

# *Working with Cumbria's future leaders*

## Ideas and Expectations

### Information for Businesses

Businesses kindly offering to partner with a primary school for the Bright Stars competition are of different shapes and sizes with varying degrees of experience when it comes to school engagement. Some of you will have your own plans and processes in place for the Bright Stars partnership, but we have compiled a list of our expectations and suggested content and engagement that you may want to consider for your part in the competition.

#### How does Bright Stars work?

Bright Stars is an award winning competition aimed at primary school children across Cumbria. Each school receives £50 seed funding with a simple instruction to set up their own mini social enterprise and, through creativity, grow that investment over an 8-week trading period.

Each business that takes part is matched to a local primary school to offer guidance and encouragement throughout the trading period.

During the programme business mentors are expected to 'visit' their schools weekly to ideally attend face-to-face meetings at their school. However, we anticipate that some businesses may need to use a blended approach to keep in contact with their schools, with a combination of face-to-face and virtual meetings, to save on travel time and maximise the pupil support.

- Business mentors are expected to help the pupils set-up as a mini social enterprise business and develop plans and strategies to achieve their final business aims.
- There will be cash awards for the schools for various categories. (The prize categories will be listed in the Bright Stars Resources Booklet, which you will receive once you are matched with a school.)
- Children will be encouraged to set aims, so they are able to see a positive outcome from their hard work.

Schools and business mentors, once matched, need to:

1. Attend a 'virtual' intro meeting where CforLP staff will talk about the programme and the school and business will:
  - a) introduce each other and share contact details;
  - b) discuss the support the business support can offer;
  - c) arrange suitable dates and times for you to visit your school and work with the pupils to set up their social enterprise business; and
  - d) discuss whether visits will be face to face or a mix of face to face and virtual.
2. Arrange a time for the business to make an initial visit to the school to:
  - a) introduce themselves to the pupils;
  - b) explain more about Bright Stars; and
  - c) start brainstorming ideas for the project.

**As a business you will be responsible for:**

- Visiting the school, face-to-face or 'virtually', on average, once a week throughout the competition.
- Introducing the Bright Stars concept, if they don't already know and how they are going to help.
- Talking to the pupils about their business and introduce them to members of your wider team.
- Using the resources provided by CforLP to help the children understand what a social enterprise business is.
- Helping the pupils to brainstorm their enterprising ideas and how they want to make a difference.
- Helping the pupils develop a business and marketing plan; talk about profit and loss and develop a plan on how the £50 could be best managed.
- Supporting the pupils to develop their product/service.
- Supporting the pupils to sell their products/deliver their service.
- Completing the pre- and post- evaluation surveys with the pupils with the school.

We encourage schools to have a dedicated lead within the school and ensure that sufficient time is given to the school lead to prepare and make the most of their involvement. This is most likely to be the teacher whose class is participating in the project.

## Business expectations:

### *Before the Competition*

- Please complete the CforLP registration form (available [ONLINE HERE](#)).
- Send CforLP your company logo.
- Nominate someone in your company to be the main Bright Stars contact and add their details to the registration form.
- We will have a list of registered schools, but if there is a school that you are particularly keen to partner, tell us so that we can approach them about the competition.
- Start to plan how you will help your school to do the best they can during the competition. Talk to your staff and ask for ideas and/or volunteers.
- Attend one of the virtual briefing and intro meetings – these are mandatory for all schools and businesses who take part. CforLP will run through an overview of the Bright Stars programme, key expectations, prize categories, completing website updates and the rules of the competition.
- Once you have registered and we have matched you to a school we will send you a login code so you can access the Bright Stars resources and lesson plans. You can use these to help you plan your sessions. You can start working with your school asap once matched, but you cannot begin trading as a company until the trading start date.
- Put the Bright Stars Key Dates in your calendar.
- Visit your school 1 or 2 weeks before trading to tell the pupils about Bright Stars complete the pre Pupil questionnaire, talk about your business and roles within a business and start brainstorming ideas.
- Attend an optional Talking to Tiny People online session, if you want some pointers on how to communicate with the pupils.
- We have produced the following lesson plans, including worksheets, examples and templates, that can be used to help you plan your Bright Stars sessions with the children. These are all within the Bright Stars Resources Booklet and there are additional resources available to download from the CforLP website too. Logins for these resources will be provided once we have matched your business to a school:
  - Lesson Plan 1: Introducing Bright Stars, business, social enterprise, and your own business
  - Lesson Plan 2: Ideas for your social enterprise
  - Lesson Plan 3: Roles needed within a social enterprise and emphasis on teamwork
  - Lesson Plan 4: Creating a business plan for their social enterprise
  - Lesson Plan 5: Finance – managing money
  - Lesson Plan 6: Marketing
  - Lesson Plan 7: Project reports and evaluation
- Complete the pre-project evaluation survey.

## ***During the Competition***

- Aim to meet with your school, either virtually or face-to-face, at least once a week during the trading period.
  - Visit your school at least twice for a face-to-face meeting, if possible. Other meetings can be carried out remotely, using MS Teams or Zoom meeting software. This should make interacting with the pupils easier without having to travel to the school, so we hope that you will engage with them on a weekly basis.
- Keep in contact with them throughout the competition and be available to give advice, guidance and to help keep the children motivated.
- Help the pupils to make and sell their products or services.
- Help the pupils to check progress against the business and marketing plans.
- Help ensure that the school completes an online weekly update report to CforLP on their progress throughout the competition – these will be available for everyone to view and are used by the Bright Stars Judging Panel, to help decide the category winners.
- Use the media pack to shout about your involvement in the programme.

## ***After the Competition***

- Join us for the online Celebration Event. More details to follow.
- Prizes and certificates will be awarded for the best ideas and social enterprises.
- Complete the post-project evaluation surveys.
- Ideally, keep in contact with your school after the competition finishes and develop an on-going partnership.

## **Bright Stars - in the business of making things better!**

We prefer the activities to be like real businesses or campaigns to give the children as much authentic experience as possible of setting up and running activity.

Anything you can do to encourage the schools and pupils to think in a commercial way will be hugely appreciated. However, never forget that the aim is to make this experience interesting, challenging, fulfilling and fun – just like business itself.



**If you have any questions about Bright Stars, please contact:**

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