

## Language of Leisure Competition Brief

### Target Age Group

Year 7 to Year 11 (KS3 or KS4)

### Group Numbers

Your final team – up to 15 pupils but you can run your school's activity across a whole form group.

**(When deciding on your final team to represent your school at the Grand final please bear in mind schools will be required to provide their own transport for pupils).**

### The Challenge

- a) Using a seed fund of £25 create a prototype of a new food product for an international market of your choice with your product based on traditional British ingredients, contents or recipes. Your prototype must include bi-lingual text (for both British and European customers) and take into consideration European regulations relating to food labelling, etc.
- b) Cost all aspects of your proposed product (i.e. how many units will you produce and how much will they cost to create) – ready for launch on the international market.
- c) Research and plan how you are going to sell your product i.e. via the internet, through European supermarkets, etc.
- d) Produce a display to market your product – ready for you visiting an 'international trade fair'. The display should include proposed marketing and promotional materials as well as proposed labelling, packaging, etc and 'tell judges the story of your journey into the international market'.
- e) Pitch your full costed plan to a selected panel of 'Dragon's' with the aim of seeking your required investment for your new product launch.

**Note: d) and e) will be the areas on which teams will be judged at the grand final.**

### The Rewards

- 1<sup>st</sup> prize - £500 plus trophy
- 2<sup>nd</sup> prize - £250 plus trophy
- 3<sup>rd</sup> prize - £150 plus trophy
- 4<sup>th</sup> prize - £100 plus trophy

### Timeframe

January to March 2010 (school-based activity with language support provided by bi-lingual undergraduates from Durham and Sunderland University and specialist business input from existing entrepreneurs).

### Grand Final

Thursday March 25 Durham County Cricket Club

### More details

#### Some ideas to get you going.....

- Food hampers of traditional British produced produce (cheese, pickles, jams, etc)
- Smoothie or other food/drink made from British fruit and/or vegetables
- Cookery gift set including English herbs and spices, cookery utensils and cook book of traditional British recipes.
- Hand made soap or toiletries
- Novelty gifts in fabric or wool

## **Your market and outlets**

- You can sell in any European market – your goods, packaging, promotional and promotional material, etc, must carry bi-lingual labelling.
- Your outlets can be traditional retail, wholesale or even the internet – or a combination of both.

## **Research.....**

- Resources, hints and tips will be featured on a special area of EBC's website – <http://www.ebcltd.org.uk/TheLanguageofEnterpriseCompetition.html>
- Under graduate support will be linked to the European language selected by entering school.
- Specialist business supporters will be recruited to assist pupils in their planning and research stages based on requests from schools.

## **Other Information**

- Case studies will be created and updated on each of the participating schools for promotion at a national level by the Regional Language Network North East. Schools must ensure all relevant permissions are in place in relation to use of pupils' images and advise EBC of any exceptions.
- Schools remain responsible for supporting visiting undergraduates and specialist business supporters to comply with their individual Safeguarding procedures i.e. attendance clearance and supervision of visits by teaching staff.

## **EBC Key contacts**

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