

# PRESS RELEASE

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## Ormiston Students Experience Enterprise Challenge

### ORMISTON VENTURE ACADEMY

Embargoed until December 1<sup>st</sup> 2015

An exciting Super Learning Day gave Year 8 students at Ormiston Venture Academy the opportunity to display their entrepreneurial skills this week. Inspired Youth is a local company that aims to 'engage enterprise with education.' Founder Rob Whitwood arrived with a team of local business men and women who helped guide the fledgling student businesses throughout the day.

Working in teams, pupils were tasked with designing a new tourist attraction for the Great Yarmouth area. Students were awarded marks for presentation, originality of design, thinking about environment concerns and team work.

Students began by organising their team members into key roles, including researchers, financial managers, designers and marketers. A logo had to be designed, a business concept agreed and at least one local business person from the locality had to 'sign off' on each design, to show that their ideas might legitimately work in the real world.

A huge array of ideas were presented, including a giant model of a person that tourists could walk around inside to understand how the body works, a water park based on the Matrix movies and futuristic flying attraction that allows holiday makers to see the coast from above. There could however be only one winner and the successful team was 'On the Coast.' Their inspirational presentation told of a theme park that would be partly on land and partially under the sea. It would allow tourists to swim with unusual fish and would give endangered species a home for life.

Via Twitter, one parent commented, "*Inspired Youth thank you...and thank you from my daughter who had a fab day today @OrmistonVenture.*"

Spencer Doggett, Assistant Principal at Ormiston Venture Academy said that, "Students had to try very hard to be successful in a range of skills. Working creatively with others under the pressure of time constraints and towards particular criteria really did open the students' eyes regarding how a successful business is run."

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Our Twitter: [@OrmistonVenture](https://twitter.com/OrmistonVenture)  
Our Student eMagazine: <https://www.makewav.es/venturestudentmagazine>

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