

# Success 4 Schools

January 2010

Welcome to the January issue of Success 4 Schools, the e-newsletter that focuses on business and enterprise activities in Doncaster schools. It has been a very busy term for us here at The Hayfield School, with our journalism team attending different events and reporting on enterprise activities that have taken place at Hayfield.

In this issue, you can find articles about the events and read interviews of the students that have taken part. As well as this, we have articles informing you of enterprise events from Hall Cross School and an interview with some of the Hall Cross students who have taken part in enterprise activities.

On the 18th November, three members of our team took part in the "A Great DE4L to Shout About" event at The Hub in Doncaster, and, of course, we have a large section on the event!

We would like to say a big thank you to everyone who has been involved with this issue, to our journalism team who have worked so hard, and to Hall Cross school students for sending us articles and allowing us to interview them. We would also like to say a huge thank you to everyone at DE4L!

**Lauren Peel**

## ***Business and Enterprise at the Hayfield School***

### ***"Step into Business Competition" Anne Haas***

As the interest in business and enterprise increases, the rewards for participating become greater. Now that the autumn term is fully in progress, Years 10 and 13 of the Hayfield School are engaged in the Step into Business national competition which consists of an amazing prize! The competition is sponsored by The Institute

Of Chartered Accountants in England and Wales. Not only does the project teach you about SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis and the details of business finance, it also provides something worth striving for and gives an insight into the real world of business.

So, what does the completion involve?  
Each team is given three potential products in which to invest £50,000. These include 'Smells like Teen Spirit' which is a selection of unique fragrances such as 'Haribo Haze', 'Movie Night' if you fancy smelling like toffee popcorn and cola and 'Fever Pitch', the scent of fresh cut grass and orange.

As well as this product, there is also 'Heel 'n' Conceal' which is the creation of a spacious locker within the inside of trainer heel and 'GCSE Wars' which is a computer game to enhance curricular knowledge of GCSEs in a fun and interesting way! What a variation!

One year 13 business student gave us the 'low-down' on the 2009 competition.

**Which product did you choose?**

*"My group chose 'Heel 'n' Conceal' which we are calling 'Sneakz'"*

**Catchy name! Why that product?**

*"We chose 'Heel 'n' Conceal' as we think it will provide the greatest return against investment and it would give the highest profit over a three year period. This product also provides low threats and weaknesses in terms of SWOT analysis such as competition from other*

*companies, which indicates the innovative nature of the product."*

**So this product is 'one of a kind'?**

*"Yes, it is unique at the moment but because the business world has a dynamic market competitors move quickly and soon catch on!"*

**Are you enjoying taking part in the competition?**

*"Yes because we can refer back to A2 Business studies which helps with the work load and links to finance giving us good experience with numbers and the ability to apply skills learnt within the A-Level specification. It would be great if we won!"*

**Would you say the project could easily be applied to everyday scenarios? Does it feel real?**

*"To some extent yes because you learn about investing money in business and marketing decisions but in the real world there would be a lot more to take into consideration. It is good for A2 Business studies but if we actually had £50,000 it would be a lot more nerve wracking!"*

So there you have it, £50,000, three products and your decisions. Fancy it?

## ***"Young Investor Competition" Lauren Peel***

Another activity taking part in the business department of the Hayfield School is the Institute of Financial Services (IFS) Young Student Investor competition. For this competition, year 13 business students split into two teams of four. This competition involves trading in real FTSE stocks online (not with real money of course!). The stocks change daily according to what happens in the real market. Being a business student, I am a member of one of the teams, and so far we have found the experience very

challenging but also very enjoyable! It's interesting to see how stocks go up and down on a daily basis, and to see what events going on in the real world affect stocks. For example, we have invested a lot in Cadburys, because Cadburys is in the middle of a takeover bid from both Kraft and Hershey's. Our team has been following the stocks in the paper each day. Of course, we have made mistakes. Currently we are 3078 out of 7030 in the country, but every day we're getting closer and doing better! If we improve and

become one of the top teams in South Yorkshire, we move into a regional competition, and then if we win that, we move into the national finals. We are really trying hard with this competition, as we have the chance to win an amazing prize. The 4 members of our team can win an all expenses

paid trip to New York! With this incentive, it is easy to see why over 7000 teams are competing, and why it is such a challenge to get to the top of The leader board! If you're school isn't already involved, talk to your business teachers and get involved for next year!

## ***Business and Enterprise at Hall Cross School***

### ***“Year 12 Fashion Show” Interview by Lauren Peel***

The catwalk came out at Hall Cross at the end of the summer term as students put on one of the most memorable nights in the school's history. Over 250 people attended the fashion show event, and the models put on a performance worthy of Milan.

The fashion enterprise students showcased designs that were made from recyclable material with a budget of only £10.

Katherine Taylor, who transformed her boutique with the help of fashion TV show 'Mary Queen of Shops', wanted to give something back to the community that helped her become a success. She said: *"It was just a great experience and it was really inspiring for me, the children didn't even realise it but they were learning so much"*.

Jane Flynn, who helped the students organise the event, said: *"Without Katherine none of this would have happened the fashion enterprise*

*challenge was totally her idea and she gave up so much of her free time and put so much work in, the children exceeded all our expectations."*

The show raised over £2000 to go towards helping buy new Duke of Edinburgh equipment and enhancing the Sixth Form learning environment.

I spoke to four year 12 students who took part in the fashion show when they were in year 11; *"It was a really big thing, we had to choose our own music, do the make-up and hair of our chosen model, everything!"* The team chose *Fashion by David Bowie* as their catwalk music, a great mix for a fashion show and the 80's!

When asked how they managed to make an outfit on such a low budget, the girls replied *"We used mainly our own clothes, I think the only thing we had to buy was safety pins for the denim jacket. We just used things we already had. The belt made out of cassettes is just some old tapes we had; its things like Disney and the BFG!"*



## ***“Bollywood Evening”***

The idea first came about as students wanted an exciting and enjoyable event that would showcase the schools diverse cultures and also raise funds for the Sixth Form learning environment.

It was decided that the school would offer a ‘Taste of Bollywood’ with a 3 course meal, Bollywood dancers and various other forms of entertainment. To help achieve this, the team approached a local Indian restaurant ‘The Taj Mahal’ to cater at the event. The owner was more than willing to help out and cook, but was willing to come on board with other ideas, for example the Head Chef gave a cooking demonstration to all the guests on the evening.

Students then approached Asian occasions and a Henna tattoo artist to come to the night and sell their items and services to the guests for the evening, which on the night itself was hugely successful.

Students in the build up to the event also participated in Bollywood dance workshops, in which they performed on the night to a very welcoming reaction from their audience.

Some of the activities for the children included decorating glass candle holders in Indian designs and patterns to go on each table and making large collages of Indian designs and pictures to decorate the hall.

To help cover the costs of a future event students presented a bid to the local youth bank who saw the event as a ‘great idea’ and were more than willing to provide the school with over £1000 to put on a future event.

Overall the idea was one that brought about a huge amount of satisfaction in all students helping to build their confidence, planning and time management skills whilst providing them with an awareness of other cultures and raising well over £1000 for the Sixth Form.

# A Great DE4L To Shout About

## Doncaster Hub, November 18th

On Wednesday the 18<sup>th</sup> of November, Doncaster Hub hosted 'A Great DE4L to Shout About', celebrating entrepreneurship in Doncaster. The afternoon was divided into two sections, the first of which showed the Doncaster promotion videos produced by two schools including Hayfield's video, "Is This the Way to Doncaster?" The second half involved a range of schools presenting their own enterprise activities. Although we had our own stand at the event to promote *Success 4 Schools*, it was also our task to get the 'low-down' on what other schools had been doing!

Two enterprise activities that particularly stood out were the Hall Cross fashion show and Armthorpe School's MiMug! Their talent and enthusiasm drew in the majority of the attention!

Not only did the event bring schools together and give students a chance to swap ideas, it also introduced us to some very important people within the 'business and enterprise in schools' world. Brian Walton from Doncaster Chamber did not hesitate to find out exactly what our magazine was about and ex-pupil Kate Stewart supported 'team Hayfield'!

To finish the event local entrepreneur Katherine Taylor, proprietor of SEEN clothing retail outlet, presented the certificates and prizes to the school teams voted for by employers for best teamwork and best innovation.

**Anne Haas**

### Student Displays;

#### 1) Coppice School – The Healthy Tuck Shop.

The students decided as part of the Enterprise scheme to run a Healthy Tuck Shop in school. Ten students set up a committee and voted a chairperson, treasurer and secretary. The team opened a bank account with money agreed and given from the school fund. As a team they researched the types of food to be included and made decisions on where and when to buy food and where and when to run the shop.



Challenges that the team encountered included not being able to go and buy the products needed for the tuck shop. In response they delegated this job to others able to do it more easily. On another occasion the team burnt out the original smoothie maker however they quickly secured a more robust one! The group enjoyed working together as a team, having fun producing something others enjoyed.



## 2) Ridgewood School – Robot USA

Pupils designed and manufactured a working robot that would be entered for a competition in the USA. The robot was built by students from both Ridgewood and Campsmount schools and then entered as a combined team. Approximately 10 pupils were involved. The project took several months to complete and the group met once a week initially and then more frequently as the deadline approached. A key challenge was when the robot memory chip was wiped when passing

through the airport and had to be re-programmed once in the USA. The high points of the project were how the two schools worked together so well in order to produce a working prototype, the trip to USA and becoming the highest place UK team at the end of the competition.

## 3) The Hayfield School – Success 4 Schools Newsletter

Our project was to produce a newsletter that promotes enterprise and business activities that have taken place across Doncaster schools. Our team worked in partnership with Maggie Count from Doncaster DE4L project to produce the newsletter. With 7 members in our team, tasks were delegated quickly. We had to overcome a number of challenges.

Firstly, we found it hard to design the newsletter with the software available; however, we quickly found a new way to produce it using Microsoft Word, which made it easier when entering articles. Secondly, the response from other schools was limited, resulting in the newsletter featuring stories about Hayfield. We have interviewed lots of different people, at first this was nerve wrecking, but we have all really enjoyed the whole experience.



#### 4) Hungerhill School – Fashion Show

The students were given the task of planning and performing a fashion show to celebrate the achievements of the Year 12 technology/textile students. The team of students had complete control and planning of the show and associated activities, although students were supervised by two teachers. Team members would meet during form time every day and planned rehearsals after school. The project took two weeks to plan, develop and deliver. The biggest challenge was keeping within the time constraints. The students enjoyed the project and have benefitted both individually and as a team. They have learnt that if they were to do this again in the future they would look to widen the audience. This could include all pupils and possibly their parents.

#### 5) The Armthorpe School – MiMugs

The Young Enterprise group developed an idea to produce mugs for seasonal events that could be sold to the public. The team agreed that this idea offered much potential due to the nature of the products being suitable for individuals, groups, or businesses. The team got together in September 2009; they met weekly with their business advisor and their mentor. Developing the initial idea and raising finance to fund the project were amongst the difficult challenges the team faced, but the team persevered with meetings and discussions until a decision was made that the team agreed on. The team said: 'We enjoyed working as a team, and being in charge of a project. It has helped us develop our confidence. Originally a lot of people signed up for the project but then didn't commit. This was hard to manage. However, when the less committed members left the team, we had a strong team and were able to move forward.'



#### 6) Hall Cross School – Fashion Enterprise Challenge

The Fashion Enterprise challenge was set by Ms Katherine Taylor, owner of the boutique SEEN in Scott Lane, Doncaster. The challenge was to use the theme Miami Vice as inspiration to create an outfit to be presented in the catwalk collection as part of the fashion show taking place in March 2009. The students had to work together into teams and design and create outfits. They created mood boards and carried out research into 1980s fashion.



The key challenge was to find a garment that they could make relevant to the 1980's from recycled materials. To achieve this they had to visit a lot of charity shops! They also had to keep to a strict budget, re-use things to avoid waste and keep receipts for everything they bought. At the end of the DE4L event in the award ceremony, Claire Bossward of Success Doncaster asked the Hall Cross team to design a dress for her for the business dinner event in December.

### **Judging and Presentation**

The event was attended by representatives from 28 local businesses, who each took part in judging the enterprise activities presented by schools. All schools were presented with plaques for participating; the students all received individual certificates in recognition of their effort and achievements and special awards were won by Ridgewood School (Best Innovation) and Hungerhill School (Best Team Work). The businesses in attendance also received a framed certificate in recognition of their support