



Business leaders watch out...

## Here come the young entrepreneurs!

Sheffield's 5<sup>th</sup> annual BiG Challenge was launched on 11<sup>th</sup> November, National Children's Takeover Day – which seemed perfect for a competition that has engaged around 1200 teams and over 5000 young people aged 14-19 since 2007. After all, the BC spirit is to open the door to enterprise and let young people take over with their ideas.

The leader of Sheffield City Council, Julie Dore (right), took time in her busy schedule to launch the challenge with some personal and inspiring reflections. Emphasising that this is all about 'giving young people the opportunity to reach their potential', Cllr Dore positioned the Challenge strongly in terms of the



city's ambitions – 'We want to help put Sheffield on the map and this competition does just that'.

She predicted that Rebecca Jackson (left), the 2011 winner from Springs Academy who confidently introduced the launch event, would be playing a leading role in the city in 10 years time, warning David Grey MBE to 'watch out'. As well as raising laughter all round, her comment genuinely captured the aspirations of everyone involved.



The Leader concluded by reflecting on the importance of confidence – that the Challenge is about 'enabling young people to stand up for themselves and their ideas... and therefore to stand up for a successful Sheffield'.

### We're going east

After sponsoring the amazing winners' business trips to Hong Kong (2010) and Madrid (2011), DLA Piper face a tall order in matching the expectations they have set. Richard May (left), Managing Partner for their flagship Sheffield operation, has taken this particular challenge to heart in sponsoring the 2012 prize.

At the launch event, he refused to name the destination chosen for the 2012 winners but did give some clues. He hinted that 'we're not taking you as far as Hong Kong but it's further than Madrid', suggesting that we should 'draw a line between those places and think of somewhere with a strong economy and a vibrant reputation'. Gussed it? You'll have to wait till January to find out if you're right!

### BiG entries grow bigger

BiG Challenge entries finally closed on 16<sup>th</sup> November. With some schools setting tough tests such as Dragon's Den eliminators to win the right to enter, it might be expected that the numbers of approved teams would go down.

So we're pleased to announce that final numbers this year are up on the 283 in 2011 with a very BiG 308 entries from 23 schools and academies plus Longley Park Sixth Form College and the Sheffield College. This includes a rise in Key Stage 4 participation. We also welcome newcomers Birkdale, Sheffield High and Westbourne who are entering for the first time.

# Key Stage 3 and 4 Winners

Key Stage 3 and Key Stage 4 Awards were presented by Charlotte Musgrove representing BiG sponsor Sheffield Hallam University's Venture Matrix.

### First Prize



### Ganda City School

This is an enterprising Creative and Media Diploma Group designing and selling a worldwide Arts Magazine called Ganda. They aim to showcase work from young artists and writers around the globe. The team have already managed to get national treasure Jarvis Cocker and artist Pete McKee on board! They will be targeting teenagers using social networking sites and they are looking to challenge the negative stereotype of teenagers by showing brilliant and diverse creative talent.

### Second Prize



### Ecquad Sheffield High School

These young designers blew everyone away with their imaginative product plans to include a portable wind turbine you can take when you go camping and fold-up strap-on snow shoes! Gadget lovers and those braving the great outdoors are their target market.

### And in 3<sup>rd</sup> place three joint winners....



### Envy Nails Forge Valley

It's all about Nail Art! After being turned down by a local nail salon for a weekend job budding entrepreneur

Lily Smeaton turned adversity into enterprise and set up her own business using website, tumblr, and other social media opportunities. Her target audience is age 7 to 70 and her designs range from the beautiful to the scary.

### LA Designs Firth Park

This team's idea is creating a special product - 'Level Up' - a back pack which plays music! They are planning a competition within a competition and hope to sell to everyone as we all need bags and like music!

### Picture Perfect Meadowhead

This team are offering fun picture-taking photo opportunities in a booth, with funky wigs, props and clothes, hand painted backdrops and optional face painting.

### Highly Commended

- Key2UnLock from Meadowhead are designing and making keyrings with favourite pics in them.
- Ecco Publishers of Ecclesfield School are designing a year book which will contain photos, memories of school and comments.
- Pretty Little Flowerz from Fir Vale are setting up a florist business offering original bouquets for their local community.
- Zeus Events from Westbourne School are planning to offer fun and attractive events such as Zumba classes, arts and crafts and seasonal parties.



# Post-16 Winners

The awards were presented by Julie Dore, Leader of Sheffield City Council, and sponsored by the ERDF-funded net315 Enterprise Project.

## First Prize



### Young Music Battle of the Bands Birkdale School

This team is promoting the entrepreneurial bands of Malawi and the UK maximising social media, promo sites and internet radio. They already have their first gig planned and booked for 25<sup>th</sup> November 2011 at the O2!

## Second Prize



### Waterfall Soaps The Sheffield College

This team is creating, promoting and marketing natural soap products - soap bars, bath bombs and bath salts. The team is focusing on natural unrefined products.

## Highly Commended

S and S Team from The Sheffield College have come up with a green business idea – it's all about building a windpower plant for Sheffield College and harvesting rainwater to use for power and recycling!



Headteacher of High Storrs, Ian Gage, considers the question

## "Why should Schools do the BiG Challenge?"

High Storrs joined the BiG Challenge in 2009 and when I arrived at the school a year later I was delighted with the amount of links that the school was developing with enterprise and business. The BiG Challenge is an important part of High Storrs' curriculum for a number of reasons. It offers young people real business experience, a chance to develop practical skills, and the opportunity for young people to take supported risks. I'd like every subject in our school to have a link with local businesses because they enrich the learning for students by bringing the world of work into their experience.

In 2010/11 four of our year 9 students entered the BiG Challenge. Their team was called MIFO and they began creating and making jewellery to sell at craft fairs. Over a 3 month period, they generated enough profit to make a donation to Sheffield Children's Hospital and also to pay themselves a share dividend. We were thrilled to see them become winners who were invited to join the trip to Madrid where they rubbed shoulders with other business youngsters and their mentors. So we do understand the need to encourage young people to experience business planning, design, realisation and evaluation. Projects such as the BiG Challenge provide realism, commercial and industrial processes, and those sorts of opportunities are not as easy to create in the classroom.

So why should a school do BiG Challenge? This is what High Storrs' students have said:

*"It's inspiring, it gives me useful skills that I'll use in education and beyond"*

*"It puts Sheffield on the map!"*

*"We want to be creative, innovative, hard working, and we want to help create Sheffield's wealth for tomorrow - The BiG Challenge shows us how to do that!"*

## Awards Sponsored By





# BiG Young Entrepreneurs Club Update

[www.bigyec.co.uk](http://www.bigyec.co.uk)

Launched in April this year, The BiG Young Entrepreneurs Club is a groundbreaking citywide Business network for Sheffield-based young entrepreneurs aged 14-19, meeting twice a month at ElectricWorks. This year they have already ventured to London and in October BiGYEC took a trip to explore business in Manchester.

Here are some excerpts from talented entrepreneur and board member Alex Gwynne's recent blog, giving his personal highlights from the trip to Manchester taking in Manchester Museum, Harvey Nicholls and the amazing Manchester City Stadium.

*"After waking up at the crack of dawn to do some quick commission work, I left to go to Manchester with the YEC (young entrepreneur club) to learn about how different businesses are run in Manchester. After an enjoyable journey comparing marketing strategies over the Snake Pass we arrived at the Manchester museum."*

*"I was stopped in my tracks by the giant outline of a T-rex skeleton..."*

*Named after Stan Sacrison, the amateur palaeontologist who discovered the skeleton, Stan the T. rex was excavated by the Black Hills Institute in 1992. What they eventually unearthed was the second most complete T. rex ever found (65% bone). Manchester Museum now has a cast of this magnificent specimen.*

*Stan is constructed of 199 bones his huge skull containing 58 teeth, each bearing tiny serrations to cut through flesh!"*

*"Following our (pizza) lunch next to the BBC on Oxford Road we headed over to Harvey Nicholls for a Q&A session on business strategy and a walkthrough of the famous store with the manager.*

*Finally we visited the Manchester City football grounds. The tour included everything from the V.I.P box to the locker rooms as well as the pitch itself. The guide also told us about the history of the club and the construction of the new stadium."*



BiG YEC member Alexander Gwynne of [agpapertoys.com](http://agpapertoys.com) is a student at The Sheffield College (Norton) studying a Foundation Degree in Graphic Design. He has been short-listed for an Ambition Axa Award for Enterprise.



## Newsflash - Xtra Challenge No.2 - Best Marketing Media

This interim challenge has been very popular in past years. Awards for the best handmade and digital promotional content will be made in late January at the offices of DLA Piper with cash investments for the 6 winners. We're posting details of how to enter (and to win) at [www.bigchallenge.biz](http://www.bigchallenge.biz) right now.



Project Part-Financed by the European Union  
European Regional Development Fund