



**BRIGHT**

**STARS**

★  
★ 2022



**This year it's all about social enterprise  
Make a profit and make a difference**

Encouraging leadership and entrepreneurship from a young age and developing relationships between Cumbrian businesses and their local primary schools

[www.cforlp.org.uk/brightstars](http://www.cforlp.org.uk/brightstars)

## What is Bright Stars?

Giving children at primary age a programme where they can see the opportunities around them helps to encourage high aspirations and inspires them to explore their own futures. Bright Stars is an exciting collaboration between Centre for Leadership Performance, primary schools and local businesses across Cumbria that encourages leadership and responsible entrepreneurship from a young age and builds relationships between businesses and their local primary schools that benefit communities.

# NURTURING

Bright Stars is a competition aimed at Primary school children across Cumbria. Each school is partnered with a local business and receives £50. The mission is to set up their own mini business over the course of eight weeks. This year's objective is:

**To make a profit and make a difference – to follow the very best examples of self-sustaining social enterprise.**

Pupils will be judged on the ideas to grow that money and ultimately make a difference to their world and the lives of people around them.



Over 1,500 pupils  
took part in Bright  
Stars in 2021

# ASPIRATIONS





## What is the aim of Bright Stars?

- To develop ongoing relationships between primary schools across Cumbria and their local business community
- To introduce leadership and social entrepreneurship from a young age in a fun and accessible way
- To raise the aspiration, confidence and self-belief of young people across primary schools in Cumbria as they showcase hidden talents
- To get young people excited about the world of work and gain an understanding of business
- To encourage and nurture creative thinking
- To develop skills in teamwork and leadership from an early age
- To create careers awareness from a young age
- To empower children to influence change in their local communities

## What is the impact?

**92% of pupils felt more confident to share their ideas**

**86% of volunteers/ businesses felt that taking part had increased their wellbeing and motivation**

**87% of teachers felt their pupils were braver about their future**

**78% of volunteers now felt they had a higher profile in the local community**

**94% of teachers thought their children were more confident**

**75% of pupils had started to think about what they wanted to be when they grow up.**

A photograph showing three children in high-visibility vests participating in a beach cleanup. They are walking along a rocky and pebbly shore, carrying white bags. The background features a wide expanse of water, distant mountains, and a clear blue sky with some clouds.

**100% of pupils enjoyed taking part in Bright Stars**

# Benefits to your organisation

- Develop on-going links with local primary schools and local communities
- Connect young people to your organisation and make them aware of what you do
- Demonstrating and being recognised as a responsible employer
- Develop your own team in the process
- Connect your business with other Cumbrian firms taking part in the scheme
- Help raise the profile of your business
- Remove barriers to engagement with local primary schools
- Supporting the community through charity work, linking with schools and activities
- Helps deliver company social value performance metrics
- Company branding on all marketing materials
- Company name on the CforLP website and hyperlink to your company page
- Inclusion in any press coverage secured in the lead up to and following the competition
- Access to training and support throughout the programme



**“After a difficult year, it was great for the children to be out in the community making a difference.”**  
Nancy Fletcher | Y6 teacher at Sir John Barrow School

## Benefits to children and schools

- Raises the aspirations, confidence and self-belief of young people
- Encourages and nurtures creative thinking and helps to develop self-confidence as they showcase hidden talents in a fun accessible way
- Gets young people excited about the world of work and gain an understanding of business from an early age
- Develops skills in teamwork and leadership from an early age
- Encourages children to be active citizens in their local communities
- Links to curriculum topics and brings learning to life
- Creates careers awareness from a young age and develops children's interest in employment
- Develops ongoing links between primary schools, local businesses and the local community
- Helps schools to raise their profile and build positive lasting connections in their local communities



## Our commitment to you

The Centre for Leadership Performance will work closely with participating schools and businesses to ensure everyone gets the most from their Bright Stars experience. Bright Stars was fully adapted to virtual delivery for 2021 to reflect new working practices and in line with government safety guidelines. We plan to take the best of virtual to offer a blended approach for Bright Stars 2022.

- Match a school to a business
- Host virtual introduction meetings with schools and business mentors
- Set-up login codes to access your own school and business specific web portal to record your weekly updates
- Provide all schools taking part with £50 seed funding
- Host virtual partner meetings and events to share learning and best practice
- Provide lesson plans, information and guidance throughout the scheme
- Provide training to business volunteers who may not have worked with Primary aged children
- Create PR packs so you can celebrate and share your involvement
- Organise the Celebration event, trophies and certificates for all of the winners
- Project manage the programme which helps businesses of any size to get involved
- Deliver outcomes that will count towards your social governance targets



## Costs

**The programme is always FREE to schools and pupils**

We rely on support and sponsorship from businesses to fund the programme.

The costs to get involved vary depending on the size of organisation, ranging from £500 to £2,000. Large businesses help us to subsidise the costs for smaller businesses, charities and third sector organisations who would otherwise find the cost a barrier to engagement.

If your school or business would like to register their interest, find out about sponsorship opportunities or just like to find out more please contact:

Claire Johnson

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or visit [www.cforlp.org.uk/programmes/bright-stars/](http://www.cforlp.org.uk/programmes/bright-stars/)



**“Working with young people always gives a good feeling.”**

**Stuart Dunnett | Whitehaven Harbour Youth Project**

**Countancy**

**“Bright Stars is a fantastic opportunity to give something back to the local community whilst working with some inspirational and forward thinking individuals.”**

**Anon**

**ancy**



# Key dates and steps

January to April 2022	Company and school matching
Friday 29th April 2022	Start-up meeting and live online Q&A with local MP's
Tuesday 3rd May 2022	Trading begins
Monday 30th May to Friday 3rd June 2022	Half term
Friday 24th June 2022	Trading ends
Thursday 30th June 2022	Judging panel day
Wednesday 6th July 2022	Winners announced
Thursday 14th July 2022	Celebration event at Energus (or virtual)

**“Great programme which we all really enjoyed  
being part of and cannot wait until next year to  
build on our business.”**  
Inglewood Infant School



**“It has brought the whole school  
and community together to achieve  
something wonderful.”**  
Ewanrigg Junior School

**STEP 1 |**  
SCHOOL & COMPANY REGISTRATIONS

Primary schools and businesses across Cumbria register their interest to take part by emailing [info@cforlp.org.uk](mailto:info@cforlp.org.uk)

**STEP 2 |**  
MATCHING & INTRODUCTORY MEETINGS

CforLP work with the companies and schools to match them up. CforLP arrange meetings between schools and their partner company to discuss the programme and talk through the information pack and initial ideas.

**STEP 4 |**  
TRADING PERIOD

Throughout the 8 week trading period the schools and companies work together to set up a mini social enterprise business, assign roles, develop a business plan and work towards their ultimate goal. Company and school visits take place, face-to-face or a blended virtual approach can be used. Schools send and add weekly updates to website.

**STEP 3 |**  
TRADING STARTS

Schools receive their £50 seed funding and begin trading

**STEP 5 |**  
TRADING CLOSES

Final updates made to website and other supporting documents sent by post or email to CforLP.

**STEP 6 |**  
WINNERS DECIDED

A panel of judges meet to go through the weekly school updates to decide on the winning schools.

**STEP 7 |**  
WINNERS ANNOUNCED

Winners announced and prizes awarded.

**STEP 8 |**  
CELEBRATION EVENT

Schools and pupils, companies and charities come back together to celebrate their achievements and share their experiences at this uplifting event. Certificates are awarded to all participating schools, and trophies awarded to the winners.

## What businesses say

**“Bright Stars is a great way to make a positive social and educational impact on your local community, helping to raise aspirations of our young people for the future.”**

**Richard Askew | Armstrong Watson Accountancy**

**“It is well managed and provides a good introduction to schools which can sometimes be difficult to achieve.”**

**Margaret Riches | Penrith Beekeepers Association**



**“Great way to connect with your local community and give something back. Great programme for empowering children to make a difference.”**

**Rosie | Lake District Calvert Trust**

## What schools say



**“I thought it was absolutely fabulous and wouldn't hesitate to get involved again - one of the best things we've done!”**

**Sheila Hanson | St Bees Village Primary School**

**“Fun-filled, fast-paced, fantastic opportunity for children to gain a simple insight into the world of business!”**

**Laura Birch | Rockliffe CE Primary School**

**“Engaging and beneficial to my students building both life and individual skills.”**

**Lee Shuttleworth | Y6 teacher at Chetwynde School**

## What pupils say

**“I learnt how to keep control of what's coming in and what's going out.”**

**Pupil at Ewanrigg Juniors**

**“We learnt to work as a team and to listen to everyone's ideas and make sure that everyone feels valued and not leave anyone out.”**

**Pupils at Thursby Primary School**



**“We learnt that a good leader needs to be kind, trustworthy and can rely on you to get things done.”**

**Pupils at Morland Primary School**

## Cash Prizes

**12 x £100 prizes to be won!**

**There is a £100 cash prize for each of the following categories:**

1. Best social enterprise business idea
2. Best example of teamwork and collaboration
3. Best example of leadership
4. Best example of community engagement
5. Best demonstration of being great communicators
6. Best example of staying positive/resilient
7. Most positive long-term impact
8. Best business plan
9. Best marketing idea
10. Best example of technology use
11. Most profitable social enterprise
12. Best logo

# A collaboration between Cumbrian businesses,



Sellafield Ltd



**COUNTRY FLAVOUR**  
Delicious Home Made Produce



**NIS**

integrated engineering



Carlisle Eden



# educators and young people





# CENTRE **for** LEADERSHIP PERFORMANCE

## A decade developing Cumbria's leaders for today & tomorrow

Over the past decade the Centre for Leadership Performance has worked with educators, employers and young people to build an inclusive lifelong leadership journey from primary school to boardroom. We have built positive and enduring relationships that connect these stakeholders and promote collaborative action to develop 'Cumbria's leaders for today and tomorrow'.

### Primary

Working to inspire the next generation of Cumbrians to Dream Big. We manage **Primary Business Partnership**, a free brokerage service connecting businesses and schools in West Cumbria to support career related learning. We also run **Bright Stars** where mini entrepreneurs run their own business or campaign during an 8 week programme with the help of mentors from local businesses.

### Secondary & Post 16

Supporting the development of young Cumbrians through a bespoke range of programmes which enhance key skills, leadership, knowledge and access to opportunities. Working with businesses and educators to deliver work awareness and experience programmes such as **ProjX, Elements, Dream Placement and Cumbria Future Leaders.**

### Workplace

Working with employers to improve leadership skills and capability in the workplace, supporting development, talent and succession plans. Designing and delivering development solutions that reflect the needs of Cumbrian businesses, including **Learn 2 Lead, Leader 2 Leader, our annual short course series, 1:1 coaching, shadowing and mentoring.**

To find out about all CforLP programmes contact:

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[www.cforlp.org.uk](http://www.cforlp.org.uk)