

## Bright Stars – *working with Cumbria's future leaders*

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### 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 12-week 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. 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 various categories, including best example of teamwork, best example of leadership and best community engagement.
- Children will be encouraged to set aims, so they are able to see a positive outcome from their hard work.

### 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 have several schools on board, but if there is a school that you are particularly keen to partner, tell us so 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 4 virtual 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 cannot begin trading as a company until the trading start date.

- Attend the optional online Social Enterprise Q&A event to kick start the programme.
- If possible, start working with your school at least 4-weeks before the trading date. You may want to offer some of the following sessions to your school. The presentation and content will clearly need to be right for the age, size and ability of the group you are working with – we can provide guidance for this.
- 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. 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.
  - Lesson Plan 6: Marketing.
  - Lesson Plan 7: Evaluation.
- Complete evaluation surveys.

### **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, Google 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, 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.
- Use the media pack to shout about your involvement in the programme.

### **After the Competition**

- Join us for the Celebration Event. More details to follow.
- Trophies and certificates will be awarded for the best ideas and social enterprises.
- Complete 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 schools 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, please contact:**

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