

## Emerging Entrepreneurial Talent takes Sheffield Business Awards by Storm

The Sheffield Business Awards, which this year celebrated its tenth anniversary, marked a major achievement for one BiG Challenge student and member of the BiG Young Entrepreneurs Club.

For the first time, this year there was an Award for Emerging Entrepreneurial Talent recognising the best of Sheffield's entrepreneurial and business-minded young people. The Award was open to all previous winners of the BiG Challenge and other local and national business enterprise awards since 2008. The judges were looking for a young person who has developed an idea into a business proposition and was forecasting progress in 2012 and beyond, as well as someone who can demonstrate their personal learning and development from this experience.

### And the Winner is... 18 year-old Joseph Panasiuk

2011 was huge for Joe. He won the Sheffield Young Entrepreneur Award and was runner up in the national Association of Colleges 'Student of the Year' competition. And that was just the beginning...

Joe is the owner of All Vintage Mini Ltd, which he established in June 2011 against the advice of established traders. Joe identified a niche opportunity within the student and semi-professional market, using social marketing to promote retro-vehicles. After 6 months the business had expanded to a warehouse, took on casual staff, gained clients from Germany to Mexico and is now projecting to triple in size in 2012.

Meanwhile Joe is doing a Business Management and Enterprise Foundation Degree at The Sheffield College. He is also a Board member of the Sheffield 14-19 Young Entrepreneurs Club and is planning exciting developments with a road safety innovation in 2012.



Joe reflects that in running his business,

*"I'm utilising transferable skills that are providing me with success in business and in my personal life, where my confidence has increased and my communication and leadership skills have developed significantly."*

Suzanne Liversidge, president of the Sheffield Chamber, said:

*"The awards have once again highlighted the high calibre of businesses and individuals across Sheffield."*

## BiG 2012: Destination Dubai



Ben Eavis, Regional CR Manager at the Dubai office of DLA Piper:

*"Our Dubai office forms the hub of our operations in the Middle East. Our lawyers dedicate their time to clients who need access to international legal capabilities and are experienced to undertake the largest and most complex of legal matters. Working on assignments throughout the Middle East, India and Africa, our office is based in Emaar Square, Burj Khalifa - one of the most renowned business districts in the region."*

*"The BiG Challenge is an extremely worthwhile initiative which rewards talented young people for their enterprising efforts with the opportunity of a lifetime. Alongside our colleagues in Sheffield, we're really pleased to be able to lend our support to the challenge and to give the winning team what we hope will be an interesting insight into the busy workings of an international law firm. We have a very busy schedule planned for our visitors and are all very much looking forward to welcoming them to Dubai in the summer."*

# THE BIG CHALLENGE XTRA 2012

## Record Entries for Xtra2 Awards

This year's BiG Challenge saw a record 44 entries from 19 schools and colleges for the Xtra2 Awards for marketing.

Entries covered a wide range of media from film to posters to complete websites, with plenty of evidence of teams using social media such as Facebook and Twitter to drive up trade. Many winning entries included an integrated suite of channels showing a sophisticated understanding of how to harness the full promotional mix.

On Thursday the 9<sup>th</sup> of February, the 11 winning teams received their Awards at DLA Piper's prestigious offices in Sheffield city centre.

Councillor Jackie Drayton, lead member on Sheffield Council for Children, Young People and Families, presented certificates and cash prizes to all the winners after speaking about the importance of Enterprise in raising aspiration in Sheffield's young people. Extra prizes were awarded to winning schools by Yorkshire Bank, 57 Digital, and Buttercup Marketing.

The final highlight was the announcement by Richard May, Managing Partner at DLA Piper, that this year's winning team will be jetting off to Dubai courtesy of DLA Piper, where they will enjoy the trip of a lifetime in the city famous for its skyline and bustling financial district.



Post-16 Winners with Richard May of DLA Piper



Post-16 First Prize  
Two Old Classics  
The Sheffield College



KS4 Winners with Cllr Jackie Drayton



KS4 First Prize  
Create Group  
Silverdale School



KS3 Winners with Pete Eason, Schools Enterprise Champion



KS3 First Prize  
Key2Unlock  
Meadowhead School





Post-16 Joint Second Prize  
Young Music Battle of the Bands  
Birkdale School



Post-16 Joint Second Prize  
Serveko & Slava  
Hillsborough College



KS4 Second Prize  
Shakers Drinks  
Ecclesfield School



KS4 Runner Up  
Hit & Miss  
City School



KS4 Runner Up  
Designer Gifts  
Sheffield Springs Academy



KS4 Highly Commended  
Great Logic  
Ecclesfield School



KS3 Joint Second Prize  
Joey's Photo Studio  
Notre Dame High School



KS3 Joint Second Prize  
Bits n Bobs Bags  
Birley Community College



KS3 Runner Up  
The Style, The Stitch & The Wardrobe  
Chaucer Business and Enterprise College



KS3 Highly Commended  
Tailor Made  
Meadowhead School





# Generate Partnership celebrates 5 years

Citywide organisations have been working together since 2007 to support 11-19 education providers in maximising the impact of the BiG Challenge and the associated enterprise programme, branded 'Generate'.

Importantly, both the Enterprise and the Children, Young People & Families teams of Sheffield City Council are working together to lead the Generate initiative. The key Delivery Group partners are:

- Business & Education, including the Entrepreneur Exchange
- The Sheffield College, including the Peter Jones Enterprise Academy
- Sheffield Hallam University, including Venture Matrix™
- The University of Sheffield
- The BiG Young Entrepreneurs Club
- The Schools Enterprise Coordinators, linking to every secondary school and college – Karen Wood, Mike Garnock-Jones and Pete Eason

Vital links with the Local Economic Partnership and the private sector are maintained by each of these partners, involving supporters such as Barclays Bank, DLA Piper, Holiday Inn, Made in Sheffield and Yorkshire Bank, as well as a large number of small businesses. The Generate Delivery Group meets monthly to coordinate partner involvement and to consider new opportunities.

Generate as a project originated back in 2007 when the BiG Challenge and a range of school investments were made possible by the previous government's Local Enterprise Grant Initiative. Financial support now comes from different sources, notably the European Regional Development Fund and Sheffield City Council, backed by the investment of staff time across Sheffield's secondary schools and colleges and from the private sector. As Kevin Bennett, Director of the Sheffield Enterprise Programme, reflects, "Whilst funding has changed, the continuity of support from schools, colleges and the Generate partners has become a powerful driver not only in keeping the programme going but also in developing a wide ranging ladder of enterprise support for Sheffield's young people."

Generate might be a name from a past programme, but it continues to develop a unique range of opportunities and support for a new generation of Sheffield entrepreneurs.



## BiG Challenge, Chaucer School

'It's a Bling Thing', 'The Style, The Stitch & The Wardrobe' and 'Cardilliant' from Chaucer School's BiG Challenge teams took full advantage of the many Christmas trade fairs that took place in the city over the festive period. All the teams thoroughly enjoyed the experience of trading to the general public and gaining new skills in communication, marketing and production. All these teams have put lots of effort in over the last few months and proved that hard work can generate a profit.



## Yorkshire Bank offers Enterprise & Finance Workshops

As a sponsor of the BiG Challenge, Yorkshire Bank is offering special prizes to the schools or colleges of the winning teams in the Xtra2 marketing media competition. Each of the Xtra2 1st and 2nd place winners has won for their school or college a business and finance workshop hosted by Yorkshire Bank at their Arena Square business centre.

The half-day sessions for up to 12 students will take place between March and June. Lead teachers can agree a programme most suited to their group from the options offered by the bank. Each session will include a short introduction to the work of a modern bank, followed by choices from themes including the role of a bank in building a business, keeping business records, developing a business plan and the good and the bad of borrowing.

## Want some help developing your presentation to the BiG Challenge judging panel?



Venture Matrix™ students from Sheffield Hallam University are available to come and help BiG Challenge teams with developing their final presentations. Last year a number of the winning teams were supported by Venture Matrix™ students, providing workshops and guidance.

If you would like support from Venture Matrix™, please contact Charlotte Musgrove as soon as possible, by calling **0114 225 3475** or e-mailing [c.musgrove@shu.ac.uk](mailto:c.musgrove@shu.ac.uk) as places are booking up fast. Venture Matrix™ will endeavour to meet all requests, but cannot guarantee that students will be able to visit all schools.



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