

The Enterprise Challenge



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Give your students the opportunity to develop enterprise skills within a supported framework

Why an Enterprise Challenge?



Based on evidence from District Councils and research around enterprise training



Working collaboratively with public and private sector stakeholders



Target secondary school age students across settings



Pilot to take place in Summer 2022

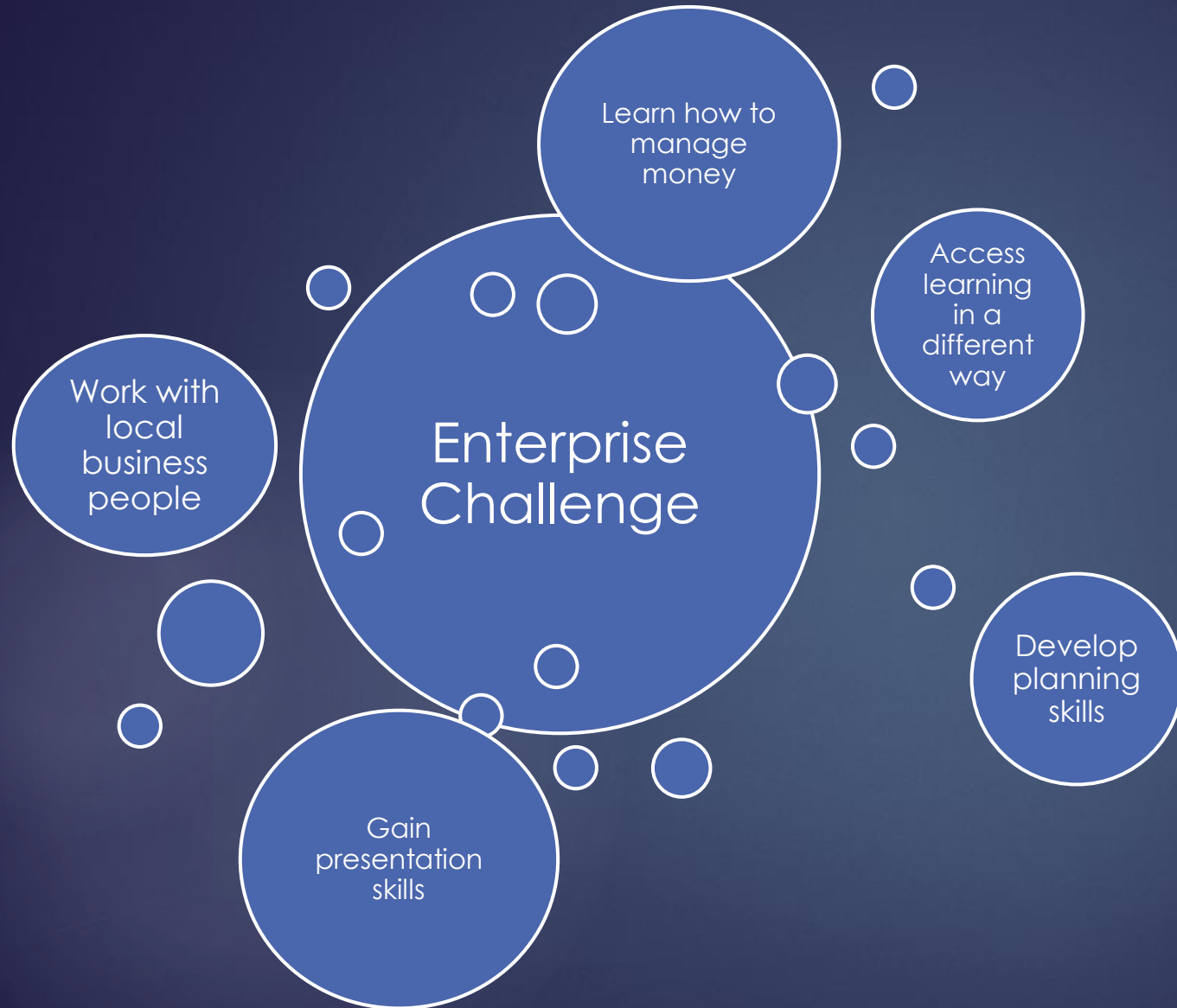


Opportunity to develop a business opportunity within a supported framework



Creative design and presentation will be encouraged

What is the idea?





What is the Enterprise Challenge?

- ▶ Students will meet and work with local, inspirational business people
- ▶ Students will come from a range of settings and provisions to ensure inclusivity and reflect the diversity of the entrepreneur profile
- ▶ Students will gain experience of a range of business planning and presentation skills
- ▶ Students will have the opportunity to present their ideas to local private and public sector leaders
- ▶ Students will be able to compete against their peers in local and regional heats and finals
- ▶ Students and settings will have the opportunity to win a prize

Where?



The Enterprise Challenge

- ▶ We are planning a pilot project in the Summer/Autumn terms of 2022 across Babergh/Mid Suffolk and West Suffolk District Councils
- ▶ Settings showing initial interest include:
- ▶ **West Suffolk:** Priory School (Bury St Edmunds), Castle Manor Academy (Haverhill) and One Haverhill Youth Skills (to be confirmed)
- ▶ **Mid Suffolk:** Thurston Community College (Thurston), Olive Academy (Stowmarket) and The Mix (Stowmarket) (OA and TM to be approached by Glen)
- ▶ **Babergh:** Thomas Gainsborough (Sudbury), Holbrook (tbc) and another (tbc)
- ▶ Working with District Council Skills Teams, Enterprise Advisor Network and local co-ordinators to develop and maintain links with settings

The Challenge

- ▶ Students will be asked to present their enterprise idea via a range of media.
- ▶ These will be chosen by the student/team and link specifically to their 'product'
- ▶ Students should primarily focus on:
 - ▶ an **explanation** of their product
 - ▶ **why** they think it will be a viable money-making proposition.



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- ▶ **Presentation options could include:**
 - ▶ traditional business plan
 - ▶ video content
 - ▶ social media page
 - ▶ mood board
 - ▶ existing web page
 - ▶ podcast
 - ▶ presentation
 - ▶ computer programme
 - ▶ promotional content

The Details

- ▶ Open to individuals and groups of up to 4 students
- ▶ Maximum of 10 individuals/groups from each setting can 'come through' to the District Finals – **some advice can be given on the selection process if required**
- ▶ Each group will have a mentoring session available to them prior to presenting their work
- ▶ Dragon's Den-style District Finals during Autumn term 2022 leading to a 'Regional Final'
- ▶ Prize for school - £500 towards activities supporting careers inspiration
- ▶ Individual/Team District Prize of £50 gift voucher (per person) and Regional Final Prize of £100 gift voucher (per person)
- ▶ Regional final to take place Autumn term 2022 (at Suffolk Careers Festival 12th October)

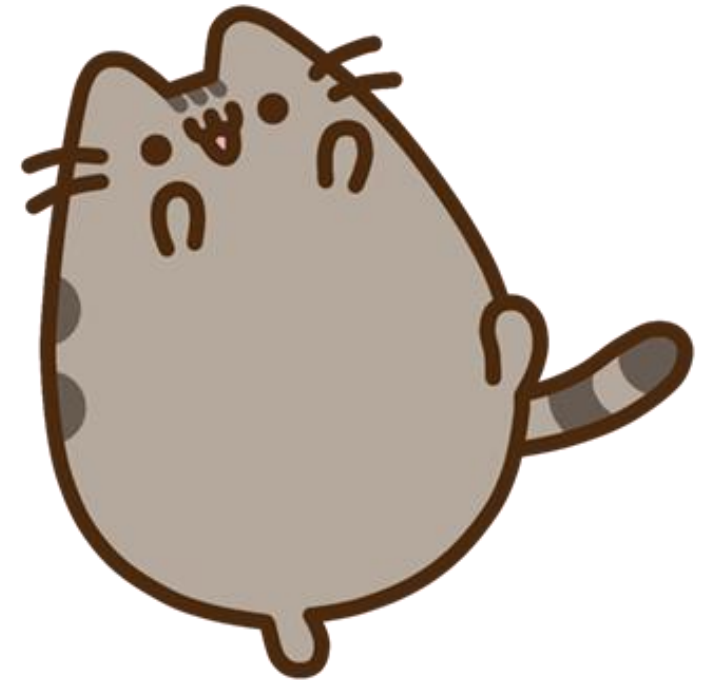


Why is enterprise important?

- ❑ Microbusinesses represent more than 2.1 million businesses and 33% of employment in England, their growth has outpaced that of larger companies over the last decade.
- ❑ Microbusinesses make up 90% of UK enterprises.
- ❑ 70 – 80% increase in demand for small business support across East Anglia (Nwes) in 2020/21.
- ❑ Self-employment can be a realistic route out for those living in deprived communities who are seeking to achieve improved wellbeing.

Benefits:

- ▶ Enterprise skills link directly to essential numeracy and literacy skills
- ▶ Increases motivation and resilience
- ▶ Develops a stronger sense of financial self-reliance
- ▶ Encourages creative thinking and improves problem solving skills
- ▶ Improves emotional intelligence/team-working skills
- ▶ Enables goal setting ability and develops a sense of achievement



Partners include:



- ▶ West Suffolk Council
- ▶ Babergh and Mid-Suffolk Councils
- ▶ Suffolk County Council
- ▶ Enterprise Advisor Network
- ▶ MENTA
- ▶ Nwes
- ▶ Innovation Labs Group
- ▶ BGCN
- ▶ BT
- ▶ Ipswich and Suffolk Tech Network

The Role of a Mentor

- ▶ We would ask mentors to produce a '**video biography**' to share on our webpage.
- ▶ Video Bio should introduce yourself and answer these questions:
 - ▶ Where you are in your career?
 - ▶ How you got there?
 - ▶ Why you got there?
- ▶ We would ask that you commit a minimum of 4 hours contact time (virtual or face to face)
- ▶ That you are happy to work with a variety of age groups and abilities
- ▶ That you can offer time to students to suggest improvements to presentation and to guide their ideas
- ▶ That you are available and happy to agree arrangements with mentees/schools after an initial introduction

How can you help?

Let us know:

- ▶ Can you offer some time to be a mentor for an individual/group? This would involve a minimum commitment of 4 hours (virtual or face to face)
- ▶ How about being a 'Dragon'? (would you like to Judge our finals?)
- ▶ Do you have any content that would be useful?
- ▶ Would you like to sponsor a prize?
- ▶ Who (if not you!) would be the best contact?
- ▶ How should we promote it? Can you promote your role on social media?



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Questions?

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