

# SUPER SMOOTHIES



Super Smoothies develops in young people an understanding of the importance of enterprise skills and enterprising attitudes developed in the classroom and related to a work place setting. It offers pupils the opportunity to meet business people in both a formal and informal setting and to learn what kind of things they might do for themselves in the world of work.

Super Smoothies last a total of seven days, with preparatory work taking place one week, followed by an intensive full week of activities. The last day sees pupils reflecting upon their learning and experiences and providing vital evaluation of the activities carried out during the actual five days of a Super Smoothie activity week.

Through the programme up to 40 Year 5 or 6 pupils work through every stage of the process of product development and production – with the aim of creating a new smoothie drink for this every increasing market. As well as gaining an invaluable insight into product production and marketing pupils also delve into key issues surrounding diet and healthy eating. As such Super Smoothie Week offers a unique blend of both enterprise education and health education.

Throughout the Super Smoothies programme pupils' understanding of, and familiarity with, business and enterprise vocabulary is developed through exposure to words (used in a practical and real context) such as:

- Belbin assessments and teamwork.
- Dragon's Den and Enterprise.
- Corporate identity, slogans / logos / celebrity endorsement.
- Competitors and competition.
- Markets, customers, target markets, market research, sampling, questionnaires.
- Budgets, costs, price, revenue, break even, profit, profit margin.
- Prototypes.
- Marketing, advertising, promotion, product launch, press release, publicity stunt.
- Business pitches.
- Entrepreneur, investors, share of the business.

An action-packed week of cross curricular activities sees pupils taking part in a well thought out programme carefully matched to key skills and knowledge development relating to the enterprise curriculum including:

- Recognising skills for the working world and demonstrating key enterprise skills, attitudes and qualities.
- Working as a creative team.

- Evaluating the usefulness of a range of employability skills.
- Collecting relevant information and using it for making decisions.
- Showing leadership, management and self-reliance when working on tasks.
- Demonstrating knowledge of work-related language and vocabulary.
- Demonstrating innovative approaches to problem solving.
- Describing the main hazards / health and safety issues in a workplace and giving examples of employees' and employers' responsibilities in relation to health and safety.
- Assessing, undertake and manage risk and make decisions in conditions of uncertainty.

Key English topics covered include alliteration, adjectives, persuasive and report writing, whilst maths is embedded through the collection of data, creation of averages, points, scoring, data handling, and looking at profit and loss. Other part of Super Smoothies offers activities encompassing design and technology, art, citizenship and healthy eating.

Each day pupils are progressively exposed to the world of entrepreneurship and business until they launch their new smoothie creations and invite customers to taste their unique flavours and food combinations.

The five days of a Super Smoothie Week see pupils:

- Getting ready for the market place by focusing on corporate identities and carrying out marketing research to assist in recipe design and pricing.
- \* Researching existing products, costing raw materials and planning product launches, including visiting a local supermarket.
- Preparing for their product launch including costing products and working out profit margins.
- Planning a media campaign.
- Hosting a Dragon's Den 'marketplace' to test their products with production-style deadlines enforced, penalties incurred and a final judging panel of 'dragons'.

Education Business Connections provides:

- Recruitment of businesses to support the programme.
- Hire of all equipment.
- Recruitment of schools to take part in the event.
- Full programme organisation, including arrangements for industrial fact finding visits, transport, and all related housekeeping aspects.
- Full post-programme evaluation.

'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'