



Two Case Studies

Prince Henry's Grammar School

Why LocalBiz?

Students at Prince Henry's had decided to participate in the Young Enterprise scheme, and were looking for an innovative business opportunity. They chose the LocalBiz Project as something they believed would be an enjoyable and rewarding challenge.

Objectives

- ❖ To be the best and most recognised business directory in Otley;
- ❖ To give next year's team something to build on.

Outline Plan

- ❖ Determine roles through elections
- ❖ Raise awareness at school functions

Problems

The team (of 8) did not gel. The Chairman decided to resolve the matter by reducing the team size.

Take up by parents with businesses was not as big as expected. Door to door visits to local businesses proved more successful, once the team had agreed a common sales pitch.

Challenge College

Background

This Technology specialist college (for 11-18 year olds) is located in the Manningham area of Bradford, where much work has been done in recent years to re-build the neighbourhood. Lorne McNeill was looking for something to interest three of his students, Khurram, Usman and Muhammed. He chose the LocalBiz Project.

Their Targets

The students were keen to make a difference in the community, to make people more aware of young talent. They also wanted to make some money.

The Execution

In addition to poster advertising, the students arranged for an article to be written in the city's main newspaper, the Telegraph and Argus. When Bradford Chamber of Commerce invited them to their "Business Showcase" event, they accepted immediately. As well as increasing the awareness of the Project, they gained a number of customers.

A major disappointment was the lack of interest shown by the local Chamber of Commerce, which effectively prevented the first objective from being met.

Successes

They made some money (a little under £200), and laid the foundations for a more focused effort by next year's team. They won a prize in the West Yorkshire BCS-sponsored competition.

Benefits

Joe, the chairman, found out how difficult it is to sack friends who were not pulling their weight. Together with Edward, David and Thomas, they all discovered that planning is as important as doing – and wished that they had started sooner.

Perhaps above all else, they learned that regrouping and perseverance can pay dividends if the resulting team stays focussed.

In the wider context of the Young Enterprise scheme, they gained a greater understanding of the world of business.

Difficulties

Despite their planning, when the T&A reported and photographer interviewed the students, only one student was present. He did have the presence of mind, however, to invite classmates to be in the photograph!

Positive Outcomes

They discovered that there was a willingness amongst local businesses to help students, especially as their work would help the overall community.

The students also learned that a professional approach, and a regard for quality, pays off.

When they reviewed their work, they concluded that if they were to start again, they would probably follow the same overall plan.

They made over £100, and won a prize in the West Yorkshire BCS-sponsored competition.