



DEAR HEAD TEACHER,

We here at Material Towers would like to inform you of an exciting project, called Fresh Material, which is open to all P7 students of Glasgow Primary Schools. Some of you may remember Fresh Material from its inaugural success last year.

The project is run by Glasgow based marketing agency **Material** and seeks to engage P7 students on a number of levels via an event project competition. Groups of students from each Primary School in Glasgow are asked to propose an event for their school from idea creation through project management to the actual production of the event for the winning school.

Through Fresh Material both students and teachers are able to utilise the field of event creation to support many areas of the curriculum. This opportunity is available to **all P7 students in every Primary School across Glasgow** and has been created in partnership with **Glasgow City Council's Determined to Succeed** initiative under the Enterprise in Education banner. Enterprise in Education aims to shape the business people of tomorrow, and help today's businesses enjoy a share of that success now and in the future.

Determined to Succeed promotes valuable experiences for pupils at all stages of their education, developing skills and a sense of purpose that can last a lifetime. The aims of Determined to Succeed are entirely consistent with what teachers are doing, day in, day out, in Scotland's schools: encouraging all young people to have the self-confidence and belief in their own talents and abilities, preparing them for work, and developing the skills they'll need to make the most of their potential. Determined to Succeed is not about producing the business executives and entrepreneurs of tomorrow. It's taking us towards a more enterprising, successful Scotland, where all young people understand the contribution they can make, to their school, and beyond that, to their communities and to the wider economy. For those young people that needs additional support, we want to make the prospect of making this sort of contribution both desirable and realistic. Fresh Material aims to engage P7 students within these aims in a fun and relevant context, giving them clear outcomes to work towards and a specific framework to work within.

Full details of what is required for the entry process and a guide for students and teachers to assist them with getting the most out of the process is downloadable from www.freshmaterial.co.uk. Visit the site throughout your application process to receive up to date news and information. In addition to proposing an event idea for their school, students are asked to put together a project team (nominating individuals for various different roles), propose content for the event and also come up with creative aspects including poster suggestions and other promotional materials. **Please note that this project should be led by the students themselves and judges will be looking for evidence of this.** With the exception of ASL Schools, teams who are deemed to have had excessive leadership and input from their teacher are unlikely to succeed.

Multiple group entries from each school can be put forward for the competition or alternatively you can introduce your own internal selection mechanic, with a **final shortlist of 5 schools** being selected to come together in front of the Management Team at Material and an expert panel to present their event idea for their school. From these final presentations, Material and the expert panel will select one winning school, which will get the full backing of Material's agency teams to put together the event and deliver it at the winning school. Material will fund the event for the school, with a total budget fund for the entire project capped at £5000.00.



Completed entry packs must be posted to **Danni Gordon** at Material at the address below to be received no later than **15th March 2009**.

All candidates will be notified in writing by 19th April 2010 with the final 5 schools asked to come and make their presentations to the judging panel weeks beginning 3rd + 10th May 2010 in Glasgow. The winning school will then be notified by 17th May 2010 and the winning event will then be produced within an agreed time frame from that date with a view to make the final choice an 'end of term' event in June 2010. Full details are available within the student information pack enclosed.

The projects aims are to engage P7 students in a number of ways:

- **generating the creative idea for the event: what would be the ultimate event you would like to have at your school**
- **creating a project team: nominating individuals for different roles based on their strengths, learning team work skills**
- **writing the entry forms and coming up with further ideas for how to promote the proposed event to other students**
- **presentation skills for the final 5 shortlisted school teams**
- **for the winning team, working with an award winning agency to put on their dream event including work experience time in the Material office and a working role at the event itself**

Material are a Glasgow based agency who work across a number of disciplines including music, art, film, football, athletics and many others. We have award-winning teams across these fields and benefit from an excellent in house creative and design team – all of these teams will have input in to working with the final winning school to deliver the event.

Material has worked on delivering internationally successful events as diverse as T in the Park, Bank of Scotland Fireworks Concert, BAFTA Scotland Awards, Bank of Scotland Cup (Athletics) and the Scottish Cup Final. Material have also worked on various other youth event initiatives including education programmes for the Bank of Scotland around Scottish Ballet, International Youth Theatre Festival, Aye Write, National Galleries and the EIF plus multiple award winning youth sport initiatives including Bank of Scotland Midnighleague, Soccer One and the Scottish FA Youth Football programme.

Fresh Material for P7 Students represents a core strand of Material's CSR programme and represents a commitment to giving something back to the communities we operate within as well as a fantastic opportunity to work with School groups to show the creativity that working in the events industry can inspire.

For further information on this project please contact either myself or my assistant Danni Gordon direct on the contact numbers listed below.

We look forward to hearing from your students and receiving your school's entry.

Best regards,

Sera Miller
Managing Director