



***BiG Challenge 2012 (BC5)***

***Guidance***

***for Schools & Colleges***

[www.bigchallenge.biz](http://www.bigchallenge.biz)



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## **1. Introduction**

### **1.1 BiG Objectives**

The BiG Challenge is part of the Sheffield BiG programme – the city's initiative to develop enterprise and entrepreneurship across education and the community.

The BiG Challenge has 3 objectives for the young people, their schools and colleges:

- **Experience** – to provide positive experience of entrepreneurship and operational business challenges
- **Opportunity** – to encourage the participants to value and consider entrepreneurial career opportunities, including self-employment
- **Embedding** – to catalyse the development of enterprise as an integral part of education in schools, colleges and apprenticeships.

The BiG Challenge is organised by Sero Consulting Ltd on behalf of the Generate strand of the programme, which is focused on young people aged 11-19 in full time education. The Steering Group is

- David Grey MBE (Chair) - OSL Group Holdings
- Simon Baddeley – Sheffield City Council
- John Barber – B&E
- Kevin Bennett – Sheffield City Council
- David Kay – Sero Consulting Limited
- Clive Lightburn – Sero Consulting Limited

### **1.2 BiG Challenge 2012**

The BiG Challenge 2012 runs from Monday 19<sup>th</sup> September 2011 to Friday 24<sup>th</sup> February 2012. However, teams may begin prior to the start date if they so wish.

Teams aged 11-19 from Sheffield schools, colleges and apprenticeship schemes have the opportunity to win personal rewards for every winning entrant plus 'the BiG Prize' for the overall winning team.

Each team (between 1 and 8 students) will form and operate a business. Each business will be given a £25 cash investment, as a starter towards their business objective of increasing that amount by making as much profit as possible, within the BiG Challenge time frame, employing teamwork, innovation and entrepreneurship using any legal means. Having repaid the £25 investment plus a further £5 in interest on that investment, the profits made by the teams may in any combination be retained in the business, retained by the teams or donated to their chosen charity. Please see the section on charitable donations in 1.4 below.

Each team requires a member of staff to support its entry and its activities.

The winning criteria, which will be judged in the final Business Report submitted by each team on Monday 12th March 2012, include:

- Profit made
- The ideas and methods used
- Teamwork
- Use of external networks and resources
- Marketing and communication
- Potential beyond the time frame of the BiG Challenge
- And not least ... the fun enjoyed and enthusiasm communicated by the team

Each team's profile and its work can be recorded on the BiG Challenge website, where each team will have its own space.

In addition, the official BiG Challenge filmmaker will track the BiG Challenge 2012. The film will include activity with the participating teams, covering planning and delivery of their schemes, from the launch to the awards event.

### 1.3 The 2011 Challenge

The BiG Challenge 2011 was an even bigger success than the BiG Challenges of previous years for the teams, for the schools and colleges and for the city of Sheffield. The statistics speak for themselves:

|                     |                                     |                                 |
|---------------------|-------------------------------------|---------------------------------|
| <b>Entrants</b>     | Total teams signing up              | 283 (from around 400 proposals) |
|                     | Schools & Colleges involved         | 28                              |
|                     | Teachers supporting teams           | 193                             |
| <b>Completers</b>   | Total teams completing – record 33% | 95                              |
| <b>Winners</b>      | Total Winning Teams                 | 24                              |
|                     | Winning Schools & Colleges          | 19                              |
| <b>Money Raised</b> | From completing teams               | £26,499                         |
|                     | Profit                              | £13,610                         |
|                     | Average return on investment        | 592% (up 14%)                   |

Go to [www.bigchallenge.biz](http://www.bigchallenge.biz) to find out about the winners and to access their websites.

## 1.4 What's different in 2012?

Even if you think you know how the BiG Challenge operates, please be aware of the following changes, building on the experiences of the BiG Challenges in previous years, together with some general reminders:

- **The BiG Shop** - Three schools helped us to develop this facility last year in order to support online sales in a safeguarded environment; now it's available to everyone – contact [philippe@sero.co.uk](mailto:philippe@sero.co.uk) if you'd like your school or college to use it and see the fact sheet at [www.bigchallenge.biz](http://www.bigchallenge.biz)
- **Sheffield 2012 prize** - This is a new prize for the business team with the best product or service linked in some way to the Olympics – a flexible definition, so there's plenty of scope for imagination and links with other projects you may have in mind
- **Website prize** - This was previously judged on input to the team space allocated at [www.bigchallenge.biz](http://www.bigchallenge.biz). However, last year's teams produced some impressive websites of their own and it's clear that the web is central to enterprise success. Therefore we are extending the definition of the prize to embrace the overall online 'presence' of the team – which will include the BiG site *AND may also involve such as a standalone website, trading through the BiG Shop or eBay, Facebook or other social publication sites such as Tumblr, and Twitter.* We all recognise the importance of safeguarding – and the BiG Challenge site and shop are therefore strongly protected. Therefore each school and college needs to determine what to encourage and how to support appropriate use of online opportunities.
- **BiGGER Challenge** - our Post-16 awards are open to teams in full time education up to Level 3 in colleges and school 6<sup>th</sup> forms. These awards are now called 'The BiGGER Challenge' as they will include extended options to benefit from detailed business support and to complete a more business focused Final Report, which could be used to gain additional accreditation - very useful for CV purposes. We'll be detailing these opportunities at the official launch on 11<sup>th</sup> November.
- **Charitable donations** – Teams may optionally give some or all of their profits to charity. This is a business decision that each team can make but it is important that the business is viable in its own right and **does not rely on fundraising to generate business**. In other words, teams will not be successful in the BiG Challenge if their business is based primarily upon fundraising for a charity whereas there is no objection to profits from a viable business being donated to charity, once earned. Teams need not decide at the start whether to donate any profits to charity, but must fulfil any promises they make to their customers. The prize for the 'Biggest Profit' will be calculated on the overall profit (minus the £30 above), regardless of how the profit is used – for example (1) donated to a good cause, such as a Charity, (2) divided between the members or (3) invested in the future of the business.

- **Statement of Accounts** – The final Business Report will include a statement of accounts using a standard format provided with the instructions for the Report. This will cover Income, Expenditure, Profit & Loss. Whilst not reducing the profit to be declared, it will also include recognition of real costs, valuing the time put in to the business by the team and the resources provided by their school or college (e.g. specific overheads such as computers, copying).
- **Existing Businesses** – The continuation of businesses involving students who entered previous BiG Challenges is strongly encouraged. Such teams **will** be eligible to win the overall prize of the BiG trip.
- **Interim Progress Awards** – Interim progress awards will be announced via the website ([www.bigchallenge.biz](http://www.bigchallenge.biz)) during the course of the BiG Challenge 2012.
- **Trophies** – winning teams will each receive a trophy which can be exhibited at the winning schools. Winning team members will also receive individual trophies.
- **Best Mentor award and Manufacturing award** - there will be judge's discretionary prizes of £250 in retail vouchers for the best mentor(s) of a team or teams. Mentors may be from the same or another school or college. Please contact your BiG Enterprise Champion if you wish to be put in touch with mentors from another school or college.

There will also be a prize for the best manufactured product(s), sponsored by Made in Sheffield.

- **School & College Team Contacts** – Every entry must provide the name and email address for the member of staff supporting their team; entries will be validated by emailing that person for confirmation - so the simple rule is no valid email, no entry, no £25, nothing! Schools and colleges may wish to make the entries on behalf of the teams so they can be validated internally and so the appropriate staff can be associated with each team.
- **Presentation to the judges** – as in BiG Challenge 2011, video will not be allowed as all or any part of presentations to the judging panel. Teams may use PowerPoint to enhance their presentations but must not include video clips. PowerPoint presentations must be provided on a memory stick.
- **Selling Opportunities** – As last year, there may again be the opportunity for teams to use a refurbished stall or vending barrow at Castle Market or at other available sites, (Monday – Saturday only) for selling their goods and services. Schools and colleges should contact [john.rigby@sheffield.gov.uk](mailto:john.rigby@sheffield.gov.uk) for details and availability. To make best use, a reconnaissance trip and entrepreneur support is recommended.

## 2. The basics

This section summarises the processes you definitely need to know about as a teacher or as a team member.

**You should contact your school or college BiG Enterprise Champion, as set out in Appendix 1, if you have any problem with these processes. NOTE that the services provided by the BiG Enterprise Champions and the Entrepreneur Exchange are not available to schools not listed in Appendix 1.**

### 2.1 Entering Teams

**Application process** – Applications can be made online only at [www.bigchallenge.biz](http://www.bigchallenge.biz) from Monday 19th September until Friday 21st October 2011 even though teams may start before the start date if they wish. Any further advice regarding the process will be posted on that website.

**£25 investment cheques** – The £25 investment will only be payable after confirmation of team eligibility is received by email from the school/college member of staff nominated to support the team; they will receive an email request for confirmation. The cheques will be paid to the school/college, which will make arrangements to hand on to the team.

### 2.2 Start up Funds & Profits

Here are two examples of how it works

#### Team 1 which makes a profit

- Receives £25 cheque + £25
- Spends £100 on various things - £100
- Sells £250 of goods or services + £250
- Balance £125 = £125
- Pays back up to £30 (£25 plus £5 interest) - £30
- **Final Profit for the Challenge = £95**

#### Team 2 which fails to make a profit

- Receives £25 cheque + £25
- Spends £50 on various things - £50
- Sells £40 of goods or services + £40
- Balance £15 = £15
- Pays back up to £30 (£25 plus £5 interest) - £15
- **Final Profit for the Challenge = zero**

## 2.3 Business Reporting & Website Requirements

The following 'deliverables' are expected from each BiG Challenge business team

**The final business report** – this will be a maximum of 10 pages and will be submitted online on or before Friday 24<sup>th</sup> February. The report will be in the same standard format as the 2011 reports, with sections as follows:

1. Business Description
2. The Team
3. Help Used
4. Products
5. Customers
6. Reflections – strengths, weaknesses, lessons learned
7. Future Plans
8. Profit made
9. Team Financial Accounts - using a standard spreadsheet that will be provided, including simple calculation of manpower and other overhead costs

NOTE: It is the responsibility of all entrants to maintain personal records of money earned, disbursements paid and employee costs for tax purposes where applicable.

**Short listed team presentation** – these teams will be invited to give a 10 minute presentation and to answer questions from the panel of judges at the Town Hall

**Website** – it is expected but not compulsory that a successful business team would want to use the website and blogging facilities on offer at [www.bigchallenge.biz](http://www.bigchallenge.biz)  
Teams may also set up more elaborate independent websites to promote their work, as some successful teams did in previous years.

**Interim progress reports** – these are entirely optional opportunities to win extra prize money and to build up the reputation of the team.

## 2.4 Judging

The integrity of the competition is paramount and therefore the decisions on the final prizes, including the overall winner, will be made by the panel of judges, which is independent from the BiG Challenge steering group, the BiG Enterprise Champions and the BiG programme executive team. The panel will consist of 4-6 judges including a Chairperson. Final presentations will be made to this panel.

Winners of the interim progress awards will however be selected by the BiG Challenge Steering Group.

## **2.5 Film, websites and other media exposure**

Like any successful business, BiG Challenge teams are putting themselves in the spotlight:

- Team websites are publicly accessible
- The organisers will be commissioning a film of the 2012 BiG Challenge story, just like in previous years
- Newspapers and radio will be interested in the story
- The Steering Group may wish to exhibit good examples of final reports

Schools and colleges should therefore ensure that the appropriate parental permissions are secured.

In addition, the Steering Group has procured sponsorship for the BiG prize trip and so the overall winning team will be required to comply in a timely manner with all reasonable requests from the sponsor to attend press conferences, photographic opportunities, radio and television interviews and provide press statements etc., both before and after the winners' trip. The winners' school must ensure that all appropriate parental permissions are secured.

## **3. The Prizes**

### **3.1 Winners & Categories**

Each student invited to the BiG Challenge Awards Event will personally receive £100 in retail vouchers. The categories are as follows:

- Overall winning team – fully funded trip to an overseas destination for all members of the overall winning team; the destination will be announced in January 2012;
- Up to three winners in each of the three Age Categories (Key Stage 3, Key Stage 4 and Post -16) ;
- Best presentation to the judging panel;
- Best final report;
- Best web content;
- Biggest profit made during the period of the Challenge;
- Best Existing Business - best entry from a business team formed for a previous BiG Challenge;
- Best mentor(s);
- The Made In Sheffield award for the best manufactured product;

- Sheffield 2012 award for the best business with an Olympic Games connection

### 3.2 Interim Progress Awards

At least two interim progress awards will be announced via the [www.bigchallenge.biz](http://www.bigchallenge.biz) website during the course of the Challenge.

For example, we may announce an interim award for the Website or for a Business Progress Report with team prizes in each age category.

Team prizes for these awards will comprise £150 for 1<sup>st</sup>, £100 for 2<sup>nd</sup>, £25 for 3<sup>rd</sup> and £25 for 4<sup>th</sup> place.

## 4. The Schedule

|   |
|---|
| <b>2011 – Autumn Term</b>                           |
| Monday 19th September – Entries open                |
| Friday 21 October - Entries close                   |
| <b>2012 – Spring Term</b>                           |
| Friday 24 <sup>th</sup> February – Challenge closes |
| Friday 2nd March - Short List Announcement          |
| Monday 12th March – Judging                         |
| Friday 16 March – Invitations to Awards sent        |
| Tuesday 27 March – Awards Celebration               |

## 5. The Launch

### 5.1 Planning

A well planned launch of any programme is critical in establishing the vision and overarching aspirations as well as clarifying the practical 'rules of engagement'. A BiG Challenge launch in your school or college should address both these aspects.

It is important that managers consider necessary or beneficial local 'rules' that will maximise the value of the Challenge to the teams and the wider institution; for example:

- businesses encouraged (and discouraged – such as unhealthy food)
- method for approval of entries (many successful schools in 2011 required teams to pitch to the Head Teacher or a panel formed from the SMT and entrepreneurs/school champions)
- basis for allocating teaching and / or support staff support to teams

Schools and Colleges are recommended to launch the BiG Challenge as early as possible.

### 5.2 Approach

The launch should provide clear and succinct information for students to consider their involvement but also set an exciting context where the entrepreneurial spark of Sheffield's youth is ignited, fuelling the wider regeneration agenda.

The launch should communicate the following key messages about the BiG Challenge:

- It is an exciting, challenging and fun business development opportunity
- It's about teams making money (for themselves, for a charity or a mix of the two)
- It's about being creative and innovative and fostering their entrepreneurial talents through teamwork
- it involves celebrating progress through team websites and business reports
- last but not least, it's a competition with significant prizes

In the previous year's BiG Challenges the most effective schools undertook a 'launch' or information sharing approach with colleagues (teaching and support staff) first to establish a common understanding of the programme. This could be undertaken through all mediums including staff meetings, bulletins and briefing papers.

The launch with students can take many formats and a range of resources are available to assist schools and colleges.

When planning the launch event there are two key aspects to consider:

- **Targeting** - the school/college should consider who will be informed of the Big Challenge opportunity. Is this open to all students, particular year groups or Key stages? Schools during previous years took a range of approaches here all with evident success.

- **Timing** - consideration of when the launch event should take place within the school year is important. Resources and entrepreneur input is available now.

Entrepreneurs play a vital role in the BiG Challenge and this can start from the launch event. An inspiring presentation from a successful entrepreneur provides that initial impetus that schools can then build upon.

When requesting support from an entrepreneur through the BiG Enterprise Champions or the Entrepreneur Exchange it is helpful to consider the approach you would like them to take (e.g. to talk about their own entrepreneurial experiences, personal qualities, business approaches etc.) and the format of the launch event.

### **5.3 Launch Resources**

The following resources will be available via BiG Enterprise Champions (see Appendix A) from the start of the autumn term:

- BiG Challenge DVD 2012 - High impact DVD explaining programme, process and prizes
- BiG Challenge 2012 Leaflet - Paper based information to complement DVD. Directs students to BiG Challenge website for further details

In addition, the BiG Challenge 2012 Website – [www.bigchallenge.biz](http://www.bigchallenge.biz) – is a key source of information for staff and students. Teams approved by the school or college will register through the website and this should form a constant point of reference.

A range of resources were used during the previous BiG Challenges and these will still have value during this year's competition. They include:

- Big Challenge 2011 website, which is still accessible from [www.bigchallenge.biz/2011](http://www.bigchallenge.biz/2011) - this contains the websites (logos, blogs, films, use of images etc.) that teams developed during the 2011 competition.
- BiG Challenge awards evening DVD s(10 minutes) - these were used to introduce the 2008, 2009, 2010 and 2011 Awards evenings and illustrate the whole experience in the words of the participants, including the fun and learning derived from the process

## **6. Entrepreneur Team Support**

### **6.1 Support Models**

Teams entering the BiG Challenges in previous years have achieved great success, one of the contributing factors to this success has been the support provided by local entrepreneurs.

Three school support models have proved to be successful in meeting the differing needs of teams and fitting with institutional modes of operation:

- **1:1** - An entrepreneur working with an individual team. An entrepreneur who shares the same specialism or expertise required by an individual team can be introduced to work with them on a one to one basis. This may be an ongoing relationship throughout the competition with regular contact or called upon to meet specific one off needs
- **Specialised entrepreneurs** supporting teams in their areas of expertise. A number of entrepreneurs can be called upon to run workshops and group discussions focussing on particular markets (e.g. food & drink, beauty, websites) or with particular skills across (e.g. sales, finance, presentations). This method can be used as a whole school approach
- **Support from students** on the Sheffield Hallam University **Venture Matrix** scheme. Contact Charlotte Musgrove, the Venture Matrix schools and colleges project officer on 0114 225 3475 or email [venturematrix@shu.ac.uk](mailto:venturematrix@shu.ac.uk)

In previous years successful schools have used a combination of these models to assist teams at different points throughout the competition. Any of these models can be provided by and explored with the Entrepreneur Exchange team to ensure they meet the needs of your school

## 6.2 The Entrepreneur Exchange



The Entrepreneur Exchange is a brokerage service sourcing and engaging established entrepreneurs, introducing them to schools and arranging for them to work with students on a variety of entrepreneurship based projects. BiG Challenge support can range from assembly presentations, interactive workshops and small group business support sessions through to one to one team mentoring based on the models described above.

The network is made up of over 200 local entrepreneurs and enterprising business people who are willing to give up their time to go into schools and share their expertise and experience to inspire enthuse and support local students in the challenge.

Schools and colleges wishing to take advantage of the support of one or more entrepreneurs should contact Liz Yoxall at The Entrepreneur Exchange by telephone on 01709 336738 or by email to [thebig@be-sy.co.uk](mailto:thebig@be-sy.co.uk).

There is also opportunity for schools to draw on support from business students from Longley Park Sixth Form College (contact Stephen Coote – [stephen.coote@longleypark.ac.uk](mailto:stephen.coote@longleypark.ac.uk)) Contact your Schools Enterprise Champion or The Entrepreneur Exchange for further information on how to use these resources.

Risk Assessment for all BiG Challenge activity remains the responsibility of each school and college. Furthermore it is emphasised that teachers or appropriate support staff should be present for all activities organised for BiG Challenge participants with entrepreneurs.

In addition B&E South Yorkshire will work with its selected entrepreneurs to ensure that Child Protection and Health & Safety guidelines are clearly communicated – as set out in Appendix 3.

Although risk assessment and Health & Safety issues remain the responsibility of each of the schools/colleges, the BiG Challenge team recognizes that not all of the participating entrepreneurs may have experience in working with children and so a guidance note for entrepreneurs on working with children is included at Appendix 3.

### **6.3 Ideas that work**

This section is designed to give you ideas of how the Entrepreneur Exchange and external business support can work in your school or college.

**BiG Challenge Launch Events** – Enthusiastic and inspiring entrepreneurs can be used along side the BiG Challenge launch DVD to encourage student participation in school assemblies or at smaller group events. This method proved to be very successful in previous years, especially when followed by a workshop for those students and teachers/teaching assistants who were interested in participating in the Challenge.

**Dragons Den Style Events** - Entrepreneurs will volunteer time to schools to act as judges and give constructive feedback to assist in improving the initial quality of entries or pre-select teams in schools who wish to limit the number of teams entering.

**Workshops** – Speakers will deliver workshops and seminars for larger groups of students ranging from creativity and ideas generation at the beginning of the competition process through to finance, marketing and report writing. Workshops can be tailored to the requirements of your teams at any time throughout the competition.

**1:1 Mentoring** – For teams that show real aptitude to continue with their business idea after the competition is over 1:1 mentoring will enable the team to be paired up with an entrepreneur with a similar business venture who will meet with them on a regular basis and guide them through the competition.

**Drop in Sessions** – A combination of seminar and 1:1 mentoring, drop in sessions will allow 1 entrepreneur to see a number of teams in short appointment slots allowing each team to focus particularly on the issues they are facing and gain hints and tips from entrepreneurs with expertise in specific areas.

**Staff Mentoring** – There is clear evidence that the most successful teams in previous years were those that received the most support from their school/college. Those schools that matched teams with a staff mentor were able to work closely

with the Entrepreneur Exchange to ensure appropriate entrepreneurial assistance was sourced for each individual team. The Entrepreneur Exchange is also able to provide support and guidance for the teaching staff involved in the competition.

## **7. Value Added Possibilities**

### **7.1 Qualifications**

Schools and colleges have identified a number of relatively short qualification awards that could be used to complement and consolidate the experience gained in undertaking the BiG Challenge.

Colleagues are however reminded that the principal purpose of the BiG Challenge is to experience enterprise and to act entrepreneurially for real. It is not intended to be and should never become a platform for pressing more awards in to the crowded school or college experience.

Nevertheless, there will be opportunities with some learners to link activity and achievement with accreditation in a way that will be genuinely rewarding.

We note that partner schools and colleges have worked with the following awards and recommend making direct contact to find out more:

- AQA - Enterprise & Employability (L1 & L2) – Myers Grove (now Forge Valley)
- Ormiston Education – Online course – Sheffield Park Academy
- ASDAN Certificate of Personal Effectiveness (Entry to Level 2) - Yewlands

Other awards from Edexcel, OCR & NCFE might also be considered.

### **7.2 Ongoing Business Development**

The BiG Challenge should not end with the closing Team Report on Friday 24<sup>th</sup> February, not even with the Awards Celebration or the winners' trip.

This competition is about the BiG Challenge of creating businesses that last, that grow and morph in to new things, and inspiring young people to keep on making money so they develop their entrepreneurial potential to the max.

We hope some teams and individuals will therefore want to receive ongoing and specialised support beyond the end of the BiG Challenge.

Schools and colleges should contact the BiG Enterprise Champions as the first line to access ongoing support beyond the BiG Challenge. They will work with partner organisations such as the B&E Entrepreneur Exchange, Sheffield Chamber, SENTA and Sheffield Technology Parks to draw on the right inputs.

Support from previous BiG winners and from business students in our colleges and universities will also be welcomed. Anyone wanting to help should contact the BiG School Enterprise Champions as set out in Appendix 1.

## **Appendix 1 – School Enterprise Champion Links**

One of the 'BiG School Enterprise Champions' will act as the primary point of contact between each eligible school/college and the BiG Challenge Steering Group

**Their contact details** are as follows

Mike Garnock-Jones, based at Forge Valley Community School

T: 0114 234 8805 / M: 077891 999 505

E: [Mike.garnock-jones@sheffield.gov.uk](mailto:Mike.garnock-jones@sheffield.gov.uk)

Pete Eason

T: 07899 750125

E: [pete.eason@btopenworld.com](mailto:pete.eason@btopenworld.com)

Karen Wood

T: 07794 395554

E: [karen.wood1@sheffield.gov.uk](mailto:karen.wood1@sheffield.gov.uk)

**Their responsibilities** are as follows:

|   |                    |
|---|--------------------|
| All Saints RC School                    | Pete Eason         |
| Birley Community College                | Pete Eason         |
| Bradfield                               | Mike Garnock-Jones |
| Chaucer Business and Enterprise College | Karen Wood         |
| Ecclesfield School                      | Mike Garnock-Jones |
| Firth Park Community College            | Mike Garnock-Jones |
| Fir Vale School                         | Karen Wood         |
| Forge Valley Community School           | Mike Garnock-Jones |
| Handsworth Grange Community School      | Pete Eason         |
| High Storrs                             | Karen Wood         |
| Hillsborough College                    | Karen Wood         |
| Hinde House 3-16 School                 | Karen Wood         |
| King Ecgberts School                    | Karen Wood         |
| King Edward VII School                  | Karen Wood         |

|                              |                    |
|------------------------------|--------------------|
| Longley Park College         | Mike Garnock-Jones |
| Meadowhead School            | Pete Eason         |
| Newfield School              | Pete Eason         |
| Norton College               | Karen Wood         |
| Notre Dame                   | Mike Garnock-Jones |
| Parkwood School              | Pete Eason         |
| Red Tape Central             | Pete Eason         |
| Sheffield City College       | Karen Wood         |
| Sheffield Engineering Centre | Mike Garnock-Jones |
| Sheffield Park Academy       | Mike Garnock-Jones |
| Sheffield Springs Academy    | Mike Garnock-Jones |
| Silverdale School            | Pete Eason         |
| Stocksbridge High School     | Mike Garnock-Jones |
| Tapton School                | Karen Wood         |
| The City School              | Pete Eason         |
| Westfield Sports College     | Pete Eason         |
| Yewlands School              | Karen Wood         |

## ***Appendix 2 - Rules of the BiG Challenge 2012 (BC5)***

### Definitions

“the Awards Event” means the event at which the winning teams are awarded their prizes;

“the Challenge” means the BiG Challenge 2012;

“existing business” means a business or a significant proportion thereof which, at or prior to the date on which a team enters the Challenge, was being run in the BiG Challenge 2011 or another context, by at least one of the members of that team;

“the Guidance Notes” means the BiG Guidance for Schools and Colleges 2012 (BC5) produced by the Steering Group;

“the rules” means these rules and any additions or amendments thereto made by the Steering Group;

“school/college” means education and training providers and 16 to 19 educational institutions;

“School Enterprise Champion” means the school enterprise champion allocated to the relevant school/college, and

“the Steering Group ” means the Chairman and Programme Director of BiG and the School Enterprise Champions all as listed in the BiG Challenge 2012 Guidance for Schools and Colleges, together with Sero Consulting Limited;

### *Eligibility*

1. The schools/colleges eligible to enter the Challenge are.

All Saints RC School

Birkdale School

Birley Community College

Bradfield School

Chaucer Business and Enterprise College

Ecclesfield School

Firth Park Community College

Fir Vale School

Forge Valley Community School

Handsworth Grange School

High Storrs School

Hillsborough College

Hinde House 3-16 School

King Ecgbert's School

King Edward VII School

Longley Park College

Meadowhead School

Newfield School

Norton College

Notre Dame School

Parkwood Academy

Red Tape Central

Sheffield City College

Sheffield Engineering Centre

Sheffield High School

Sheffield Park Academy

Sheffield Springs Academy

Silverdale School

Stocksbridge High School

Tapton School

The City School

Westbourne School

Westfield Sports College

Yewlands School

2. Each eligible school/college may enter as many teams into the Challenge as they wish.

## Age Categories

3. The Challenge shall comprise 3 age categories: 11 to 13 (Key stage 3), 14 to 16 (Key stage 4) and post 16 (up to level 3 in Sheffield colleges and school 6<sup>th</sup> forms). For this year, the post 16 category is called the BiGGER Challenge. These rules shall apply to all age groups and any variations or additions thereto in respect of the post 16 category only can be found in Appendix 4 to the Guidance Notes entitled "The BiGGER Challenge"

## Teams

4. Teams shall consist of between 1 and 8 students and each team shall be entered into the appropriate age category. Teams containing students of mixed ages must be entered into the age category of the eldest team member. Team mentors will not be counted as members of the team and will not be entitled to share in any prizes but will be eligible for the prize for best mentor.

## Closing date for entries

5. Team entries must be submitted electronically by schools/colleges from Monday 19th September 2011 and by no later than midnight on Friday the 21st October 2011. Entries received after that time will only be accepted at the discretion of the Steering Group. Entries must contain the name and contact details of at least one member of staff supporting the team. Upon receipt of a valid team entry the Steering Group will procure the sending of a cheque for £25 from an initial investor to that team's school/college. Teams can begin working on the Challenge at any time at their discretion and the period of the Challenge shall end at midnight on Friday the 24th February 2012.

## Delivery

6. During the period of the Challenge all teams will seek to increase the initial amount of £25 by as much as possible using teamwork, innovation, entrepreneurship and only legal means. The first £30 of any profits made from the initial amount shall be repaid by the school/college to the Steering Group. Schools/colleges will not be required to return any of the initial £25 where a team fails to make any profit. All profits or a proportion of profits may be donated to charity at the discretion of each team.

7. All teams shall submit their final report by no later than midnight on Friday 24th February 2012. Late submission will only be allowed at the discretion of the Steering Group. All reports shall be presented electronically by entry onto the BiG website.

8. All teams short-listed shall make a presentation of their project to the judging panel at a venue in Sheffield on Monday the 12th March 2012. Presentations may include PowerPoint slides but no video content. All winners will be announced on Friday the 16th March 2012.

## Prizes

9. There will be up to three awards in each age category, subject to teams achieving an acceptable standard. The judging panel may make additional awards at their discretion. There will also be cash prizes for progress during the period of the Challenge, to be awarded to teams at the discretion of the Steering Group. These team prizes will be £150, £100, £25 and £25 for 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> places respectively.

In addition a discretionary award of retail vouchers to the value of £250 each will be made by the judging panel for the best mentoring of a team or teams by students from a school or college or by an entrepreneur.

10. Prizes will be awarded to teams for each of the following categories:

- Overall winning team – fully funded trip to a destination to be decided upon and announced by the Steering Group, for all overall winning team members. Details of the departure, duration and the itinerary of the trip shall be decided by the Steering Group. There will be no cash alternative or other compensation for any winning team members unable to attend the trip;
- Best presentation to the judging panel;
- Best website content or use of the web;
- Biggest profit made (from the initial £25 during the period of the Challenge);
- Best existing business,
- Best final report,
- Made in Sheffield award for the best manufactured product, and
- The Sheffield 2012 award for the best product or service linked in some way to the 2012 Olympics.

11. Each member of a team shortlisted to attend the Awards Event will receive retail vouchers to the value of £100. Each member of a team winning the Best Existing Business award will receive an additional £100.

#### Media, Website and Sponsors

12. It is the responsibility of all participating schools/colleges to monitor content added to the BiG Challenge website by their teams and for the conduct of the team members generally with regard to the use of the BiG Challenge website and any associated facilities.

Notwithstanding the above and the overall obligation on schools/colleges to administer the Challenge in accordance with these rules the Steering Group shall operate and retain control of the BiG Challenge website and the Steering Group reserves the right to remove any content from it which it deems to be inappropriate and to exclude access to any persons responsible for placing such content onto the website.

13. The Steering Group will also procure a video and photographic record of all aspects of the Challenge, copies of which will be placed on the BiG Challenge website, and the Steering Group shall retain the copyright in all such material. Schools/colleges are required to obtain consents (where required) from team members and/or their parents for all teams who enter or attend any events relating to

the Challenge and for teams names, photographs and copies of final reports to be used for promotional and publicity purposes and for advocating best practice.

14. The Steering Group has procured sponsorship for the BiG winners trip and so the overall winning team will be required to comply in a timely manner with all reasonable requests from the sponsor to attend press conferences, photographic opportunities, radio and television interviews and provide press statements etc., both before and after the winners trip. By entering the Challenge the winners' school agrees to comply with all such reasonable requests from the trip sponsors and to ensure that all appropriate parental permissions are secured and that team members' passports are valid and have at least six months validity remaining.

#### General

15. By entering the Challenge all schools/colleges, teams and team members agree to comply with and be bound by these rules. The Steering Group may disqualify any school/college and its team(s) if it reasonably suspects that they are in breach of these rules, or that their conduct in relation to the Challenge is fraudulent or unlawful.

16. The Steering Group reserves the right to add to or amend these rules to the extent required to ensure the success of the Challenge. The Steering Group also reserves the right to change or cancel the Challenge at any stage if circumstances arise which are beyond its control. In all matters relating to these rules, and any additions or amendments thereto, the decisions of the Steering Group shall be final and binding.

17. The members of the judging panel, and any replacement member, shall be appointed by the Steering Group. All decisions made by the judging panel shall be final and binding.

18. Schools/colleges must appoint at least one member of staff to have overall responsibility for and to administer the Challenge in accordance with these rules. Schools/colleges shall be responsible for ensuring the suitability of activities undertaken by its team(s) whilst competing in the Challenge and shall also be responsible for all risk assessments and Health & Safety issues, including those associated with the prize trip for the overall winning team. All activities must be legal, must adhere to schools/colleges own health and safety policies, and must not jeopardise the safety or well being of team members or the general public.

19. Neither the Steering Group nor Sheffield City Council shall be liable for any injury, loss or damage to persons or property arising directly or indirectly from the Challenge.

September 2011

## **Appendix 3 - Basic Dos and Don'ts for Working with Young People**

This guidance is for entrepreneurs and business people supporting young and vulnerable people through the BiG Entrepreneur Exchange and BiG Challenge.

It is important that the experience is positive and beneficial for all concerned and that all parties feel confident in their working relationship, but at the same time are aware of a number of basic requirements relating to child protection and health and safety.

This guidance is to assist those giving their time with some basic do's and don'ts. If you are in any doubt about any guidance within this document or any other issues not covered please seek guidance, in the first instance, from the Entrepreneur Exchange Enterprise Relationship Managers (contact details below).

### **Working with Young People on the BiG Challenge**

- Activities taking place within the BiG Challenge will always involve a teacher.
- Arrangements involving young people should always be made through the named teacher for the particular school. Arrangements will normally be made by the Entrepreneur Exchange Team. The Entrepreneur Exchange Team will advise who the Teacher is for the School(s) you are supporting.

### **Health and Safety**

- If you are proposing to take a young person or group of young people to your place of work or any other venue then please advise the Entrepreneur Exchange Team in advance as a Health and Safety or Risk Assessment may be required. If this is the case this will be arranged through Business and Education South Yorkshire at no cost.

### **Behaviour & Relationships**

- Do not provide any young person with your personal contact details, such as mobile phone number, e-mail address or home address.
- All communication and arrangements should be made through a member of teaching staff
- You should do all you can to ensure that your own and any of your employees relationships with young people are appropriate to their age and gender and

do not give rise to comment and speculation. Attitude, behaviour and language all require care and thought.

- Relationships should remain professional and avoid becoming too familiar. You should not allow any “horseplay” which may cause embarrassment or fear.

### **Environment**

- It is advisable to limit the possibility of placing yourself in a situation where you are isolated or working alone with a young person. If there are times when one to one contact is unavoidable, this should be in a public area or in a room with the door open enabling occupants to be visible and audible outside the room.

### **Physical Conduct**

- On occasions when touch is required to guide the arm or hand of a young person during a task or whilst training to carry out a technical or manual operation should be kept to a minimum and should be used in a manner that is appropriate to the situation.

### **Travel**

- Travel alone with a young person should be avoided.
- In the rare circumstances where it is unavoidable then it is good practice for the young person to be seated in the rear passenger seat ensuring that a seat belt is worn at all times. On such occasions, ensure that a third party is aware of the intended destination and check-in times are agreed and registered. It is good practice to make available a mobile telephone in the event of a breakdown or emergency situation arising.
- Do not transport a young person in any vehicle if the appropriate insurance is not in place.

### **Disclosure**

- A student may confide information that could raise concern for their physical or emotional safety. If this arises, the individual must speak to their BiG Entrepreneur Exchange Enterprise Relationship Manager who should share this concern with the school contact / College contact.

### **Disqualification**

- You are required under the Criminal Justice and Court Services Act 2000 to declare if you are disqualified from working with children.

### **Criminal Records Bureau (CRB) Checks**

- In some circumstances a CRB check may be necessary before working with young people. However this is unlikely to occur as a member of staff will be

present at all events/meetings. If you are being asked to undertake a task where this is appropriate you will be advised by the BiG Entrepreneur Exchange Team who will arrange for a CRB check to be completed with your agreement.

- Should you wish from your own perspective to undertake a CRB check this can be arranged at no cost through the BiG Entrepreneur Exchange team.

### **Further Information**

- Should you require any further information or have any concerns regarding child protection or health and safety issues please contact the BiG Entrepreneur Exchange Enterprise Relationship Management Team at Business and Education South Yorkshire who will assist you with your query.
  - Telephone - 01709 336738
  - E Mail - [theexchange@be-sy.co.uk](mailto:theexchange@be-sy.co.uk)
  - Website - [www.entrepreneurexchange.biz](http://www.entrepreneurexchange.biz)
- If required, Business and Education South Yorkshire can provide an example of a Child Protection Policy, which businesses can adopt for suitability to their requirements.

## **Appendix 4 – The BiGGER Challenge Awards**

### **Overview**

The BiG Challenge Post-16 awards are open to business teams of 1 to 8 students in full time education up to Level 3 in Sheffield's colleges and school 6<sup>th</sup> forms. From 2011-12, the post-16 awards are called 'The BiGGER Challenge'. Teams of over 8 students require approval from the Steering Group.

The BiGGER Challenge awards offer extended options for students to benefit from team and personal business support and to complete a more business focused Final Report, including a Business Plan, which the winners will pitch to investors.

This could also be used to support accreditation such as the Extended Project award and will be useful for Personal Statements as well as business skills development.

### **Key features**

The BiGGER Challenge awards are an integral part of the BiG Challenge, with the following value added differences:

| <b>POST-16 TEAM PRIZES</b>   |  |
|------------------------------|--|
| 1 - Interim Awards           | Initial business idea (Nov) & Marketing (Jan) -<br>2 post-16 team prizes (£150, £100)  |
| 2 – Main Awards (March)      | 4 post-16 prizes - 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> teams<br>plus best post-16 Business Plan<br>Also eligible to win the BiG trip |
| 3 - Pitch to Investors (May) | Supported opportunity for<br>all 4 winning teams   |
| <b>HELP ALONG THE WAY</b>    |  |
| 4 – Trading Opportunities    | The Sheffield College will run trade fairs to all post-16 teams in weeks of 14 Nov (GEW) and 6 Feb   |
| 5 - Business Advice*         | Meetings with professional Business Advisors<br>For those teams put forward by their school/college  |
| 6 - Final Report             | The extended 'Business Plan' format<br>can include evidence from awards/courses  |

Note - \* During the competition, Business Advisor support will be limited to a maximum of 2 sessions per team and should focus on future potential rather than immediate competition activity. After the competition, businesses demonstrating real potential should be given the opportunity to be treated as a conventional business with an allocated advisor.