

CASE STUDY: WESTBRIDGE PRIMARY SCHOOL

BATTERSEA, LONDON



Westbridge Primary & Stepping Into Business

Westbridge Primary School started their Stepping into Business enterprise and lifeskills journey in November 2015. They ran the project for one week for year 1 -6, with each year group creating, designing, marketing and producing a prototype product for a Christmas Fair during interactive workshops, pitching to a panel and culminating in selling at their Winter Wonderland fair in December.

Getting Started!

The school kicked off with three inspirational speakers accessed through our partner organisation, **Founders 4 Schools**. The entrepreneurs spoke about their own education and establishing their own businesses, focussing on the skills they now see as most relevant to the children's future.

“ The products, resources and service provided by Stepping into Business were ‘second to none’ from start to finish. The resources were of a high quality and enabled staff to deliver a comprehensive, memorable and successful enterprise week programme. ”

Diane Thompson, Principal, Westbridge Primary School



Each year group then went through the innovation process, working in smaller groups but ultimately deciding as a class, what product to produce for their Winter Wonderland Fair in December.

After conducting market research, combined with their newly acquired financial knowledge, the children priced their products and produced prototypes for their pitch.





Pitch Day at Westbridge

Having prepared by structuring their pitch and honing their presentation skills, the children were ready to share their ideas with a panel of expert **'angel investors'**. These included the CEO of **finnCap**, Sam Smith, whose company sponsored Westbridge to take part in the SiB programme; Del Huse, founder of **Roycian**; Martin Delbridge, Director of Learning and Development at **PwC**; and Russell Rook, CEO of the **Chapel Street Trust** which Westbridge joined in 2014.

The four angels were extremely impressed by the children's expertise – from their novel product ideas, through to branding and financial acumen – every element including the nature of the pitch was excellently delivered! The panel of angels gave a special award for the **'Eco Jar'** business plan and financial forecast presented by Year 5 and also commended the other groups for teamwork, branding and most innovative idea.

Actor **Hugh Dennis** also came along to see the pitches, he was impressed by an innovative twist on Christmas sweets, a hot chocolate wonderland stall, customised cookies and a range of Christmas jewellery. **"I am amazed they understand so much of business and working together at such a young age!"** said Hugh.

The Westbridge Christmas Wonderland Fair took place on December 18 2015 where the children contributed the profit from sales to help raise money for their school. **"We want to run this programme each term'**, explained Annette Elstrob, Assistant Headteacher, **"so we build up knowledge and real experience of enterprise in readiness for helping the children's future. Stepping into Business have the connections, the knowledge and the pizzazz to make the event fulfilling, memorable and successful for all who are involved. I would highly recommend them!"**

Our fun and engaging programmes help young people from Primary and Secondary school to learn about business. Find out more at our website.