

BiG

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March 2010 News for Schools!

Welcome to the Spring issue of the BiG Schools Newsletter.

As we approach the deadline of the BiG Challenge we take a look at what teams from Firth Park and Notre Dame are doing to win the BiG trip to Hong Kong.

Don't miss our interview with Liz Yoxall to find out how the Entrepreneur Exchange can help your school and see what other enterprising activities are going on at Silverdale and Meadowhead.

Keep Making it BiG,

The BiG Team



To find out more about
DLA Piper go to:

www.dlapiper.com

BiG Winners will go to Hong Kong!



The winners of the BiG Challenge 2010 will go on an exclusive trip to Hong Kong, courtesy of the world's largest law firm, DLA Piper.

This fantastic announcement was made at the prize giving ceremony for the winners and runners up of BiG Challenge Xtra at the Sheffield office of DLA Piper, which was attended by Leader of the Council, Councillor Paul Scriven and Cabinet Member for Employment, Enterprise and Development, Councillor Colin Ross.

Stephen Sly, Office Managing Partner at DLA Piper in Sheffield, revealed the exciting destination and we caught up with him after the announcement to find out more about our sponsors and about the trip itself.

DLA Piper has offices all over the world, why was Hong Kong chosen as this year's BiG Trip Destination?

We have 67 offices throughout America, the UK, Mainland Europe, Asia and the Middle East. Hong Kong has one of the most embedded entrepreneurial cultures of any established economy, which makes it a natural and obvious destination. It has such a busy and active economy we think it gives a really positive message to Sheffield students, showing there is no limit to what they can aspire to. Our colleagues in Hong Kong are more than happy to accommodate the students, they are really looking forward to the trip!

Can you tell us what the winning team will be doing in Hong Kong?

It is important that the winners see some real time business activity during their time at DLA Piper's office. The itinerary includes a visit to the Senior Court of Appeal and the Hong Kong Stock Exchange, which will be very busy and vibrant. They will also be expected to do some business challenges and after a hard day's work they will be given a tour of the beautiful Victoria Harbour on a private 60 foot yacht.

What does it take to be successful in business?

Every successful business person shares one thing, they all work really hard. This is the core requirement. Beyond that it is the ability to think laterally and creatively and to not be confined by convention. You need the ability to take reasonable and well thought out risks. A business won't grow without the preparedness to take risks.

What characteristics do you expect to see in the winning team?

I'd like to see the winners working cooperatively and really bringing out the best skills and attributes in each other. It is also important that they enjoy themselves, there's no point in being successful financially if it isn't enjoyable. I expect the winning team to be dynamic and to be risk takers and be enjoying the reward that comes from running those risks!





In the last issue we told you about the BiG Boost event which gave BiG Challenge teams from three schools the chance to put their heads together to boost their businesses.

Teams from Firth Park swapped ideas and offered advice to other teams from Chaucer and Fir Vale. Two teams in particular used the event as an opportunity to interact with an entrepreneur and find out what it would really take to make their businesses grow.

'Baker's Dozen' decided to focus their efforts on one particular event, creating targeted marketing materials to raise interest and pull in the customers.



One Firth Park team discusses ideas with life coach and entrepreneur Jayne Briggs.

Boost for BiG Businesses!

The entrepreneur that worked with the team offered the following advice:

"Think big. Avoid setting up at small events which take a lot of time, often disappoint and lead to little income."

These words of wisdom paid off and 'Baker's Dozen' earned £67 in one morning at Firth Park's 'Old Folks' Xmas show!

'Cards 4U' also picked up some valuable tips at the BiG Boost, realising that the key was to produce cards for all celebrations and occasions, not just Easter and Valentine's Day. The team is now designing birthday and thank you cards, amongst others, and is looking into including a tiny flower seed with each card to give them a unique touch.

Firth Park teacher Mike Phelps, who organised the BiG Boost, comments,

"I am so pleased that the BiG Challenge businesses that attended the event found it useful and have been able to progress with their businesses.

"The event was a real turning point for these two teams in particular. It shows how important it is to discuss your ideas and plans with others, especially entrepreneurs who have done this for real and know what they are talking about."

Meadowhead Money-makers

Pupils from Meadowhead School recently joined forces to raise over £1000 for Children in Need.



Over 40 students from the ASDAN Expressive Arts Award course took part in break-time sales over a period of one week, selling official merchandise such as Pudsey ears, bandanas and badges. They also baked biscuits to sell and had a tombola, with an official Pudsey bear as the main prize.

Students and staff flocked to the stall to get their hands on the Children in Need goods and to be in with a chance of winning the popular yellow bear.

This money-making project was organised by Meadowhead teacher, Craig Wolstenholme, who wanted his students to learn

valuable lessons in team work, creativity, marketing and finance management. He worked with the school's Enterprise Team to support the students in making business decisions such as pricing the merchandise and creating eye-catching posters to advertise their stall. Craig comments,

"I am really proud of the effort and enthusiasm that pupils have shown during this week and have been really impressed by the teamwork skills that they have developed."

A grand total of £1340 was raised by the students, all of which will go to Children in Need, a charity which aims to make positive change to the lives of disadvantaged young people throughout the UK.



Find out more about Children in Need by going to:

www.bbc.co.uk/pudsey

Silverdale's Somali Shakespeare Company

Silverdale students are bringing Shakespeare to life with their unique business idea, translating his famous scripts into Somali!

With help and support from teachers and local community groups, around 20 students are now faced with a busy couple of months as they translate the whole of Romeo and Juliet. They will also put on an exclusive performance of the translated play with students from King Edwards, Firth Park and High Storrs.

The idea was born when a Somali student identified the need for a Somali translation of Romeo and Juliet, to help students to understand the play. Students and teachers from the English, Drama, Philosophy and Modern Foreign Languages departments all saw the potential in the idea and created the company.

The project stirred up interest in the community and further afield, with the 'Wiki' style website attracting contributions from people all over the world. A strong link has been built with the Somali Cultural Centre in Sheffield and a local designer is making traditional Somali costumes for the production.

The cast are putting on mini performances in the community throughout spring and summer, charging a small admission fee which will be invested in promotional merchandise.

With support and funding from the BiG Programme, the group has secured some professional drama coaching from

the Young Shakespeare Company. They will also visit the Royal Shakespeare Company in Stratford to take part in Romeo and Juliet performance workshops.

Philosophy teacher Paul Moore-Bridger is running the project along with Richard Benn, Head of English and Media, Rob Neal, Languages Teacher and Rob Creasey, Extended Schools Coordinator. Paul explains why the company has caused so much excitement:



"I believe we are the only company in the world that is translating Shakespeare into Somali. What started as a small school project is rapidly growing into a community scheme which we hope will eventually gain Charitable Status.

"Our students are thinking of this as a real enterprise, considering how they can make money and raise awareness of the company. The community link is helping them to develop soft skills like team work, cooperation and communication."

To find out more about The Somali Shakespeare Company, visit the website:
www.somalishakespeare.com

Dye-ing to Win the BiG Challenge!

Enterprising students at Notre Dame are getting creative with the schools Dye Sublimation machine as part of their BiG Challenge business ventures.

The BiG-funded machine was bought as an investment into the school's enterprise programme, which is lead by the Design and Technology Department. It can be used to produce designs



for t-shirts, canvasses and signage, using a unique printing process which involves the dye transforming from a solid to a gas without entering a liquid stage.

Several BiG Challenge teams spotted the money-making potential in the machine and are now producing goods to a professional standard. Design and Technology Teacher, Richard Quinn, explains how one team has put the machine to use:

"One team called 'Jet' has really hit the ground running, using the Dye Sublimation process to produce personalised garments for all occasions. At present the students have taken on multiple orders for sweatshirts designed for a school ski trip."

With such an exciting piece of technology at their fingertips, Richard is keen for more students to get to grips with the machine. He comments,



"We have developed Design and Technology projects for all students which incorporate the sublimation process. This will help to develop their knowledge and understanding of the process and hopefully prompt them to use the equipment more widely for projects such as The BiG Challenge and other enterprise ventures."



A Conversation with Liz Yoxall

Enterprise Relationship Manager
at Business & Education South
Yorkshire (BESY)

How did you become involved in the Entrepreneur Exchange?

I have been running the schools side of the Entrepreneur Exchange for about 18 months, since I joined Business & Education South Yorkshire. As I had previously worked for both universities in Sheffield supporting the development of Entrepreneurship in the curriculum, it seemed obvious that I took the schools side of the project.

Can you explain what is involved in the process of setting a school up with an entrepreneur?

We get asked for all sorts of different sessions for our entrepreneurs, including inspirational role models, mentors for BiG Challenge teams and a demonstration of the ways that curriculum subjects are used in business.

If a school knows exactly what they would like to do and the type of speaker or mentor they require it is as simple as picking up the phone or sending me an e-mail with the details of the event. I will then search our network for a suitable individual who is available and introduce them to the teacher who issued the request.

If a school is not yet sure how it could use the Exchange, I can visit to talk about their ideas and what learning outcomes they would like to achieve. I can then suggest suitable individuals and share best practice from other schools so we can work up a plan that is unique and fits in with the pupils' needs. We often end up with an innovative activity or teaching model that can be shared across Sheffield.

In your experience, what does an entrepreneur bring to enterprise education?

A different point of view! In my experience, entrepreneurs will often look at the world differently to a member of school staff and will approach a task or challenge in a completely new way. They also provide the students with a window to a range of different opportunities that they may not have considered before.

What has been the most successful relationship you have seen develop between an entrepreneur and a school and what do you think the recipe for success is?

One of our most successful relationships and most active entrepreneurs this year has been Mark Elliott of House of Logos. He started by doing a 'Meet the Boss' session at Fir Vale and is now mentoring one of the BiG Challenge teams that he met. He has also helped to develop Enterprise Days with Birley; creating a model which can be used in other Sheffield schools.

Success comes from good communication and planning so everyone knows what is expected of them, plus enthusiasm from everyone involved. It is very useful if the school has a clear idea of what they want so we can find the perfect entrepreneur and give them a good brief. If the students enjoy the session then so do the entrepreneurs and they are often keen to return and support the same school time and time again.

To contact Liz email:
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Or call her on:
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● *Be in the next issue*

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If you have a story about enterprise activities in your school, or an idea for an article you would like to see in the next newsletter, please send it to David Kay, the Editor, at **david.kay@sero.co.uk**