

THE AWARDS 2020

Widening Participation or Outreach Initiative of the Year

Institution name	North East Collaborative Outreach Programme (Lead Institution: Newcastle University)
Submission title or project name	FutureMe Enterprise Challenge
Nominee/key personnel	
URL	
Submission	<p>Engaging young men in the North East to consider and apply to higher education is one of the challenges facing the Uni Connect programme in the region. Our solution has been to develop an Enterprise Challenge to capture learner voice and enable young men to develop their own ways of communicating what higher education means to them through a 12 week structured programme.</p> <p>Enterprise Challenge is an innovative project created in partnership with our local football club education teams (Foundation of Light, Middlesbrough FC Foundation and Newcastle United Foundation). It is an intensive 12 week programme which utilises the Premier League Enterprise Programme to inspire young people and increase their aspiration and skills and to support informed decisions about higher education.</p> <p>The programme incorporates school focused frameworks such as the Gatsby Benchmarks, the Careers Development Institute framework and PSHE/national curriculum.</p>