

Aylesford School – Sports College



Aylesford School was a National Challenge school, and worked with Future Creative as part of the Meeting the Challenge initiative (ensuring that at least 30 per cent of will gain five or more GCSEs at A* to C, including both English and Mathematics).



Location:	Maidstone, Kent
When:	September 2010 – February 2011
Numbers participating:	16 young people
Target age groups:	Year 10 at Key Stage 4

Outcomes:

At the end of the project, 65% of the students had raised their English and maths grades by one grade or more.

All participating young people also achieved their bronze Arts Award, as accredited by Trinity College London.

Impact:

Teachers concluded that young people who were regularly absent from school went to great lengths to not only be at lessons on time, but even arrived early.

“Students are keener to come to lessons and achieve because they are more involved in their learning.” (Teacher, Aylesford School)

“I didn’t know it could be so easy to improve my grades!”
(Year 10 pupil, Aylesford School)

What did we do?

Future Creative delivered the 12-week *Making the Pitch* programme, which is designed to use the concept of ‘Dragons Den’ to engage young people in learning and to raise their attainment. The participating young people generated new business ideas, conducted intensive market research, and worked out comprehensive budgets and forecasting. They also created a scale model of their product. They delivered persuasive pitches to a panel of ‘dragons’ from the creative and cultural sector.

