



**BRIGHT**

**STARS**



**Providing young people across Cumbria  
with everyday leadership opportunities**

**Encouraging leadership and social  
entrepreneurship from a young age  
and developing relationships  
between Cumbrian businesses and  
their local primary schools**



**CENTRE for  
LEADERSHIP  
PERFORMANCE**

**[www.cforlp.org.uk](http://www.cforlp.org.uk)**



## Who are the Centre for Leadership Performance

The Centre for Leadership Performance (CforLP) are a not for profit organisation working to develop Cumbria's leaders for today and tomorrow. We work with educators, businesses and young people to create an inclusive life long leadership journey from primary school to retirement. We believe that supporting the talents of our young people is vital to the economy here in Cumbria. Bright stars removes barriers to engagement between businesses and their local schools to nurture a culture of aspiration and entrepreneurship and develop leadership skills.

# NURTURING

## What is Bright Stars?

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 over the course of 12 weeks and, through creativity, grow that investment. This year's objective is:

**To make a profit and make a difference – to follow the very best examples of self-sustaining social enterprise**

CforLP links a local business to its local school to offer guidance and encouragement throughout the trading period. Pupils will be judged on the ideas to grow the seed funding and ultimately make a difference to their world and the lives of people around them.



Over 1,200 pupils  
took part in  
Bright Stars - 2023  
Spring Term

**ASPIRATIONS**





## What is the aim of Bright Stars?

- Bright Stars gives children at primary age a programme where they can see the opportunities around them
- To develop ongoing relationships between primary schools across Cumbria and their local business community
- To introduce leadership and social entrepreneurship from a young age in a fun and accessible way
- To raise the aspirations, confidence and self-belief of young people across primary schools in Cumbria as they showcase hidden talents
- To get young people excited about the world of work and gain an understanding of business and enterprise
- To encourage and nurture creative thinking
- To develop skills in teamwork and leadership from an early age
- To create careers awareness from a young age and link learning to local careers
- To empower children to influence change in their local communities

## What is the impact?

**92% of pupils felt more confident to share their ideas**

**86% of volunteers/ businesses felt that taking part had increased their wellbeing and motivation**

**87% of teachers felt their pupils were braver about their future**

**78% of volunteers now felt they had a higher profile in the local community**

**94% of teachers thought their children were more confident**

**75% of pupils had started to think about what they wanted to be when they grow up**

## 100% of pupils enjoyed taking part in Bright Stars

**"I learnt how to keep control of what's coming in and what's going out."**  
Pupil at Ewanrigg Juniors

**"We learnt to work as a team and to listen to everyone's ideas and make sure that everyone feels valued and not leave anyone out."**  
Pupil at Thursby Primary School

**"We learnt that a good leader needs to be kind, trustworthy and can rely on you to get things done."**  
Pupil at Morland Primary School

## Cash Prizes

**A panel of judges meet to go through the weekly school updates to decide on the winning schools**

### **12 prizes to be won!**

1. Best social enterprise business idea
2. Best example of teamwork and collaboration
3. Best example of leadership
4. Best example of community engagement
5. Best demonstration of being great communicators
6. Best example of staying positive/resilient
7. Most positive long-term impact
8. Best business plan
9. Best marketing idea
10. Best example of technology use
11. Most profitable social enterprise
12. Best logo

## Benefits to your business

- Develop on-going links with local primary schools and local communities
- Connect young people to your business and make them aware of what you do
- Demonstrating and being recognised as a responsible employer
- Develop your own team in the process
- Connect your business with other Cumbrian firms taking part in the scheme
- Helps raise the profile of your business
- Remove barriers to engagement with local primary schools
- Supporting the community through charity work, linking with schools and activities
- Helps deliver business social value performance metrics
- Business branding on all marketing materials
- Business name on the CforLP website and hyperlink to your business page
- Inclusion in any press coverage secured in the lead up to and following the competition
- Access to training and support throughout the programme
- Help shape the skills needed for the future

**“Great way to connect with your local community and give something back. Great programme for empowering children to make a difference.”**

**Rosie | Lake District Calvert Trust**

**“It is well managed and provides a good introduction to schools which can sometimes be difficult to achieve.”**

**Margaret Riches | Penrith Beekeepers Association**

## Benefits to children and schools

- Raises the aspirations, confidence and self-belief of young people
- Encourages and nurtures creative thinking and helps to develop self-confidence as they showcase hidden talents in a fun, accessible way
- Gets young people excited about the world of work and they gain an understanding of business from an early age
- Develops skills in teamwork and leadership from an early age
- Encourages children to be active citizens in their local communities
- Links to curriculum topics and brings learning to life
- Creates careers awareness from a young age and develops children's interest in employment
- Develops ongoing links between primary schools, local businesses and the local community
- Helps schools to raise their profile and build positive lasting connections in their local communities







## Our commitment to you

- We will work closely with participating schools and businesses to ensure everyone gets the most from their Bright Stars experience
- We will offer a blended approach with face to face and virtual meetings, making it easy for you to take part and connect with young people
- We provide support at every stage of the Bright Stars journey
- We offer access to Leadership Masterclasses

## We will also...

- Match a school to a business
- Host virtual introduction meetings with schools and business mentors
- Set-up login codes to access your own school and business specific web portal to record your weekly updates
- Provide all schools taking part with £50 seed funding
- Host virtual partner meetings and events to share learning and best practice
- Provide lesson plans, information and guidance throughout the scheme
- Provide training to business volunteers who may not have worked with primary aged children before
- Create PR packs so you can celebrate and share your involvement
- Organise the celebration event, trophies and certificates for all of the winners
- Project manage the award winning programme which helps businesses of any size to get involved
- Deliver outcomes that will count towards your social value targets

**New this year:** The Bright Stars programme will now run twice a year, which will enable us to support more schools and work with more local businesses. These programmes will take place in April and October.

## Key dates and steps

### Spring/Summer Term 2024

**Now to March 2024** Company and school registration & matching

**March/April 2024** Intro meetings

**March 2024** Tiny People Training Session

**March 2024** Business visits to schools

**19th April 2024** Live Social Enterprise Q&A

**22nd April 2024** Trading starts

**21st June 2024** Trading ends

**2nd July 2024** Judging panel day

**5th July 2024** Winners announced

**16th July 2024** Celebration event

Get in touch to register your interest for the Spring-Sumer and/or Autumn/Winter term



## Amy Lamph | Senior Project Professional at BAE Systems



# Bright Stars in a nutshell





## What businesses say



**“Bright Stars enables businesses to give our local younger generation an insight into business in such a fun way, it gives us an opportunity to help develop the next generation of leaders and possible future employees!”**

**Olivia Winter | Responsive**

**"Bright Stars is a great way to interact with primary schools at a level that works for them. Their enthusiasm is infectious, and they certainly help you to see things from a different angle."**

**Florence Arts Centre**



**“Taking part in the Bright Stars programme was a great experience for us as a business. Being able to engage with the children and teach them key lessons around business, money management and leadership, and contribute, even in a small way, to the development of future generations was very fulfilling.”**

**Melissa Newton | MN Consulting**

**“Working with young people always gives a good feeling.”**

**Stuart Dunnett | Whitehaven Harbour Youth Project**



**“A greatly satisfying experience where you really see the difference it makes to the confidence of the students.”**

**Paula McMahon | Sir Robert McAlpine**

**“I was hugely impressed with the dedication and determination of these very young children who nevertheless absorbed the essence of the business processes”**

**Simon Collins | Emcor Project Manager**



## What schools say

**"It gave children the opportunity to make a difference and to have discussions around the topic eventually chosen."**

**South Walney Junior School**



**"Bright Stars is a unique opportunity for the children to run their own business. They quickly develop problem solving skills and learn how to work together as a team."**

**Sarah Layzell | Gosforth CofE Primary School**

**"The Bright Stars project enabled our children to start up their own social enterprise and engage with the local community."**

**Asby Endowed Primary School**



**"I have learned so much about my class from taking part in the Bright Stars programme. They are so capable and wouldn't have had that opportunity if it weren't for this competition!"**

**Hannah Cooper | Ormsgill Primary School**

**"Such a great opportunity to be able to provide for your children. Opening their eyes to the world of business, building communication skills and taking ownership of something so important"**

**Sophie McLellan | Inglewood Infant School**



**"The children worked brilliantly together and were very enthusiastic, definitely take the opportunity, it is fabulous!"**

**St Bega's CofE Primary School**

## Get Involved

If your school or business would like to register their interest, find out about sponsorship opportunities or just find out more, please contact:

**Hazel Duhy**

**Bright Stars Project Manager**

E: [hazel.duhy@cforlp.org.uk](mailto:hazel.duhy@cforlp.org.uk)

T: 016973 44905

**Sarah Glass**

**CforLP Executive Director**

E: [sarah.glass@cforlp.org.uk](mailto:sarah.glass@cforlp.org.uk)

M: 07809 436190

For more information visit our website [www.cforlp.org.uk/brightstars](http://www.cforlp.org.uk/brightstars)

Or...



Scan the QR code to find out more and sign up to take part in the Bright Stars 2023/2024 academic year programmes



@CentreforLP



# A collaboration between Cumbrian businesses,

cultura**a**trust



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**orian**



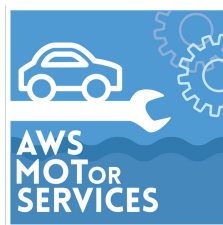
**Allerdale**  
**GDF Community Partnership**  
Let's talk about geological disposal



**Diff-Ability CIC**  
Life would be boring if we were all the same

**Playdale**  
Playgrounds

  
**FIRPRESS**



**KAEFER**

 **Smurfit Kappa**

**FORTH**<sup>TM</sup>

  
**Responsive.**

  
**NSG**

**NATIONAL NUCLEAR  
LABORATORY**



  
**Oak Tree**  
Animals' Charity



educators and young people





**Thank you for the ongoing support from our Bright Stars partners in this and previous years...**

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**CUMBRIA**  
COMMUNITY FOUNDATION



**Allerdale**

**GDF Community Partnership**

Let's talk about geological disposal

**Bright Stars 2022 won a BAE Business Leader Chairman's Award under the category 'building a sustainable future' as well as an Outstanding Achievement Award in the Global Procurement and Supply Chain Awards, which provide teams across BAE Systems worldwide with the opportunity to highlight and showcase some outstanding accomplishments on an annual basis.**

**"We are delighted to work with the Centre for Leadership Performance again to give hundreds of children in the Furness area a fantastic opportunity to develop their entrepreneurial and other life skills. The development of these skills is not only important in enabling the children to reach their full potential but we also hope it will encourage them to use their new skills and confidence to get involved in other social action projects and initiatives in the local community."**

**Neil Doherty | Corporate Social Responsibility Manager at BAE Systems Submarines in Barrow**



# Some of the ways our primary Bright Stars pupils have made an impact and made a difference over the years :

Maryport C of E Primary School launched a healthy recipe book 'Hungry Heroes'

Dalton St Mary's 'Ice Cold Café', sold ice lollies during break time creating a place to socialise post pandemic

Kirkbride Primary School's 'Little Planters: Big Hearts' created a garden to share with their community and generated a profit by selling some of their plants

Derwent Vale Primary School launched a pen pal link with a local care home to help tackle loneliness and also gain an understanding of who these vulnerable people might be

St James' C of E Infant and Nursery School's 'The Happy Bag Makers' created book bags to carry the books home from their new book libraries

St Bridget's C of E Primary School's 'Humble Bees' made and sold Bee Bombs, cakes and biscuits



## Lifelong leadership learning in Cumbria

Since 2011, the Centre for Leadership Performance has worked with educators, employers and young people to build an inclusive lifelong leadership journey from primary school to boardroom. We have built positive and enduring relationships that connect these stakeholders and promote collaborative action to develop Cumbria's leaders for today and tomorrow.

### **PRIMARY**

Working with over 150 Cumbrian primary schools, we provide leadership opportunities and connect them with businesses in meaningful ways, bringing learning to life through real-world examples as we nurture aspirations, confidence and self-belief. Our Bright Stars flagship programme continues to excite and engage young people with a high number of schools and businesses taking part year on year, partnering local companies and organisations to create social enterprise businesses that 'make a profit and make a difference' to impact an issue that the children choose.

### **SECONDARY**

Development programmes delivered in schools and youth group settings enable young people to have their voices heard on key issues and work on real projects that enhance their leadership and key employability skills, ignite aspirations and build confidence and self-belief. Businesses and young people work together on key issues and business challenges, raising awareness of local careers and jobs through programmes including ProjX, Elements, Your Community, Leading Change and Dream Placement.

### **EARLY CAREERS**

Supporting 16-25 year olds in their transition from education to the workplace. Managing Cumbria Future Leaders, a development network and online platform where young Cumbrians can find information and opportunities which link them into the local economy and their community. Co-creating programmes with young people, such as Learn 2 Lead, Leadership Insights and Your Voice.

### **WORK PLACE**

We work with a range of businesses across different sectors within Cumbria providing opportunities for managers and leaders to share learning and best practice. They build vital support networks through programmes including our flagship Leader 2 Leader, short courses, action learning sets and shadowing. Clients from primary to board room are encouraged to join our leadership community and build future talent while maximising the strengths of their existing workforce.

To find out about all CforLP programmes contact:

Sarah Glass | Executive Director

E: [sarah.glass@cforlp.org.uk](mailto:sarah.glass@cforlp.org.uk) M: 07809 436190

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