

NEWS RELEASE

Monday 13 July 2009

FOR IMMEDIATE RELEASE

Brit Writers' Awards: proud sponsors of the Go4it Awards

The team behind the Brit Writers' Awards was pleased to sponsor this year's prestigious Go4it Awards, which honoured 22 innovative UK schools.

On Tuesday 7 July 2009, the team behind the Brit Writers' Awards was proud to attend the annual Go4it Awards ceremony, held on board the Symphony river boat on the Thames in central London.

Go4it is a leading UK awards scheme, run by HTI (Heads, Teachers and Industry), to honour schools that demonstrate a culture of creativity, innovation and adventure for learning.

With recent research* showing that teachers are concerned that today's desire for 'zero risk' is depriving children of important life experiences, Go4it supports and rewards schools that take a balanced approach to managing risk, using common sense.

In the ceremony held aboard the Symphony last Tuesday, 22 schools were honoured with a Go4it award.

Go4it patron Simon Woodroffe, founder of YO! Sushi and one of Britain's most successful entrepreneurs, said: "HTI's Go4it awards are unique, showcasing UK schools whose pupils are freed from a 'cotton wool culture' and encouraged to take sensible risks, be innovative and enterprising. Britain needs 'Go4it' kids for the benefit of the economy and society as a whole."

He continued: "We have all heard the stories of risk aversion such as needing to wear goggles to put up a poster and it being 'illegal' for a school nurse to apply suncream. But the Health & Safety Executive assure us that regulations to prompt such behaviour simply don't exist. So we have to ask ourselves why this risk aversion occurs, is it fear of litigation or prosecution; angry parents; confusion about what the law requires; time pressures; fear of media coverage?

"We need to back our headteachers to break these barriers down in a national campaign to help them to 'Go4it'."

Go4it, the only awards of their kind, are fast becoming recognised as the benchmark for a can-do attitude in schools. Imran Akram, founder of Brit Writers, said his team was delighted to sponsor the awards, feeling that the two programmes' aims mirror each other perfectly.

"The relationship between Go4it and the BWA is very important, as we're also keen to remove the barriers that hold children back from pursuing their interests and ambitions in life. While BWA is all about writing creatively and inspiring new talent, our main principle is the same as Go4it's: imparting a culture of creativity, innovation and adventure for learning in the UK."

[PAGE 1 OF 2]



From left: Imran Akram, Anne Evans OBE (Chief Executive, HTI), Tracey Maude (HTI), Geoff Armstrong CBE (Chair of Trustees, HTI)

This year's winning schools included:

* a business and enterprise college in the West Midlands where pupils painted the walls as part of a project on Leonardo da Vinci;

* a school for excluded pupils in Wiltshire with an on-site garage and flat for teaching mechanics and vital home skills;

* a school in West Sussex which holds an enrichment week with 'Face Your Fears' activities to build teams and promote problem-solving skills;

* a primary school in Middlesex where pupils worked alongside police using speed guns and helped to stop drivers not wearing seatbelts.



Imran Akram speaking onboard the Symphony

[ENDS]

NOTES FOR EDITORS:

About the Brit Writers' Awards

The Brit Writers' Awards is a brand new initiative to encourage and inspire new writing talent. It is an annual event and is open to unpublished writers of all ages and from all backgrounds.

More information about the initiative is available online at www.britwriters.co.uk. For media enquiries, please email media@britwriters.co.uk or call 0871 237 4442 and ask to speak to Zareen Roohi Ahmed.

Schools, businesses and community organisations & projects can sign up to be part of the BWA by visiting www.britwriters.co.uk. Individual entries are also welcomed.

About HTI and Go4it

HTI is a longstanding independent charity that works in partnership with education, business and government to enhance school leadership and the employability of young people. It launched the Go4it awards in response to recruitment and 'cotton wool kid' concerns of UK employers.

Twenty two schools have successfully achieved Go4it status in 2009, joining 50 previous award winners. There are a further 238 schools awaiting accreditation, with several hundred more expressing interest.

*Research by Teachers TV, June 2009: <http://www.teachers.tv/news/35623>.

[PAGE 2 OF 2]