

**big**  
**CHALLENGE**  
**2020**  
**AWARDS**

Sheffield  
City Council



# DLA PIPER

**DLA Piper is one of the world's largest law firms, with lawyers located in more than 40 countries throughout the Americas, Europe, the Middle East, Africa and Asia Pacific. Despite its global footprint, the firm's roots can be traced back to Sheffield over 200 years ago and the office here remains a thriving part of our UK and international network.**

Over the last several years, DLA Piper has supported the BiG challenge and facilitated trips for the winners to our offices in Amsterdam, Rome, Hong Kong, Copenhagen, Dubai and Warsaw and Lisbon Now in our eleventh year Petra Billing, Office Managing Partner at DLA Piper in Sheffield, is delighted to once again offer her full support.

"The BiG Challenge is a very important initiative to us. Highlighting the talents and entrepreneurial flair in young people from across the Sheffield City Region, it helps students to build their commercial skills and confidence, whilst providing them with an insight into what it takes to be successful in business".

Due to the Coronavirus it is with regret that we are unable to run the BiG Trip to Budapest this year but I'm confident an alternative exciting prize will be announced in due course.

*Details will be posted on the BiG Challenge website.*



## FOREWORD

**The BiG Challenge 2020 competition has been another hugely successful and enjoyable year for all those taking part – not just our students, but also teachers, judges and supporters.**

We've welcomed engagement from more schools across the City and provided additional support to re-establish enterprise clubs, helping to grow and upskill those taking part. Our enterprising teams have told us how much they've enjoyed the competition this year and how much they have learnt from it.

If we needed an illustration of why the skills that BiG Challenge cultivates really matter, now is the time. Resilience and positivity, communication and

teamwork, creativity and problem solving, leadership and ambition – these are all the qualities and skills that the BiG Challenge helps to develop and they will be needed now more than ever as our economy rebuilds. I am proud to be part of this unique programme which shows the amazing young talent we have in this City.

As ever, I would like to thank the headteachers and staff in our participating schools who have supported our teams in a whole host of ways. Also our sponsors and partners who continue to back BiG Challenge not just financially but by sharing their expertise and time.

The standard this year has been extremely high. I expected it to be when I met some fantastic teams at the Flying Start and the Marketing and Media

Awards. Our shortlisted teams have inspired us all, but I'd like to thank and congratulate each and every one of you who decided to take part this year. Remember what you have learnt - because at some stage in your life, you will see an opportunity and you are now equipped to take advantage of it.

You are the reason for the BiG Challenge and we wish you every success in your futures.

Kind Regards

A handwritten signature in black ink, appearing to read 'David Grey'.

**David Grey**  
Chairman BiG Challenge  
Steering Group

15 April 2020



# A **BiG** THANKS TO OUR SPONSORS



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...and grateful thanks to our supporters who give their time and in kind contributions:

**Harvey Morton IT Support**

**iD8 Photography**  
Event Photography

**Tahninial Design**

# MEET THE JUDGES



# PAST WINNERS



**Jennie Bianco**  
Head of Marketing, ellesse

**Adeana Raper**  
Employment & Skills Manager,  
Henry Boot Construction Limited

**Catherine Webster**  
Head of Client Intake & Legal Director,  
DLA Piper

**Yvonne Asquith**  
Business Growth Manager,  
Business Sheffield, Sheffield City Council

**Clive Lightburn**  
Mark Appleyard Ltd  
and Head of Judging, BiG Challenge

**Jarrad Kitson**  
Store Manager, Yorkshire Bank

# JUDGING DAY SHOWCASE

4 March 2020



# BAMBECO

Selling bamboo products that are 100% biodegradable, ranging from cat bowls to lunch boxes (and many more!)

## What made you decide to enter BiG Challenge?

We saw our big sister go through BiG Challenge previously, and were inspired to experience it for ourselves, as she really enjoyed it.

## How did you go about forming a team?

We work well together and thought we would be a good fit working as a team, as we all have different skills and interests.

## What have you enjoyed most about running your business?

We enjoyed talking to customers and understanding what they wanted to buy, as this helped us to make our products more popular. We also liked hearing positive feedback from customers, as this meant that our business idea was working well.

## What have you found challenging about running your business?

We found the finance difficult at times, but the more we worked on it, the easier it became for us.

## What skills have you learnt or improved?

We learnt how to be more organised and we improved our time management skills. This process has encouraged us to be more confident when talking to customers, as we think we communicated well when selling our products.

## How have you been marketing and selling your products?

We sold at the Moor Market, Kelham Island, and in a few other locations. We also did out-of-business selling, which involved getting our family and friends to sell some of our products, which was successful. We have been using social media to promote our products, which is something we want to improve, as it's a good way to contact customers and showcase our items.

## What have you learnt about yourself?

We didn't realise how many skills we had that would be good for running a business, and how beneficial they would be if we put them together to form our idea, as we're good at different things. We have also learnt that we can be successful, if we work hard and concentrate on making our business grow.



**Bradfield School**

Esta Swift, Faye Tweedle & Katy Tweedle



We liked hearing positive feedback from customers, as this meant that our business idea was working well.



# CANDLES & CANDY

Selling a variety of products including homemade log tea-light candles, greetings cards and sweet cones.



## What made you decide to enter BiG Challenge?

We wanted to run our own business and we were keen to have lots of responsibility. We also wanted to do something new and creative, so thought this was a good opportunity.

## How did you go about forming your team?

We were friends before the BiG Challenge and enjoy working together at school, so we thought it would be a good idea to run our business with each other.

## What is your business idea?

We make a few different things, including tea lights made from wood, sweet cones and homemade cards.

## What have you enjoyed most about running your business?

We loved making the products, running the stalls and having the responsibility of running our own business.

## What have you found challenging about running your own business?

We found talking to customers difficult, but we got used to it the more we did it, which developed our confidence and ability to communicate with customers, when selling our products.

## What skills have you learnt or improved?

We have improved our teamwork skills and ability to use woodwork and technology in our business.

## How have you been marketing and selling your product?

We have sold our products at Crystal Peaks market and at school fairs. We also used social media, including Instagram and Facebook, to promote our products, where we got lots of customer feedback and interaction.

## What have you learnt about yourself?

I've learnt that I can confidently speak to new people about our products.

## What has this experience inspired you to do?

We would love to continue running our business as we have really enjoyed it, and feel inspired to keep creating more products.

Bradfield School

Izzy Booker & Hollie Worton



We loved making the products, running the stalls and having the responsibility of running our own business.

# THE COOL COASTERS



Making high-quality coasters using Yorkshire sayings and local pictures of the Peak District and Sheffield.

## What made you decide to enter BiG Challenge?

When we heard about BiG Challenge, we were interested in entering because we enjoyed our Enterprise topic in year six and wanted to challenge ourselves.

## What roles did you have in the business?

Oliver was the Accountant and Daniel was the Operations Manager. As we are only a team of two, we also had to share certain roles, such as sales, product making and marketing, which worked well.

## How have you been marketing and selling your products?

We set up a website, used our parents Facebook pages and sold at fairs to advertise our business. At The Foundry, we created a poster with our story on for people to read, which was also successful.

## What have you found challenging about running your business?

At the start of the process, it took us a long time to produce our coasters, so we had to change the manufacturing process. This was difficult as we had never done this before, but we overcame this by having reasonable discussions with each other.

## What have you enjoyed most about running your business?

Having our own business has been lots of fun. We enjoyed going to the different stalls to sell our coasters, as it was nice to speak to customers about our passion. We liked improving our skills, such as learning more about finance and how to track orders.

## What skills have you learnt or improved?

We learnt to be organised and manage our time well, which resulted in producing over 400 coasters! Communication skills were important when speaking to the customers, which is a skill that we have both improved on. Additionally, we learnt how to work better in a team and create our website together.

## What has this experience inspired you to do?

We would like to continue running our business, as we have enjoyed the BiG Challenge so much. We have been inspired to increase our product range, by potentially adding mugs to go alongside our coasters. We also want to add more photos onto the products to make them look more appealing and are keen to use social media in the future to promote our business.



# ECOLIFE



Making solid moisturising and scented shampoo bars wrapped in plastic-free packaging.

## What made you decide to enter BiG Challenge?

We wanted to try to reduce the amount of plastic that people use, as there is currently a lot of waste, so when we heard about it, we thought it would be a great opportunity. We know that Lush make eco-friendly products, so we wanted to do something similar but for a more affordable price, as a lot of people think they are overpriced.

## What have you enjoyed most about running your business?

I really liked selling to customers and interacting with new people to get their opinions and feedback on our products. I also enjoyed writing the reports, which we all contributed evenly to and worked well as a team on.

## What have you found challenging about running your business?

When I was wrapping the shampoo bars and moisturisers, I found it took a long time, so sometimes I had to get help from my team members, even though I wanted to be independent. It was also difficult to track the money going in and out of the business, especially when there was more than one person doing it, although we got better at it the more we practised.

## What skills have you learnt or improved?

Speaking to customers and new people developed our confidence and ability to communicate our products. We also developed our time management skills, and we have learnt how to prioritise our work, so that we do the most important thing first. It also seemed impossible how anyone would start their own business, so we are proud of everything that we have achieved so far. When we applied, we didn't think we'd get this far, so this experience has developed our confidence within ourselves as we know that we can be successful.

## Did you work well as a team?

Yes. We had several disagreements but we worked them out in the end as we learnt to compromise, which is a great skill needed for business.

## How has this experience inspired you?

We want to continue running our business in the future and possibly enter again next year, as we will know what to expect and will be more confident when selling our products to customers.

## What have you learnt about yourself?

I have learnt that I'm a lot less organised than I thought I was, so this experience has taught me how to develop these skills. I've learnt some new computing skills which has developed my confidence, and hope to build on these skills even further.

High Storrs School

Lara Briggs, Martha Finnegan-Smith, Elizabeth Mather & Maisie Mather



We wanted to try to reduce the amount of plastic that people use, as there is currently a lot of waste.

# GAME IN A BAG

Making small, portable and environmentally friendly games for on the go, for those long car journeys.

## What roles did you have in the business?

Hugh did the video editing and creative side of the business. Nadir was great at sales and had a positive attitude throughout the process. John was good at finance and Yafeu Tor bought good production into our business. We also had some help and support from family members too.

## How have you been marketing and selling your product?

We advertised on Instagram and created two promotional videos. Additionally, we had a market stall which attracted customers and got our brand out there.

## What have you found challenging about running your business?

We came up with an idea to produce spinners made from cardboard and string, however the quality ended up being poor, so we had to abandon that idea. This was difficult as we put a lot of time and effort into creating these, but it taught us how to tackle challenges and stay motivated with our business. We overcame this problem by working well as a team and supporting each other through the challenging times.

## What have you enjoyed most about running your business?

We enjoyed being creative and making our products, as we worked well together and shared ideas about what we thought would be most appealing to customers. We also liked doing market research, as it gave us a good understanding of what our customers wanted from our business.

## What have you learnt about yourself?

We have learnt how to be more confident when talking to customers about our business. Additionally, we have developed a better understanding of how difficult business can be and how to stay motivated when things become difficult.

## What has this experience inspired you to do?

We would like to continue with our business, which would involve increasing promotions on social media and potentially creating a website. We plan to increase our product range to grow our business. If we were to do the BiG Challenge again, we would advertise our products more to our customers, so that they are aware of our brand.



**Mercia School**

Nadir Ali, Yafeu Tor Ashley, Hugh Coleshill & John Doyle



We have developed a better understanding of business and how to stay motivated when things become difficult.

# JUNONIA JEWELLERY



Handmade resin jewellery, including bangles, rings and pendants, using real sand and shells from Yorkshire.

## What made you decide to enter BiG Challenge?

Natalie had done it previously and she is competitive, so this was a great opportunity for her. I was interested because I like making things and wanted to try selling my products, so we decided to come together to make a team.

## How did you go about forming a team?

We thought having a small team would be easier to meet up to discuss ideas and we enjoy working together, as we were friends before. I had been making resin before and Natalie had done the competition previously, so we thought we would work well together.

## What have you enjoyed most about running your business?

I enjoy making the resin as that's my hobby anyway, and Natalie was keen to learn how to make it herself. We both enjoy being creative and working together, and we like seeing that our hard work has paid off, after we have made our products. I enjoyed designing the stall and hearing people's positive feedback about our products, as this gives us a boost and motivates us to try even harder in the future.

## What have you found challenging about running your business?

Our first business idea didn't work, which involved creating jewellery from flowers, but this didn't go to plan. It was difficult thinking of a new idea and having to change our product.

## What have you learnt about yourself?

I'm better at finance now as I have had to deal with figures, and Esme has learnt more about how to run stalls successfully and how to make a sale, which improved her organisational skills and confidence.

## How have you been marketing and selling your products?

We've made a few sales at our school, at parents' evenings, and we held a pop-up shop in the school library.

## What has this experience inspired you to do?

I've learnt how much effort it takes to run a business, so in the future, I would know how much hard work it requires and this has motivated me to want to continue with entrepreneurship after BiG Challenge.



# PLANET B

Selling a range of bamboo products, including toothbrushes, coffee cups, flasks and tea/fruit infusers.

## What made you decide to enter BiG Challenge?

We wanted to have a go and see what it was like, as it looked a fun experience and a good opportunity to build our skills and learn more about the world of business.

## How did you go about forming a team?

We were friends before so we thought it would be a good idea to work together and put all of our different skills into practice, to create some unique products to sell to customers.

## Tell us about your products.

We're selling bamboo products that are sustainable and good for the environment, as we thought this would sell in a competitive market and that customers would be interested in it.

## How did you decide what product you wanted to sell?

We brainstormed ideas until we found something that we were passionate about. We decided on having a product that focused on the environment, as this is a current trend, so we created a product that was environmentally friendly.

## How have you been marketing and selling your product?

We've been marketing in the school, online and at other locations such as Endcliffe Park. We enjoy selling as it improves our confidence and ability to speak to customers about our products and business.

## What skills have you learnt or improved?

We've learnt the quote: "Stack them high, let them fly. Stack them low, they won't go!" BiG Challenge has developed our confidence, organisational and teamwork skills, which are all important in business. We've also enjoyed using social media and developing our skills promoting online, which is a great way to attract our target customers.

## What have you found challenging about running your business?

One of our team members lived far away so it was difficult to meet sometimes, but we got around this problem eventually. Running the business overall was difficult, but it was good to work in a team as we all helped each other.



**Notre Dame High School** - Gabriel Barnes, Kieran Fox, Ben Heley, Joseph Loughran & Patrick Smith



We've learnt the quote: "Stack them high, let them fly. Stack them low, they won't go!"

# THE SOAP WORKS

Selling a range of handmade scented bath bombs and lip scrubs with natural skin-friendly ingredients.

## What made you decide to enter BiG Challenge?

We wanted to change the way that some of the big companies sell their products, as they use a lot of plastic, so we wanted to sell products that were as eco-friendly as possible. We also wanted to create products and make them more affordable, to suit a wider target audience.

## What is your business idea?

We make lip scrubs and bath bombs, with eco-friendly packaging and natural ingredients. In the future we want to start making our own soaps.

## What have you enjoyed most about running your business?

We enjoyed attending the markets and hearing about positive customer feedback. We liked learning how to market and sell our products, as this is important in business.

## What have you found challenging about running your business?

We found it difficult finding time to meet up together to discuss our ideas, as we all had different schedules, however this process improved our time management skills.

## What skills have you learnt or improved?

We have improved our teamwork and communication skills, as we learnt to compromise our ideas and sell our products to customers. We also learnt more about finance and managing our money, which is a great skill to have in business.

## What has this experience inspired you to do?

In the future, we want to start making a soap range, which was one of our original ideas, as lots of our customers said they would be interested in seeing this as a business idea. We are keen to start selling our items online to appeal to a larger target audience, as BiG Challenge has inspired us to continue running our business.

**Tapton**  
SCHOOL

**Tapton School**

Sofia Gordon, Isabelle Power & Esme Roberts



We learnt more about finance and managing our money, which is a great skill to have in business.

# SOAPEE

Selling high quality, environmentally friendly soap bars that are free of any plastic packaging.

## What made you decide to enter BiG Challenge?

It seemed like a good experience and we've never ran our own business before, so we thought BiG Challenge would help us in the future if we ever wanted to do something similar again.

## What have you enjoyed most about running your business?

We enjoyed making the products and being creative, as we've learnt how much effort goes into making a business. We liked working in a team to think of new, unique ideas that customers were interested in.

## What skills have you improved?

We've improved on our teamwork, which is a great skill to have for a business. We've also learnt how to successfully run a business, which has developed our confidence.

## What have you found challenging about running your business?

We found that talking to customers was difficult, but BiG Challenge helped us to overcome this and taught us how to sell our products well. We also thought creating our presentation was challenging as we were unsure what to include, however it went well in the end, and the judges seemed to like it.

## How have you been marketing and selling your product?

We've been using our Instagram account and the blog on the BiG Challenge website to market our products, which have both been successful so far. Lots of customers have visited our stalls and then recommended us to their family and friends through word of mouth.

## What has this experience inspired you to do?

We think that we want to continue running the business in the future, as it's been fun and successful, and we have enjoyed selling our products to customers. We want to create more scents, possibly create more packaging for special occasions and make more personalised products. We also want to make our items vegan, so that they appeal to a wider audience and this would be better for the environment.

## What have you learnt about yourself?

We've learnt that we're more confident than what we originally thought, as we've been able to do a presentation in front of people we had never met before, which we are extremely proud of!



**Meadowhead School**

Lucy Downham & Jessica Lee



We've learnt how to successfully run a business, which has developed our confidence.

# STRESS SAVERS

Designs 3D-printed fiddle toys for people with ADHD, anxiety and stress to use in class, work or just at home!



**Tapton School** - Huraira Ansab, Liza Costanzo, Annie Fairest, Millie Hannay, Emma Moody, Abbie Oliver & Abigail Patterson

## Tell us about your product

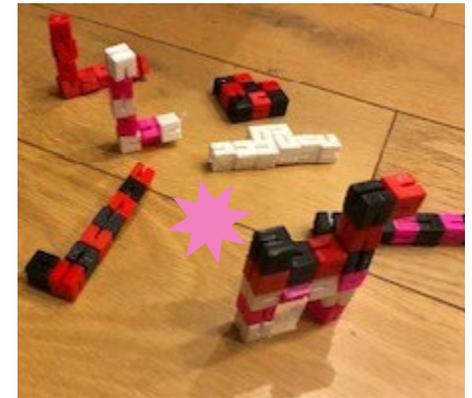
Our products are fiddle sticks and bracelets, created for people who suffer with ADHD, anxiety and stress. We chose to create these products in the hope that they will make people feel a bit better throughout their day.

## How have you been marketing and selling your product?

We used our Instagram account to target the younger generation, and then created posters, logos and banners to appeal to those who didn't use social media. We also sold our products on stalls, which was a good way to interact with customers.

## What have you found challenging about running your business?

We found that creating our products took a long time and they had to be made at school, so we had to ensure we were organised so that all our items were produced on time. Another challenge we faced was that not many of our customers knew about 3D printing, so we had to really sell our products confidently so that they understood our business.



## What have you enjoyed most about running your business?

We liked working in a team to discuss our ideas and support each other, as we are all good at different things, so it was nice to come together to form a business. We enjoyed creating our marketing materials and using social media to target our customers, as this required creativity.

## What skills have you learnt or improved?

We have developed our teamwork skills, as we had to compromise and listen to each other, which wasn't always easy. Not all of us were creative people before BiG Challenge, so this experience improved our creativeness when producing our products and advertising. We learnt more about finance and how to track orders, as we had never done this before.

**Tapton**  
SCHOOL



We chose to create these products in the hope that they will make people feel a bit better throughout their day.

# THINK INK

Hand-made calligraphy and art products that can be tailored and personalised for their customers.

## What made you decide to enter BiG Challenge?

We decided to enter BiG Challenge because we're quite shy people, so we wanted to push ourselves out of our comfort zones and do something new. We thought it would be an exciting experience and it's important to learn new skills to improve ourselves.

## What is your business idea?

Our business is calligraphy and handwritten based. We create quotes that are put into frames and personalised cards.

## How did you decide what product you wanted to sell?

We were interested in calligraphy before BiG Challenge, so this encouraged us to run a business in this area, as we wanted to do something that we were passionate about. We sold something at school too, which inspired us to make a business and enter BiG Challenge.

## What have you enjoyed most about running your business?

We enjoyed creating our final report and put a lot of effort into it, and we liked seeing our hard work pay off. It's nice being able to make a business out of something we're interested in, as it makes us more motivated and determined to succeed.

## What have you found challenging about running your business?

Sometimes it was difficult working together as we all had different ideas, but this taught us to compromise and communicate with each other about what would work best for our business.

## What skills have you learnt or improved?

This process has developed our confidence when selling our products to customers, as we learnt how to communicate when we worked on our stalls at the markets. We worked alongside other teams from different schools to improve on our skills, which helped us to build our business and we learnt how to support each other.

## What has this experience inspired you to do?

We have decided to continue running our business after BiG Challenge, but we want to focus on the orders rather than doing stalls. We also want to create an Etsy account to sell our products on, as this will attract more customers.

## What have you learnt about yourself?

We have learnt to believe in ourselves and that we can achieve anything if we work hard. We recommend the BiG Challenge to anyone wanting to run their own business, as we have learnt so many new skills along the way.



**Mercia School**

Amber Robinson & Indira Stinton



We have learnt to believe in ourselves and that we can achieve anything if we work hard.

# YO SCRUNCHI

Designing and manufacturing hair accessories – scrunchies, hair bands, hair bobbles and hair slides.



**Notre Dame High School**  
Madeleine Hindmarch

## What made you decide to enter BiG Challenge?

I decided to enter as I am a creative person and enjoy sewing, so I thought this would be a great opportunity to start my own business in this area and compete against other teams. I enjoy working independently and thought it would be a good idea to put my skills into practice and enter BiG Challenge.

## What is your business idea?

I design and manufacture hair accessories, including scrunchies, hair bands, hair bobbles and hair slides.

## How have you been marketing and selling your product?

I promote my products on Instagram, through competitions and regular posts to engage with my customers. The most successful way that I have marketed my products was when I advertised on BBC Radio Sheffield Breakfast Show, which was an exciting opportunity! I also marketed my products in Lotte on the Edge, to appeal to a wider target audience.

## What have you found challenging about running your business?

I found it difficult at times to make decisions independently, however my family and friends supported me and helped me to make the right decisions for my business. I was also nervous to sell my products to customers, however BiG Challenge helped me to become more confident and helped me to speak to new people.

## What skills have you learnt or improved?

BiG Challenge has taught me how to contact customers about potential sales opportunities, and how to send professional emails. This process has also taught me how to stay positive, as there have been many challenges along the way, which have been difficult to tackle on my own.

## What have you enjoyed most about running your business?

I enjoyed being creative and continuing to improve my sewing skills, as this is my hobby, and it was good to turn it into a business. I liked seeing customers wearing my products and hearing about positive feedback, as this made me feel like my hard work had paid off.



I advertised on BBC Radio Sheffield Breakfast Show, which was an exciting opportunity!

# FLYING START COMPETITION

**This year's Flying Start competition entries were of the best standard we've ever had! Congratulations to all the teams who entered.**

The following teams won a stall at the Moor Market on Super Saturday 7th December 2019:

**Bambeco** - Bradfield School

**Beauty Bliss** - Meadowhead School

**Waxy Co** - High Storrs

**Yo Scrunchi** - Notre Dame High School

**Junonia Jewellery** - King Edward VII School

**Fortune Baths** - Sheffield Girls' School

We also award two runner up prizes of a stall at Crystal Peaks Market Place:

**Bubbles & Beauty** - Ecclesfield

**Wood You Like** - Mercia School



# MARKETING & MEDIA

**The Marketing and Media Competition, sponsored by OSL Group, celebrates all the ways you are marketing your business to your current customers and how you are trying to engage new customers.**

Prizes were awarded on January 15th 2020 by sponsor and Chairman of the BiG Challenge David Grey MBE, Councillor Jackie Drayton, Cabinet Member for Children, Young People & Families and Petra Billing, Office Managing Partner of DLA Piper Sheffield.

## 1st Prize

**Yo Scrunchi** - Notre Dame High School

## Best Video

**Game in a Bag** - Mercia School

## 2nd Prize

**Bagoholics** - Sheffield Girls' School

## Highly Commended

**BeautyBliss** - Meadowhead School

## 3rd Prize

**Junonia Jewellery** - King Edward VII School

**The Cool Coasters** - High Storrs School



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A massive thanks to our ENTERPRISING, RESOURCEFUL AND DEDICATED 'ENTERPRISE CO-ORDINATORS' We couldn't do this without your hard work and goodwill. And to all TEAM MENTORS – you listen, you watch and you give your support.

From all the BiG Challenge Team and on behalf of all your students...

# A BIG THANK YOU!



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