

- **School/College/Business:** Sybil Andrews Academy and Treatt
- **Topic:** Keeping enterprise alive in Lockdown
- **Gatsby Benchmark(s):** 2, 4, 5 and 6

Much like the rest of the country; schools have had to rethink the way they teach and come up with innovative ways to engage with students during COVID-19. The Careers Leader (CL) at Sybil St Andrews Academy in Bury St Edmunds is not afraid of a challenge and has been working with the school's Enterprise Advisers from Treatt, Chloe and Lisa, to come up with programmes to keep the both students and teachers engaged with enterprise and the world of work.

Over the last 8 weeks they have put together a Year 11 Sales Task. The premise of the task is that students will either work individually or as part of a team to develop a start-up company that manufactures beverages. The task will involve require all the tasks associated with launching a new product; product design, pricing, market research and a compelling sales pitch. The students will then record a short sales pitch for supermarket giants Sainsbury's, who will decide which product they would want to sell in their stores, the winning company will win a £100 gift voucher for each individual. The project is being promoted through subject teachers as well as to parents to encourage as much participation as possible.

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In addition to the project and to further prepare older students for their next steps the CL has also developed some Careers Worksheets for English teachers to assign to year 10 and 11 students. The worksheets focus on developing skills, researching different careers and looking at Labour Market Information. She has also been in discussions with Suffolk County Council to be part of the pilot for their virtual work experience programme.

Karen quoted; "My core task is developing a programme of learning for next year, which can be supported by remote learning in the event of further lockdowns, or other ways in which schools might have to adapt. Treant are a brilliant help with this."

For further details, please contact Darian Vomund, darian.vomund@newanglia.co.uk