

HOLY TRINITY PRIMARY SCHOOL PUPILS TAKE TO CAMPUS AS UCL'S YOUNGEST-EVER ENTREPRENEURS

Pupils from Holy Trinity, NW3 Primary School will be learning the ropes of entrepreneurship when they set up lemonade stands across the campus of UCL (University College London) this Thursday.

The pupils, all between 8 and 9 years old – and who will be setting up four stalls across campus – will be the youngest participants in UCL's flagship Citrus Saturday programme, which is organising the event.

Citrus Saturday is an initiative set up by UCL Advances, the university's centre for entrepreneurship and business interaction, to teach enterprise skills in young people.

The initiative is the brainchild of Timothy Barnes – the Director of UCL Advances – after travelling to a business conference in the US and hearing of a similar approach being pioneered there.

The pupils from Holy Trinity Primary School will be assisted by volunteers from UCL, and will be competing to give the best sales pitch, produce the best promotional poster, and produce the best recipe for lemonade.

Holy Trinity School is involved through the British Council in an EU Comenius project called Europe's Got Talent: How to succeed in the world of work, the aim of which is to develop entrepreneurial skills in young people across Europe.

The school is partnered with schools across Europe including Croatia, Italy, Latvia, Norway, Poland, Portugal and Turkey for the two-year British Council programme, and UCL will share details of its Citrus Saturday initiative with teachers from these partner schools when they visit London in March.

Citrus Saturday grew fast in 2013, and has already run successfully across several European and African countries, including Belgium, Ireland, Swaziland and Mozambique.

Format

The format of the programme is simple. To begin, teachers use the Citrus Saturday Toolkit to run workshops on the basics of entrepreneurship, covering how to form a business team, deciding on a product, selling to customers, hygiene, budgeting and – perhaps most importantly – how to prepare delicious lemonade. All the teaching materials and workbooks have been created by entrepreneurs from UCL Advances and are supplied in the Toolkit with guides on how to run events and everything needed to make a professional market stall.

For the participants, the idea is that each team runs their stall as closely to that of a small business as possible. Seed money is allocated for each team, from which they have to buy fruit for the day and cover other expenses.

Speaking ahead of the event, Sara Hawley, International Coordinator at Holy Trinity Primary School, said:

“Already the pupils involved in the day have been really excited about getting out of the classroom and coming up with a delicious lemonade recipe, talking about how to sell it and designing posters.

“Seeing their enthusiasm, I’m sure children from across Europe will be just as excited as those at Holy Trinity are, and I’m looking forward to sharing it with other teachers and getting their schools involved, too.”

Jack Wratten, Manager of Citrus Saturday at UCL, added:

“Citrus Saturday has already proved a hit internationally and we’re always looking for ways for more kids to get involved.

“What sets it apart from other projects to get kids interested in business is that it plays to what they want – a fun, competitive day with their mates which gives them the opportunity to learn new skills and believe they can do new things.”

ENDS

NOTES TO EDITORS

To arrange an interview with a spokesperson, or for images, please contact:

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1. About UCL Enterprise

UCL Enterprise provides UCL’s structures for engaging with business for commercial and societal benefit. It includes three units: UCL Advances, UCL Business and UCL Consultants, along with corporate partnerships. Together, they provide access to the capabilities and resources of the UCL community to help businesses start, grow and develop.

2. About UCL (University College London)

Founded in 1826, UCL was the first English university established after Oxford and Cambridge, the first to admit students regardless of race, class, religion or gender, and the first to provide systematic teaching of law, architecture and medicine. We are among the world’s top universities, as reflected by performance in a range of international rankings and tables. UCL currently has 27,000 students from almost 140 countries, and around 11,000 employees. Our annual turnover is nearly £1 billion.

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