



*Creative
Education
Academies*

PRESS RELEASE

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Young entrepreneurs show their community spirit in day of service

Six Midlands secondary schools pitch their social action projects at the Creative Education Trust's annual Day of Service on Friday 4th April.

Hagley Park Academy in Rugeley, South Staffordshire, plays host to teams from five other CET schools in the final presentations for the Citizenship Foundation challenge, *Giving Nation*. In the nationwide scheme school teams are challenged to identify a need within their local community and set up a social enterprise, campaign or fundraising venture to meet it.

Hagley Park and **Fair Oak Academies** (Rugeley), **Thistley Hough Academy** (Stoke-on-Trent), **Ash Green School** (Coventry), **Abbeyfield School** (Northampton) and **Weavers Academy** (Wellingborough) present their initiatives to a three panellists: Naomi Kennedy of the Citizenship Foundation, Emily Campbell, Director of Programmes for Creative Education Academies Trust, and leading service designer Emma Southgate.

Responses to the challenge range from a toy library to relieve the isolation of families living in poverty (Rugeley Academies) to a clean-up initiative for the local park (Weavers Academy); from a teenage communication unit for the local NHS trust to a campaign against the dangers of gambling (Thistley Hough Academy) and another campaign for a pedestrian crossing to be installed on the road outside Ash Green School where four students have been hit by cars in the last two years. Impressive funds have been raised for a local young peoples' welfare charity by the Giving Nation team at Abbeyfield School.

Abbeyfield School students Summer Anger and Roisin McDermott say "Giving Nation's shown us how to work effectively as a united Year 8! We've had such fun working alongside the community to raise awareness for a great cause." Nerja Dhmiija at Ash Green School say "We know change won't happen overnight, but we're looking forward to the challenge and pleased to have the chance to work on something important." Her classmate Louise Painting added "The process has been hard work and there's still a lot to do but we won't stop until someone listens."

Naomi Kennedy of Giving Nation said "We know that most schools spend a lot of time and energy each year raising money, campaigning and volunteering for charities. Unfortunately schools often struggle to find effective ways of encouraging all students to become involved in this process. Through taking

part in the Giving Nation project the CET academies have joined a network of hundreds of other schools all dedicated to taking a stand against the community issues that they feel strongly about. They have enabled all their young people to record, share and celebrate their fantastic achievements; ensuring that together we can raise the profile of young people's giving."

Two leading London service design companies ran workshops for students in the weeks leading up to Friday's event. CEAT Director of Programmes Emily Campbell said "This is a key event in the challenging and creative enrichment programme through which we aim to open our students' minds to the creative opportunities that await them as citizens in the world beyond school".

Creative Education Academies offer a high quality, rigorous education, ensuring that all students achieve the best possible results and qualifications. Using the Government's benchmark of 5 A*-C grades including English and maths, GCSE attainment in CEAT academies went up by an average of 12% in 2013. Inspired by the principles of creativity, innovation and enterprise, Creative Education Academies use the concept of design to connect all areas of the curriculum, drive up attainment and increase employability.

To find out more about Creative Education Academies, visit www.creativeeducationacademies.org.uk.

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