



Mini
LionHeart
Challenge

'THE MINI LIONHEART CHALLENGE'

COWLEY LANGUAGE COLLEGE

Tuesday 22nd June 2010



**Participating
Primary Schools**

Carr Mill Primary School, St. Helens, Merseyside
Merton Bank Primary School, St. Helens, Merseyside
Parish Church of England Primary School, St. Helens, Merseyside
Queen's Park CE Primary School, St. Helens, Merseyside
St. Mary's and St. Thomas' Church of England Primary School, St. Helens, Merseyside

PUPILS
EVALUATION FEEDBACK REPORT



Mini **LionHeart** *Challenge*

FEEDBACK FROM THE JUDGES

'THE MINI LIONHEART CHALLENGE'

Mr. Paul Leadbeater

Assistant Head Teacher, Cowley Language College

"A positive, enjoyable experience for the Pupils – the vast majority were engaged throughout and the final products showed teamwork and effort.

The LionHeart Team were patient and helpful throughout the day and the Primary school staff were very happy with the organisation and content of the activities. The day was well organised and well led from the outset."

Ms. Julie Wright

Work Related Learning Manager, Cowley Language College

"The event was very well organised by the LionHeart Challenge. The staff supporting the event were very hands on and developed a very good rapport with the pupils."

Mr. B. Walmsley

Teacher, Parish Church of England Primary

"A great opportunity for Pupils to work with others of different abilities whilst also developing listening skills."



Mini
LionHeart
Challenge

EVALUATION REPORT FROM THE PUPILS

‘THE MINI LIONHEART CHALLENGE’

COWLEY LANGUAGE COLLEGE
22nd June 2010

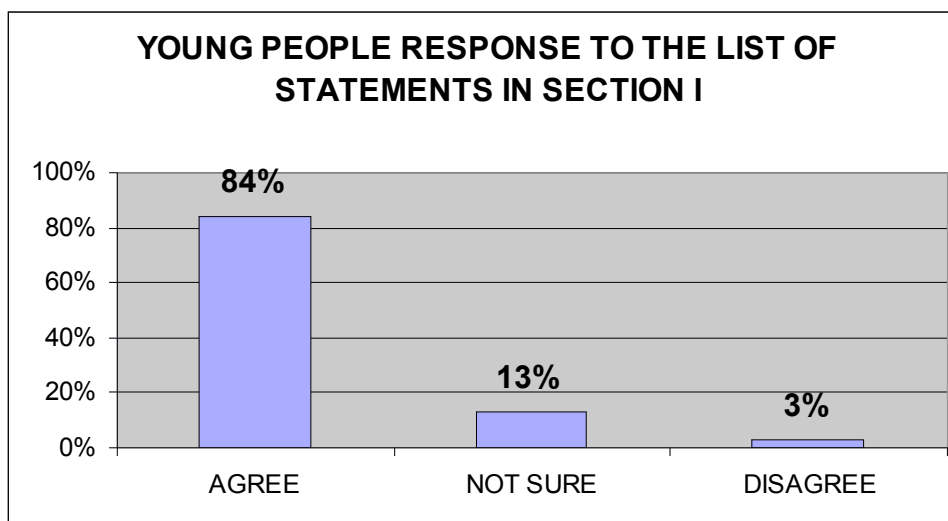


Mini LionHeart Challenge

THE MINI LIONHEART CHALLENGE

**TOTAL NUMBER OF EVALUATION FORMS RETURNED BY PUPILS =
154**

STEPS 1, 2 and 3: OF STUDENT STORYBOARD DIARY

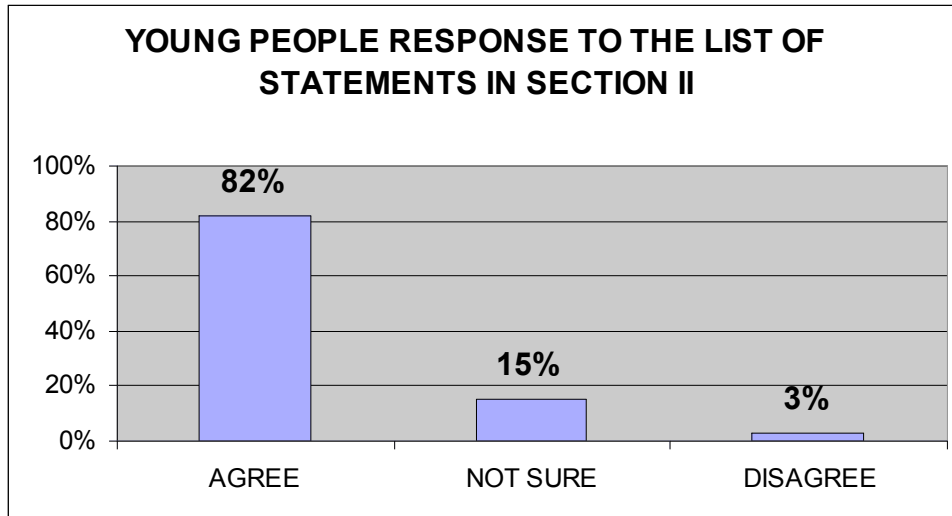


The Statements in Section 1 were:

1. I enjoyed working as part of The Team;
2. I felt I was able to take part in the discussions and tasks carried out by the Team;
3. I took part in the Team Brainstorming Session to come up with some Ideas for a Product
4. I enjoyed hearing the opinions of others during discussions and brainstorming
5. I was able to think about and compare different Ideas for our Team's Product and then after discussions, agree to the final chosen Product for our Team
6. During the Session, I could work through the questions being asked in the StoryBoard Diary
7. I was able to understand and use 'The SWOT Analysis' as a tool for looking at the strengths and weaknesses of our Team's Product
8. Having the StoryBoard Diary to help me, took away some of the fear of taking part in the Challenge
9. At the end of each Storyboard Step, I felt more confident to tackle the next step of the Storyboard Diary.

STEP 4: OF THE STUDENT STORYBOARD DIARY:

SECTION 2: MARKETING

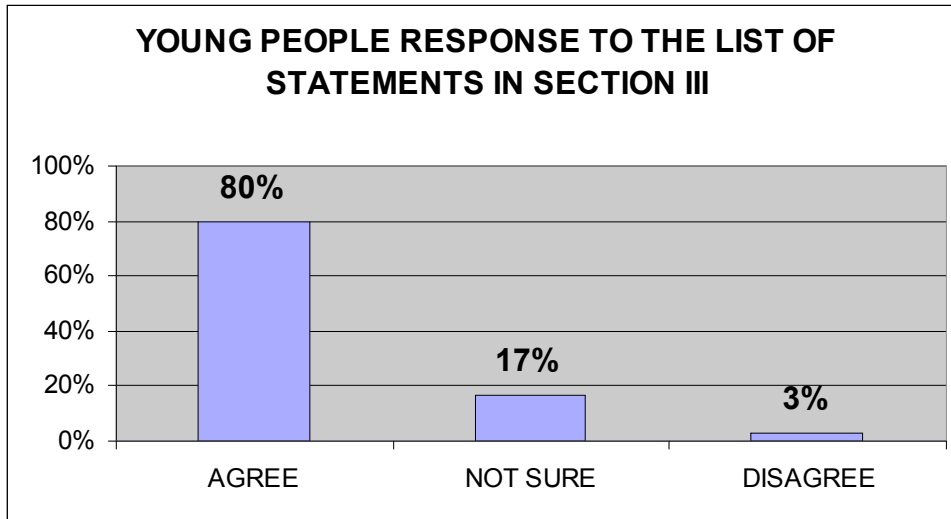


The Statements in Section 2 were:

1. I felt that the information provided, helped to explain what 'Marketing' as about.
2. I learnt about the concept: i.e. 'The 4 Basic Marketing Mix Tools'.
3. I was able to take part in the discussions about the Unique Selling Points (USPs) of Our Team's Product or Service.
4. I now understand the meaning of USPs for a Product

STEP 5: OF THE STUDENT STORYBOARD DIARY:

SECTION 3: FINANCIAL ANALYSIS



The Statements in Section 3 were:

1. Following the Example, showing how Material, Labour Costs and Selling Price are worked out, I was able to join in discussions about this and then input figures into the Storyboard Diary.
2. Using the Storyboard Diary, I was able to understand the concept of 'Profit and Loss Per Unit'.
3. Using the Storyboard Diary, I was able to understand the concept of 'The Profit and Loss Account' and to calculate a Profit and Loss Account for our Team's Product/Service for Year 1.
4. Myself and Our Team felt a sense of responsibility and commitment to get the Final Business Report completed.
5. Myself and Our Team enjoyed making the Product Mock-up to show how our Product worked and what it looked like.

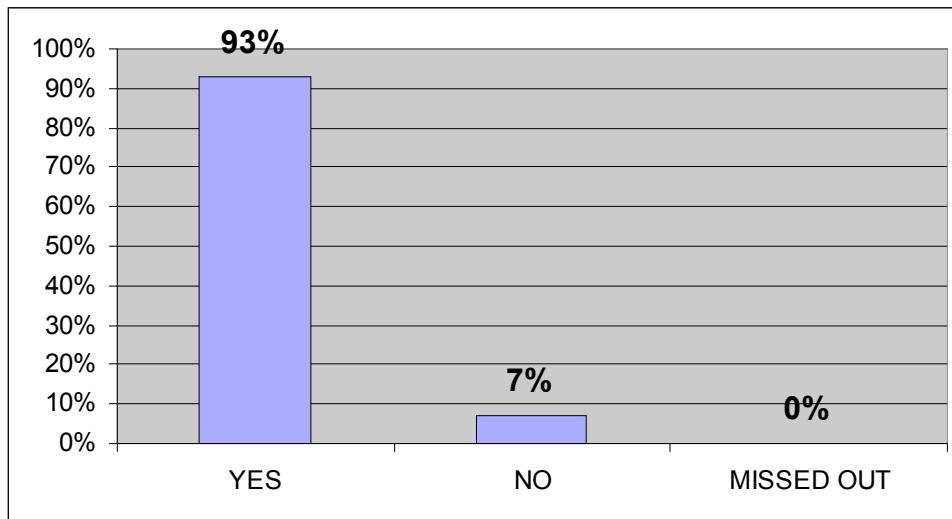
Question 4

Having used the Storyboard Diary as a Guide to undertaking the activities of the Challenge, did you feel it was of help to you?

93% YES

7% NO

4% Question Missed out



Some Comments given as reasons alongside Pupils answers to Question 4:

- Yes, it helps you to understand
- Because I felt confident with it
- It helped me when I did my final presentation
- Yes because it helped me to remember
- It was nice to know all the information was there so it really helped me out
- It made it easier for me
- Yes because it meant that I wasn't left out and that I was involved

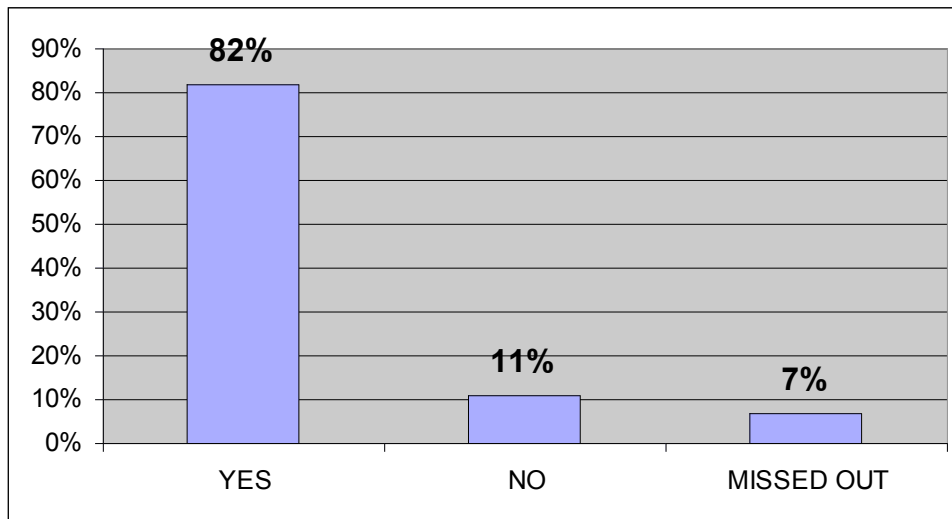
Question 5

Do you think most School Pupils of your age would benefit from taking part at *The Mini LionHeart Challenge*?

82% YES

11% NO

7% QUESTION MISSED OUT



Some Comments given by Pupils in support of their response to Question 5:

- Yes, because every pupil took part and they came up with great ideas
- Yes because if they want to be in business they will know more
- Because it's educational
- If they learn about profits now they will be ready to use money as well as saving it when they grow up
- Because it was fun and I made new friends
- Because it teaches children about the business world
- Because it's good for people our age to have this type of experience
- It's very exciting

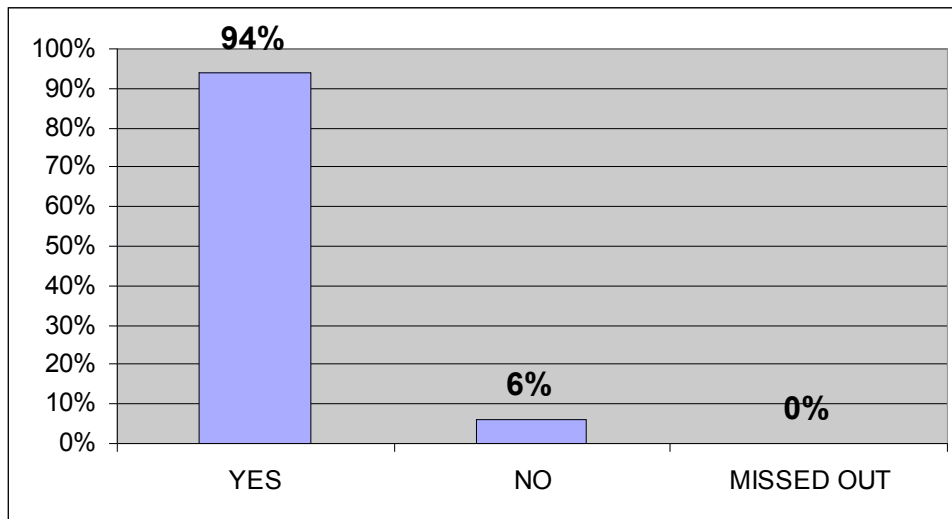
Question 6

Did you find it helpful to have your "LionHeart Business Coach" there to guide and motivate Your Team with the Tasks?

94 %YES

6 % NO

0 % QUESTION MISSED OUT



Some Comments given by Pupils in support of their response to Question 6:

- She helped to put our product together
- They helped us when we were stuck
- Because she treated us like proper high school pupils
- Yes because she did a lot of helping and she was very nice and I got to know her
- Because she guided us through the challenge
- She gave us examples so we knew what we were doing
- He guided us through the day
- Because he encouraged me to speak out

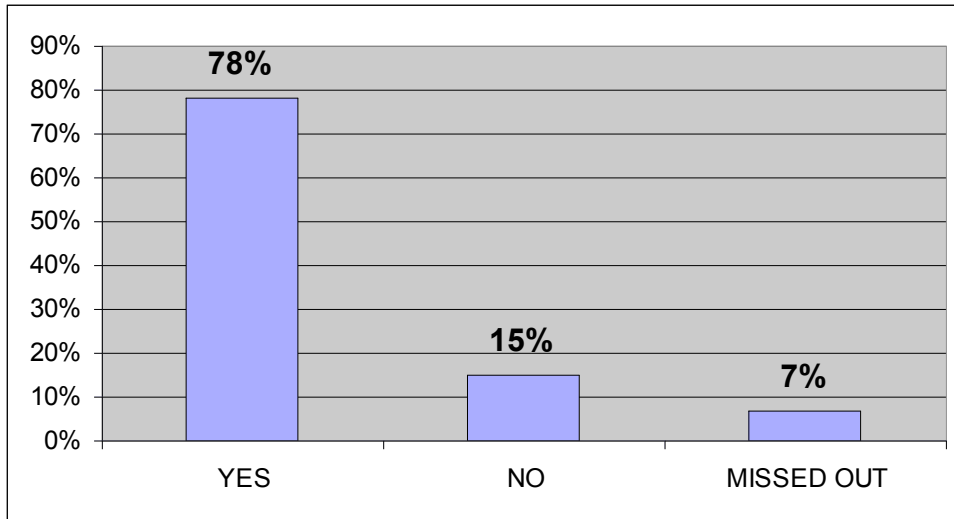
Question 7

Did you feel that working on this type of Project helps to give you a 'feel' for the kinds of Tasks you might be expected to do when you are older (i.e. when you go to work or after you leave Secondary School or College)?

78% YES

15% NO

7% QUESTION MISSED OUT



Some Comments given by Pupils in support of their response to Question 7:

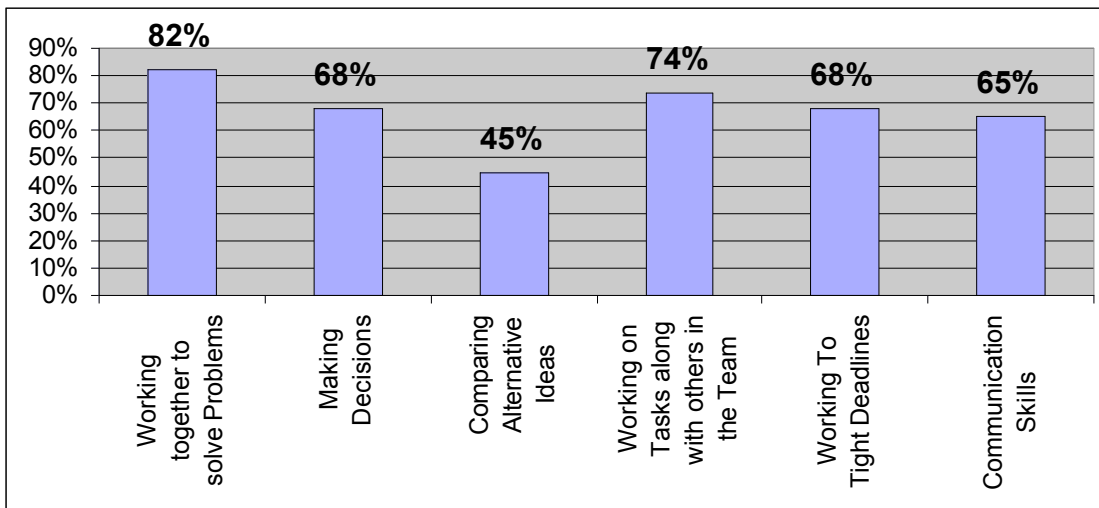
- It's giving a taste for when we're older
- Yes because it was like a real working project
- Yes because we will learn more about business in the future
- Yes it will help us when we get to high school
- This gave me an idea of what some people do when they're older
- She was there to give us advice

Question 8

Enterprise Skills can include some of the following: i.e. *Problem-solving, Decision Making, Comparing Alternative Ideas, Working on Tasks along with Others in the Team, Working to Tight Deadlines, Communication Skills* which include e.g. *discussing, planning, explaining, brainstorming, agreeing, disagreeing.*

Please tick any of the Skills which you feel you have used or learned today.

(% of Pupils ticking the Category Boxes below):



Are there any other useful Skills which you personally feel you have used or learned today?

Useful Skills Learned (answers provided directly by Pupils):

- I made new friends
- How to sell products in the marketplace
- Finances and USPs
- I learnt to lead a team and to present
- Working with people I don't know
- Presentations and talking on the microphone
- Marketing

Question 9

Is there anything else you would like to say about your experience of today's *Mini LionHeart Challenge*?

Some Comments given by Pupils in support of their response to Question 9:

- I loved it and I would love to come again
- Yes – thanks to everyone who organized this fun and exciting day
- It was really fun today...I enjoyed it
- It was great fun to work as group
- I think our group did very well working as a team to solve and discuss things
- The challenge is very fun but educational at the same time
- It was really fun and great to learn about enterprise and selling products
- I had great fun – thank you!
- I want to be a business woman when I'm older