRISE & EDUCATION

Make £5 Blossom Celebration (continued....)

St Mary's College students produced some great festive products, and their images showed them all working as a team whilst producing sweet cones, cakes and biscuits, as well as other great gifts.

Rise Academy's Rising Stars team had a great link up with their business partner, Brown Sugar Training Academy. They were really supportive and sold some of their products in their workplace and even invited some of the students to the salons and were models for the hairdressing students! The two young people did a great job in telling everyone about the enterprising story.

Eastfield Primary were the final presentation and they also had a few different ventures running, they even made a profit from selling ice lollies in March! Their biggest seller was the "Positivity Pouches" that promoted well being. Each pouch contained a number of small gifts that made you feel good, like a fidget keyring, heat pencils, erasers and a Mochi. The team also made a short promo video and even finished off their presentation with a jingle about the Positivity Pouches!

Huge congratulations goes to all the schools, and also a special thanks to all the business support from St Stephen's, PBS Construction, Danny Barker Music, Ron Dickinson, MJC Blanks, Mini Athletics, Roche Civil Engineering, Brown Sugar and AB Rooms!

Great feedback from business partner Ron Dickinson: "My involvement with Eastfield Primary school has been a real joy, to see the children increase in confidence from the start of the process is amazing. Encouraged by an enthusiastic teacher, letting them develop their own business ideas, then bringing them to fruition is remarkable to witness. Let's hope many children in the future are given this opportunity"

All the schools managed to make money on the original loan, and each donated 50% of their profit to the Duchenne charity that the Youth Bank supports which is Joy 4 Joel. It looks like the charity will be receiving around £1000 from the fantastic effort of the students...Outstanding effort by all!!



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Success Stories!

Jade Cooke - "Experience is the best teacher."

The usual theme of the HLC providers' case studies centre around the theme 'rags to riches, the kid done good' stories and rightly so, with the nature of the programme and the criteria we adhere to. But between us we often see cases of a young person who comes through our door after their university experience, seeking guidance, support and information on how to use their newly gained qualifications.

This is exactly the situation Jade Cooke found herself in after earning her Bachelor Degree in Animal Welfare and Behaviour, after six years at Bishop Burton College and University.

Jade had searched vigorously across online employment agencies while completing the Big 13 Enterprise skills qualification with MC4C and found very few relevant opportunities. As a young, motivated woman, Jade became increasingly frustrated, believing that if she had chosen to become a dog groomer or walker, the opportunities for full-time work would have been far greater.

In her desire to earn her own money Jade chose a zero-hour contract at Soccer Kings on Sutton Fields, where she served food to children's parties in between indoor football sessions.

Jade still wanted to continue looking for full-time work with animals, particularly at a zoo. She applied for a position at the local PDSA, and although a second interview did not secure the one available position, she was offered a volunteer position.

Working at Soccer Kings and two full days as a volunteer at PDSA didn't deter Jade from continuing her quest for a full-time role. Next on her list were Taco Bell and Vue and after interviews, she received offers from both with a guarantee of minimal hours. She finally chose Taco Bell because of its location, close to home. Most recently, Jade's been approached by PDSA senior staff to apply for the newly advertised full time position within their team. Fingers crossed the outcome will prove that every experience makes you grow.

