

**Participants:**

The Work Place, Co. Durham Enterprise in Education Team  
and Co. Durham BE Enterprising. 9 Year 10 students from Sunnydale  
Community College for Maths and Computing

**Location:**

The Work Place and surrounding shopping/leisure facilities

**Aims/Objectives:**

To experience a genuinely enterprising Work Experience placement  
To set up a social enterprise  
To generate profit for Grace House Children's Hospice  
To gain evidence for a qualification (BTEC Enterprise Award)  
To gain an insight into how a business operates  
To gain real life experience of market research, planning, design, costing,  
product manufacture (including laser cutting and dye sublimation techniques), marketing and sales.  
To use enterprise skills – creativity, innovation, financial capability, risk assessment, team work and problem solving in a genuine practical work based setting

**Please describe the activity and why it worked so well**

Students formed their own company, and were given the challenge to research, design, manufacture, cost, market and sell products to raise money for a local charity – Grace House Children's Hospice. The products needed to fit in with the ethos of Grace House, and be marketable to their customer profile.  
The high quality products produced included eco-friendly bags, mugs, coasters, keyrings, bookmarks and fridge magnets. Customers were given the option of having their products personalised if they pre-ordered.  
The activity was a great success, as indicated by some of the students' comments

"It was great because we didn't spend 2 weeks just filing paperwork. It was never boring."

"I enjoyed being part of a real business, and raising money for a local charity. It really felt like we'd all achieved something."

**Will you be doing it again and what will you do differently?**

The placement will be offered to students again in the future, with some changes to make it more cost effective (funding was made available for this pilot) e.g. mini bus to take students into other towns to carry out market research contributed significantly towards the cost.

**Supplied by Durham EBP**

