January 2025

Dear Parent/Guardian

Duke of York inspiring Digital Enterprise Award (iDEA)

As you will already be aware, we have a very successful history of offering our students the opportunity of completing their Duke of Edinburgh Bronze Award during their time with us. We are ready to announce that we can now also offer our students the opportunity to achieve The Duke of York inspiring Digital Enterprise Award (iDEA).

The inspiring Digital Enterprise Award (iDEA) is an international programme aiming to help address the digital skills gap. The programme provides free digital skills education in the form of engaging online modules (badges). iDEA's different learning categories cover topics such as diverse as cyber security, cloud computing and e-safety, and animation, growth hacking, customer relationship management and web development.

iDEA is a blended learning approach that aspires to be a digital and enterprise equivalent of The Duke of Edinburgh Award. Students can take on a series of challenges that earn them points which aggregate towards their Bronze, Silver or Gold Inspiring Digital Enterprise Award. All the digital badges are short modules which can be completed anywhere a learner can be online. We feel that winter is a great time for us to promote this award with the weather preventing us being outdoors as often as we would like and to also provide a focus for time being spent online.

Students across all years will have access to all three awards. The requirements are below:

- To achieve the Bronze Award, students need to collect 250 points from Bronze-level badges, and they need to include 50 Citizen points, 50 Worker points, 50 Maker points and 50 Entrepreneur points.

- To achieve the Silver Award, students need to have completed all three Silver-level badges in four of the five available categories. The Citizen category is mandatory.

- To achieve the Gold Award, students will need to have achieved the Bronze and Silver Awards and will need 500 Gold points which can be earned by completing Gold-level iDEA badges.

Once an award has been achieved, students can be provided with an official certificate and iDEA record of achievement to showcase each completed badge for demonstrating their digital and enterprise skills to potential employers in the future. We will also be providing students with a pin badge they can wear on their lapel as we recognise how many of our students enjoy doing this.

Over...

Mrs Qadri and I will be providing time within the Key Stage 3 Computing curriculum to support students working towards their Bronze award. This will allow students to receive their login to the iDEA portal and make progress within the system. Students can also work on their award in HX2 during Monday, Wednesday and Thursday lunchtimes and even outside of school time should they wish. We also welcome any of our Key Stage 4 students in Year 10 and Year 11 who would like to complete the programme outside of lesson time.

Yours faithfully

Miss G Gregson
Teacher
KS3 Computing, KS4 Digital IT and Enterprise

g.gregson@priory.lancs.sch.uk