

This can go so many different ways it would be impossible to fit on a page! Tees Valley has thousands of small businesses, lifestyle businesses, where one or two people run something related to an idea they are passionate about. Many can be found at fetes, events and farmers markets or supplying local shops. However Tees Valley has one of the lowest rates of 'entrepreneurship' in the UK and many businesses rarely progress beyond selling enough to make ends meet. Entrepreneurship, spotting an opportunity and exploiting it to its fullest, is a key skill to have whether you are running your own business or working as part of an organisation. How do you take a ket idea and take it to a marketable form that will actually make money? What happens if people really latch on to your product? How would you scale? These are questions that fill the heads of nearly every businesswoman and man. So let's put the pupils in that role. They can get as creative as they like but they need to ensure that the product is marketable and justify how it will work as a business.

Using the task

The video tells you what to do!

Discussion points:

- What could you actually make?
- How could you make it stand out?
- How could you attract customers when there is lots of competition near you?

Community

Why not focus this task on an event in school that raises money for a local charity? It can be adapted to Summer, Easter or Christmas fairs or even just as a one off. Can the children find ways to engage wider than just the school community? This is a simple task idea that can develop into lots of different situations. You could even look to setup a stall at a real local market or fair.

Tasks and outcomes

Creativity is at the forefront of this task but very much grounded in a focus on audience and understanding how to connect with people.

Task suggestions include:

- Use the planner to design a product that you could sell at a craft fair or event
- Create an advert for your product to use on posters (note the use of language in the video when describing the ingredients)
- Create a TV advert for your product using iMovie or similar
- Design your stall that will showcase your product and more importantly attract people from across a field of thousands
- Make a recipe that people will want to eat - add your own twist
- Create a video showing how to make your recipe 'Jamie Oliver style'



What is not to like?