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Dear Headteacher / Enterprise Coordinator,

This is your opportunity to sign your school up to a fantastic and thoroughly worthwhile enterprise competition taking place for all primary and secondary schools in Sefton and West Lancashire

The competition has been organised by RDPO Enterprise Education who are a professional, dynamic and pioneering enterprise education company that recognises the importance of giving children of all ages enterprise knowledge and skills so that they can play an essential part in stimulating and maintaining a healthy UK economy...after all the children of today are going to be the people we rely on to guide the UK back to the economic wealth experienced during the early part of the 21st century.

Southport College, through Ros Millington (Enterprise Adviser and Coordinator) are supporting the programme and together with this FE establishment we believe we can offer an exciting, stimulating and challenging enterprise competition that will give the Sefton and West Lancashire young entrepreneurs of tomorrow the skills of today.

Please find below an overview of the competition details and breakdown of the stages involved:

Overview–

A Sefton and West Lancs. wide enterprise competition will be held that will focus around the theme of:

‘Introducing your town to the rest of the United Kingdom’

Participating groups will have to start a business that positively promotes their nearest town (or something that their town is renowned for within the local area) to the rest of the United Kingdom. The business must be product based, with all students participating in a Trade Day to be held during June 2011 at the Southport Theatre and Convention Centre.

Before starting the business groups will be required to compile a business plan, that will, at its heart, state the amount of money required to progress the groups business idea (budget asked for must be not more than £100). Prior to the business plan completion deadline groups will get the chance to meet with several experts in a variety of fields (such as marketing, finance, IT etc) to glean useful information and seek guidance on any issues they may have. Once the business plan has been completed it will be presented to a panel of business experts who will decide if the group should receive their required budget based on their oral and written submission.

Successful groups will progress to finalising arrangements and initiating their business preparation ahead of 'Trade Day'. During the preparation period the group will be visited by a member of the RDPO Enterprise Education team who will evaluate the groups planning and provide any assistance required.

Stage 6 of the competition will see groups attend 'Trade Day' and battle it out to generate the greatest profit before embarking upon the penultimate stage of the competition when all groups will be given one week after the 'Trade Day' has taken place to make further sales and therefore generate more profit for their company.

The final stage of the competition will see a project evaluation completed and submitted before all groups will meet to analyse economic well-being in the context of the profit/loss they made and participate in the competition finale, the presentation of awards.

Stage 1 – Thursday 10th February 2011 – at Southport College

Participating schools will attend a ½ day introduction to the enterprise competition (which will be held across two sittings (am and pm) with primary schools attending one sitting and secondary the other) held at Southport College.

The introduction session will set the scene by introducing pupils to the concept of enterprise and explain the importance of relevant concepts (in the case of primary this will be cost, revenue and profit and in the case of secondary this will be broader concepts necessary for the completion of a business plan).

Those attending will be given an overview of the timeline for the competition and requirements necessary for the completion of each highlighted stage. Once an overview had been given all groups will be presented with their 'progress and evidence' file, which will be constructed in such a way as to form a diary of progress that will be judged as part of the competition. All schools will also be issued with a business plan template file, which they will be expected to complete to form their business plan as part of the competition requirements and judging criteria.

All groups will spend the remainder of the session 'brainstorming' ideas for what form their business could take before sharing ideas, and discussing associated strengths and weaknesses of suggested ideas, with the others present.

The initial half day session will close with a reiteration of the steps needing to be undertaken for groups to successfully complete the competition and be in with a chance of winning!

Stage 2 – To be determined by each participating team

Groups will return to school and will complete the process of forming their business plan as per the files issued, and guidelines given, during stage 1. The business overview/plan will encourage pupils to examine the 6 core business areas (stated below) within the context of their enterprise using a standard business plan template.

- People
- Finance
- Strategy
- Operations
- Marketing
- IT

During the completion of the business plan an RDPO Enterprise Education representative will visit the school and meet with the participating group(s) to discuss their business plan and provide any advice required.

Stage 3 – Thursday 10th March 2011 – Venue T.B.C.

Groups, in clusters throughout the day, will attend Southport College and meet with a host of business experts in varying fields (such as marketing, finance, IT etc) to glean useful information and seek guidance on any issues they may have relating to their chosen business idea, prior to having to deliver their presentation and submit their business plan as part of stage 4. Groups will be given a strict time limit with each business professional and will therefore be advised to have their questions ready prior to attending the session. Each session will conclude with a summary from RDPO Enterprise Education and reminder of requirements and deadlines associated with the remaining stages.

Stage 4 – Thursday 24th March 2011 – at Southport College

Groups, in collections throughout the day, will attend Southport College and deliver their presentation to the panel of business experts before submitting their business plan for consideration by the panel. In the case of primary schools, all groups will be given the go ahead to continue to stage 5 (although they will not be told this) however in the case of secondary schools, only groups that satisfy the predetermined criteria will be allowed to progress to stage 5. Groups will be informed, via a letter or email, whether they have been successful in their attempt to progress to stage 5 within 7 days of completing stage 4.

Stage 5 - To be determined by each participating team

Prior to the commencement of stage 5 groups will be issued with the budget they were awarded by the panel during stage 4.

Groups who successfully make it to stage 5 will be given several weeks to prepare their business and make necessary arrangements ahead of the Trade Day (to take place during June 2011). During the preparation period the group will be visited by a member of the RDPO Enterprise Education team who will evaluate the groups planning and provide any assistance required to ensure that the team are fully prepared for the penultimate stage of the competition.

Stage 6 – Thursday 16th June 2011 – at Southport Theatre and Convention Centre

Stage 6 is the Trade Day; all participating groups will attend Southport Theatre and Convention Centre on a specified date (during June 2011) and take part in the 'Trade Day' where they must try and sell their items for the greatest possible profit in order to give themselves the greatest chance possible of winning the competition. Depending upon entry numbers it may be necessary to have two 'Trade Days', one for primary school groups and one for secondary. Irrespective of the number of 'Trade Days' on all occasions groups will be expected to attend the venue in the morning and set-up ready for the start of Trade Day at 10:30am. The 'Trade Day' event(s) will culminate at approximately 2:30pm with groups then being given one hour to pack away and vacate the building. RDPO Enterprise Education will count all groups

money to verify the amount taken and ascertain the necessary financial data before stage 7 takes place.

Stage 7 – W/B Monday 20th June 2011 - To be determined by each participating team

All groups will be given one week after 'Trade Day' to continue selling their items in order to generate further profit and therefore strive to win the competition. Once one week has elapsed an RDPO Enterprise Education representative will collect the money generated by each group, verify the amount and merge the financial data with that of stage 6 in order to ascertain final standings in relation to profit generation.

Stage 8 – Wednesday 6th July – Venue T.B.C.

Prior to attending stage 8 all groups will be issued with a competition evaluation pack (that they must complete before attending the stage 8 session) comprising of a group performance evaluation document and feedback questionnaires.

Stage 8 itself will consist of two separate sessions being held (one for participating primary schools and one for secondary schools) at Southport College during which groups will examine the profit they made during Trade Day in the context of economic well-being and will assess whether, based on the wage generated from the profit the group made, they could achieve economic well-being. In addition to examining economic well-being groups will also partake in a discussion regarding what they have learnt throughout the competition sharing good practice and retrospective ideas for improvement.

Presentation – Thursday 7th July – at Southport College

The presentation for the competition will take place at a suitable venue (Southport Theatre and Convention Centre, Southport College or similar) either as culmination to Stage 8, or at an alternative time when all groups who have participated in the competition could attend, and will comprise of several summarising addresses from the business experts who were involved with the competition together with a congratulatory speech from RDPO Enterprise Education and Presentation of awards.

The progress and evidence file, completed by all participating groups, will be required to be submitted to RDPO Enterprise Education no later than one week after the presentation had taken place in order to be processed and returned to the school.

Enterprise Competition – Optional Extra

If schools wish to open this competition out to all of those from their school then an independent, but linked, enterprise programme could be arranged to coincide with the outlined competition and will incorporate additional visits from RDPO Enterprise Education (introducing the competition and completing the necessary stages with groups) and an additional penultimate stage that will see all ideas judged with the winning idea being chosen to represent the school at the Sefton and Merseyside 'Trade Day' and subsequent evaluation and presentation session.

Team Size

There is no limit to team size however for the purposes for the sessions held at Southport College, Southport Theatre and Convention Centre and any other utilised establishment a maximum of 8 pupils per participating team may be in attendance at any one time.

Cost

Cost is variable depending upon the number of teams entering the competition and the level of business sponsorship received however, as a guideline, each team entering will be required to pay **no more** than £325.00. In reality we hope to reduce the cost per team to around £150.00-£200.00 but this cannot be guaranteed and therefore we advise that you only enter the competition if you have the financial capability to pay £325.00 per team.

All teams entering would be required to pay their entry fee prior to the start of the competition with any subsequent funding being reimbursed to each school via cheque. Should any school wish to pay their team entry fee at an alternative date this must be agreed with RDPO Enterprise Education prior to the entry deadline.

Business Sponsorship

As part of the enterprise competition preparation, RDPO Enterprise Education will endeavour to gain business support and funding, thereby reducing the financial cost of the competition for all participating teams. It should be noted that, although all possible steps to attain it will be taken, RDPO Enterprise Education **cannot guarantee** business sponsorship.

Benefits of Participation

- The competition satisfies many National Curriculum English, Information & Communication Technology and Maths targets in relation to key stages 2,3 and 4
- In addition to satisfying some of the traditional National Curriculum requirements (as stated above) the competition outlined also meets the requirements of the economic wellbeing section of Every Child Matters and further develops many of the concepts outlined within it; this not only ensures that children have an understand of enterprise in relation to the economic environment but also ensures that they are encouraged to build on their basic understanding by investigating more thought-proving and challenging enterprise and economic theories through their involvement in a challenging and live business based competition.
- The competition will assist participating schools in taking positive steps to meet their government led community involvement aspirations.
- The competition illustrates to Ofsted that participating schools are embracing enterprise education in addition to engaging with the local business community to give their pupils an opportunity to enhance their life skills and enterprise knowledge

- The competition invites participating schools to help form a quality competitive enterprise education framework from which contributing schools can experience sustained benefits over the long term
- The competition offers an innovative, exciting and relevant addition to the schools existing curriculum plan.
- The competition gives school staff the opportunity to learn about / enhance their existing knowledge of enterprise education and the delivery of it.
- The competition will teach children valuable life skills (such as communication, group participation, financial analysis, well-being, organisation and creative thinking among others) as well as reinforcing ones already learnt.
- The competition will offer participating children a unique, realistic experience of enterprise that will educate and empower them due to its realistic, involved and challenging nature.
- The competition will offer supportive schools the chance to embrace an invaluable opportunity to give the entrepreneurs of tomorrow the skills of today.

I am hopeful that, after reading the information above, you are as excited about this pioneering competition as we are. I feel we have a real opportunity to impress on the children of today the meaning and importance of enterprise and economic well-being and who knows... the next Alan Sugar, Deborah Meaden or Bill Gates may be a participant in this competition!

If your school wishes to enter one or more teams into the Sefton & West Lancashire Enterprise Competition 2011 please complete the entry form overleaf and return it to the address stated no later than **Friday 21st January 2011**.

Ros Millington or a representative from RDPO Enterprise Education will be visiting your school in early January to answer any questions you may have about the competition and to remind you of the details.

If you would rather we did not visit please email me and let me know.

I look forward to seeing you in January and, in the meantime, if you have any questions you would like to ask please contact me via any of the methods listed in the letterhead.

Regards,

Rob Owens
Managing Director

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Sefton & West Lancashire RDPO Enterprise Competition 2011 In association with Southport College

Name of School _____

School Address _____

Name of Competition Contact at School _____

Contact Telephone Number _____

Contact Email Address _____

Number of Teams School Wishes to Enter _____

Declaration

1. I am authorised to enter the above stated number of teams into the Sefton & West Lancashire RDPO Enterprise Competition.
2. Having read and understood the competition guidelines, the above named school undertakes to assign the required time, staff, materials and financial commitment as per the outlined competition requirements.
3. I am fully aware of, and accept the cost of the enterprise competition and will ensure the invoice for participation is processed for payment by the school prior to 01/02/11.
4. I am aware that whilst significant effort will be made to secure sponsorship for the enterprise competition no value can be guaranteed and, should no sponsorship be sourced, I understand and accept that the cost of entering the competition will remain unchanged and therefore the school will not receive any financial rebate.

Signed:

Position:

Date:

Please Return Entry Form To: RDPO Enterprise Education, Unit 1A, Abbey Lane Industrial Estate, Abbey Lane, Burscough, Ormskirk. L40 7SR

****ENTRY DEADLINE – FRIDAY 21ST JANUARY 2011****