

Enterprise Challenge



Give your students the opportunity to develop enterprise skills within a supported framework

Why an Enterprise Challenge?



Based on evidence from District Councils and research around enterprise training



Working collaboratively with public and private sector stakeholders



Target secondary school age students across settings



Pilot to take place in Summer 2022



Opportunity to develop a business opportunity within a supported framework



Creative design and presentation will be encouraged



**What is
the idea?**

What is the Enterprise Challenge?

- ▶ Students will meet and work with local, inspirational business people
- ▶ Students will gain experience of a range of business planning and presentation skills
- ▶ Students will have the opportunity to present their ideas to local private and public sector leaders
- ▶ Students will be able to compete against their peers in local and regional heats and finals
- ▶ Students will have the opportunity to win a prize

Why is enterprise important?

- ❑ Microbusinesses represent more than 2.1 million businesses and 33% of employment in England, their growth has outpaced that of larger companies over the last decade.
- ❑ Microbusinesses make up 90% of UK enterprises.
- ❑ 70 – 80% increase in demand for small business support across East Anglia (Nwes) in the last 18 months.
- ❑ Self-employment can be a realistic route out for those living in deprived communities who are seeking to achieve improved wellbeing.

Benefits:

- ▶ Enterprise skills link directly to essential numeracy and literacy skills
- ▶ Increases motivation and resilience
- ▶ Develops a stronger sense of financial self-reliance
- ▶ Encourages creative thinking and improves problem solving skills
- ▶ Improves emotional intelligence/team-working skills
- ▶ Enables goal setting ability and develops a sense of achievement



Partners:



- ▶ West Suffolk Council
- ▶ Babergh and Mid-Suffolk Councils
- ▶ East Suffolk Council
- ▶ Suffolk County Council
- ▶ Enterprise Advisor Network
- ▶ MENTA
- ▶ Nwes
- ▶ Innovation Labs Stowmarket

How can you help?

Let us know what would work for your school:

- ▶ Who would be the best contact?
- ▶ How should we promote it?
- ▶ What will motivate the students to 'work out of lesson time'?
- ▶ Let me know if you would like to be involved!

Which are the most important features of an Enterprise Challenge for your school and students?



Easy/subsidised transport to the final venues



A high value prize



High profile branding and promotion



The opportunity to gain advice and working time with local professionals



A comprehensive guide to the challenge and 'how to set up a business'



Access to tips via social media



Easy to access guidance



Prestige and promotion gained through taking part



Questions?

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