

Enterprise week 2007

make **YOUR** mark
IN CREATIVE INDUSTRIES



Working to create
a culture of enterprise
in museums, libraries
and archives



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**MLA Partnership and the
national Make Your Mark
campaign have joined forces
to actively promote and instil
the value of an enterprise
culture in museums, libraries
and archives. An easy way to
get involved is by participating
in this year's Enterprise Week.**

**Contact your MLA Regional
Agency for more information
(see contacts at the back) and
use this guide for ideas on
how to get involved.**

Enterprise Week provides an ideal
opportunity for museums, libraries and
archives to highlight the importance of
creativity and enterprise – so take this
opportunity to inspire young people in
your local area and community.

**This year's Enterprise Week
is 12 – 18 November 2007 and
further details can be found
at www.enterpriseweek.org**

Enterprise in action Ryedale Roaring Twenties

Ryedale Folk Museum in Yorkshire
funded students from Northallerton
College to run the museum for a day.
They formed a board including a chief
executive and artistic director, and
were given a deadline to deliver a
drama production at the museum.
The theme was the Roaring Twenties.

The research took place at the Museum
and local library services. The students
performed murder mysteries in the
style of Miss Marples, with the students
staying in character all day. Activities
included dance routines, gangster
sketches and art displays. In total a
group of 37 students delivered the
programme in the museum. The event
included a fantastic ball on the last night.



It is important that young people grow up in an interesting and inspirational environment that encourages creative and enterprising thinking.

Museums, libraries and archives provide the resources to help young people believe in themselves and their ideas.

How can you get involved in Enterprise Week?

You could:

- link existing activity that promotes the generation of ideas and creative thinking with Enterprise Week – have a look at our case studies from other museums, libraries and archives for great examples
- use historical evidence to inspire young people to consider how they might develop new ideas (see for example the case study from the British Postal Museum & Archive)

Enterprise in action Bolton Libraries

Bolton Libraries undertook an arts-led research project to consult with the local community about how to make a new library space more appealing to young people.

A local digital artist worked with a group of young Asian women who used the library's community room as a regular meeting place. The project introduced the group to digital video, teaching them new skills to create a video diary of their community, and

asked them to consider what would make the library an ideal social space for themselves and their peers. The group felt that a more relaxed environment, somewhere where they could 'hang out', read magazines and books and chat with each other, would be an attractive offer to local young people. This space could become a hotbed of discussion and creative thinking, allowing young people to form networks and, through peer-to-peer learning and sharing of information, support and develop enterprising ideas.

- provide information to support young people's understanding of self-employment and enterprising behaviours
- provide spaces where young people can network to discuss their ideas
- use the key themes for 2007 (encouraging more women and ethnic minority groups to be more involved in enterprise) to develop your own events
- encourage enterprising staff under 30 to set up new networks
- promote the availability of resources for young people who need help to turn their ideas into reality

The benefits of getting involved in Enterprise Week

- engagement with a young and often hard to reach audience
- the potential of local, regional and national publicity
- a more motivated and enthused workforce
- new and dynamic partnerships and programmes
- knowing you are helping to change the future

Enterprise in action British Postal Museum and Archive (BPMA) with Rotherfield Primary School

BPMA worked with MLA London's Teacher Placement Scheme to host a creative enterprise project planned by two trainee teachers for young people from Rotherfield Primary School studying Key Stage 2 History.

The sessions focused on historical context and exploration, allowing pupils to interact with the Access Manager at BPMA, dressed up as Rowland Hill, father of the Penny Post. Staff from Royal Mail also visited the school and worked with the pupils to explore communication.



About MLA

The Museums, Libraries and Archives Council (MLA) is the lead strategic agency for museums, libraries and archives. It is part of the wider MLA Partnership, working with the nine regional agencies to improve people's lives by building knowledge, supporting learning, inspiring creativity and celebrating identity.

The Partnership acts collectively for the benefit of the sector and the public, leading the transformation of museums, libraries and archives for the future.

Visit www.mla.gov.uk

Enterprise in action Community Archives - Eastside Community Heritage

Eastside Community Heritage, an oral history archive in Stratford, ran a project called 'Our Brick Lane'. The aim was to encourage young people to extend their creative thinking and ideas and develop enterprise skills.

Young people from the area interviewed elders from the Bengali and Jewish community, and anyone else with memories of East London in the past. Armed with tape recorders, the young people built a vital resource of what it was like to arrive in London in the fifties and sixties. The work was combined with documentary filmmaking and education worksheets focusing on the history of the area.



About Make Your Mark

Make Your Mark campaign is the national campaign to create an enterprise culture among young people in the UK, by giving those in their teens and twenties the inspiration and opportunity to turn their ideas into reality. This could be through starting a business or social enterprise, or by making an idea happen at work or in education.

Make Your Mark in Creative Industries focuses on forming partnerships and catalysing activities which will help young people to be creative and entrepreneurial, as students, employees, entrepreneurs and members of a community.

Visit www.starttalkingideas.org

As the MLA Partnership is coordinating events for Enterprise Week please contact your regional MLA agency to let them know what you are planning and for more information on getting involved:

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