

ENTERPRISE BULLETIN

Spring Term 2015

Issue Number 43

We are committed to educating our students to become enterprising individuals, successful in their learning, in their future careers and in life. This Bulletin is a termly publication to students, staff, parents, businesses and community partners. The Bulletin highlights and celebrates some of the good practice that is taking place. We hope that through this Bulletin you will gain a better understanding of what it means to be a Business & Enterprise College.



What will make our bag different and better than the rest?

An impressive straw tower, but will it take the weight of the ball?



Family Enterprise, a success at St Bart's

At the beginning of the Spring Term, Year 7 parents and guardians were invited to team up with their son or daughter and take part in one of three Saturday morning sessions of Family Enterprise. Places were soon booked up and dates confirmed.

The Family Enterprise Experience has been running successfully for several years and provides students with an opportunity to work with a parent or other family adult on some enterprise challenges in an informal and fun way.

Each session began with an introduction to enterprise and what it means to be enterprising. Teams then moved on to tackle a typical icebreaker—build the tallest tower, strong enough to hold the weight of a ball, using just a limited supply of plastic straws and a stapler.

This activity generated a lot of amusement as well as some interesting constructions. It also made students think carefully and creatively about how best to meet the task which they had been given.

The main challenge of the morning required teams to have a go at making bags from recycled newspaper. They could choose to make a standard bag or opt to spend some of their "money" on a range of embellishments. Whilst making their bags they also had to put together a sales pitch and then "sell" their bags to the other teams. This exercise helped students develop a range of core skills including planning, time management, marketing and team work.

All three sessions generated some excellent ideas as well as great family teamwork.

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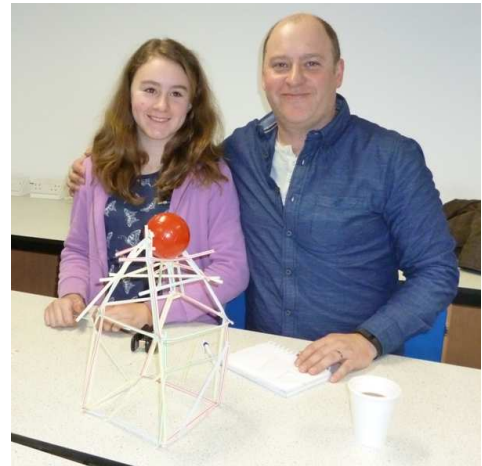


"I can't wait to start up a business idea." (Student)

"It's fabulous that the school has such an interesting event to encourage entrepreneurship at such a young age. Well done." (Parent)

"Really good event for team building and varied tasks." (Parent)

"Thanks for the £10 enterprise loan, best idea! Will spend mine wisely!" (Student)



Another aim of Family Enterprise is to inspire students to have a go at a small enterprise venture of their own. At the end of each session, every student was presented with a £10 enterprise loan with which to come up with an idea and see how much they could increase it by. Of course some may experience success and some may not, but by being given the chance to have a go themselves it hopefully becomes a more valuable learning experience.

One of the students, Edan Camplin of 7C3, was very quick to get started and has already returned his loan. Deciding on a cake sale "because people enjoy eating cake and they would spend money on them" Edan baked a selection of cakes, flapjacks, brownie cupcakes. Following the cake sale he made a profit of £22.60 and decided to split it between his house charity, Newbury Cancer Care and his own personal "laptop fund". Well done Edan!



Theme Park Challenge hits local primaries



Year 4 classes at St Nic's, John Rankin, Falkland and St Joseph's primary schools were eager to welcome our Year 12 students into their schools this term.

Initially advertised last term, our Year 12 students signed up quickly to take part in this primary school teaching programme—an opportunity which has proved to be an annual favourite with everyone involved.

The Theme Park Challenge consists of 5 individual lessons, each with a different focus and each delivered by our Year 12 students who take part in a training session prior to each lesson. The subject of the programme is in the title—design a theme park—and in their small groups the Year 4 pupils tackle a range of topics relating to the design, planning, finance and marketing of a theme park.

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Last year the Education Business Partnership launched their new challenge, CULTIVATE, a competition designed to encourage students to take the first step to develop their business potential. It was with great delight therefore that we were able to announce that a team from St Bart's were the competition's first winners, taking home a winning prize of £500 to invest. This year CULTIVATE is running again and the school has entered another group of interested teams taken from our own Year 9 Apprentice Challenge (see Enterprise Bulletin Autumn 2014).

The first stage of the competition required all students to take part in a "Cultivate Ideas" workshop in February (pictured top right). Supported by business mentors

and the EBP, the students discussed and developed their ideas and received invaluable advice on how best to move their ideas forward. In addition the workshop focussed on presentation skills, skills which they would need to help them through the next phase of the competition.

After the Easter holidays all 6 of

our teams will be presenting their businesses to a selection panel and will be up against other young participants from local schools and organisations all hoping to get through and stay in the competition. The successful teams will progress and receive one-to-one mentoring with a business advisor before the Final at the end of the summer term.

COMPETITORS

EMILY AYLING 9C2
LIBBY DAVIS 9C1
MOLLY DUMMETT 9C1
STEPHEN CHOOI 9C2
ISY HART 9C2
EDEN LAING 9E3
VICTORIA OSBORN 9P1
STEPH NOBLE 9P1
BETHAN HARRIS 9P1
THEA MANTON 9C1
HARRIET ATHERTON 9C1



The photos here show pupils at St Nic's clearly enjoying themselves. During this particular lesson they had to think about the kind of costs involved in designing and running their theme park. It introduced them to the concepts of "selling price" and "profit" and also gave them a chance to play a version of Junior Monopoly, also designed around the management of a theme park.

Another popular lesson comes at the end of the series and gets the groups

thinking about advertising their finished theme park. With the aid of mini video recorders the pupils have to put together a promotional video which they then film and show to the rest of the class at the end. As you can imagine this is a new and exciting experience for many of them and produces some excellent and amusing results!

Always a popular event, the Theme Park Challenge is a fun and rewarding experience for both our Sixth Formers and the primary schools and recommended by all involved.





As reported in the Autumn edition of the Enterprise Bulletin, a group of Year 12 students have come together to take part in the Young Enterprise Company Programme and formed their own company, PIXEL, making handmade scented candles. Since last term they have worked hard and have been involved in several successful sales events.

all appreciated the fact that the product we were selling included the 'up cycling' aspect".

The new year then arrived and on Saturday 31 January PIXEL took part in the Young Enterprise Trade Fair at the Kennet Centre in Newbury. By this time it was their third selling event so they felt confident in their selling



PIXEL, proud winners of the Best Trade Stand Award 2015



The Company Programme came to a climax for the team during the recent West Berkshire Young Enterprise Awards Evening on 18 March. At the event PIXEL was up against other student companies from Downe House and St Gabriel's. All companies put up their display stands taking great care to exhibit their products to their best advantage. Judges took time to wander around each stand and to ask questions of each company. This was then followed by team presentations as well as a few words from the guest speaker, Alan Donegan, of the Pop-Up Business School, an organisation helping people to set up businesses doing what they love and making money.

At the end of proceedings PIXEL were delighted to be the winners of the Best Trade Stand Award and proudly received their award from one of the Trade Fair judges, Mag Williams from Kennet Shopping. A great achievement and well deserved.



Presented with the perfect opportunity to promote and sell their product, PIXEL made sure that they had a stall at the Hungerford Victorian event held in the run up to Christmas. Preparation and planning were key and the team gave their stall a Christmas theme "using decorations such as tinsel, fairy lights and snowflake confetti" (pictured right).

Their efforts were not in vain. The evening proved to be a very successful event bringing them sales totalling £183.59. They also found it to be an ideal market research opportunity in that it helped them to establish which candle scents sold better than others. "Many customers commented on how welcoming it (the stand) looked and they

techniques and displays.

"While in our Christmas sales we focussed primarily on more seasonal scents, this time we chose to have Valentine's themed scents and this theme also reflected in the decoration of our stand (e.g. Love heart sweets and chocolates). These scents were very popular with our customers and included clove, strawberry, cherry and spiced apple. Throughout the day we recorded the size and scents of candles that sold ... This information is useful to our operations team as they know which type to reinvest in making again".



Christmas display at the Hungerford Victorian event