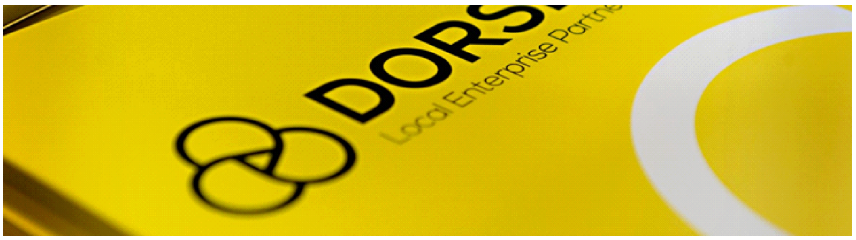
Ideas League Booklet





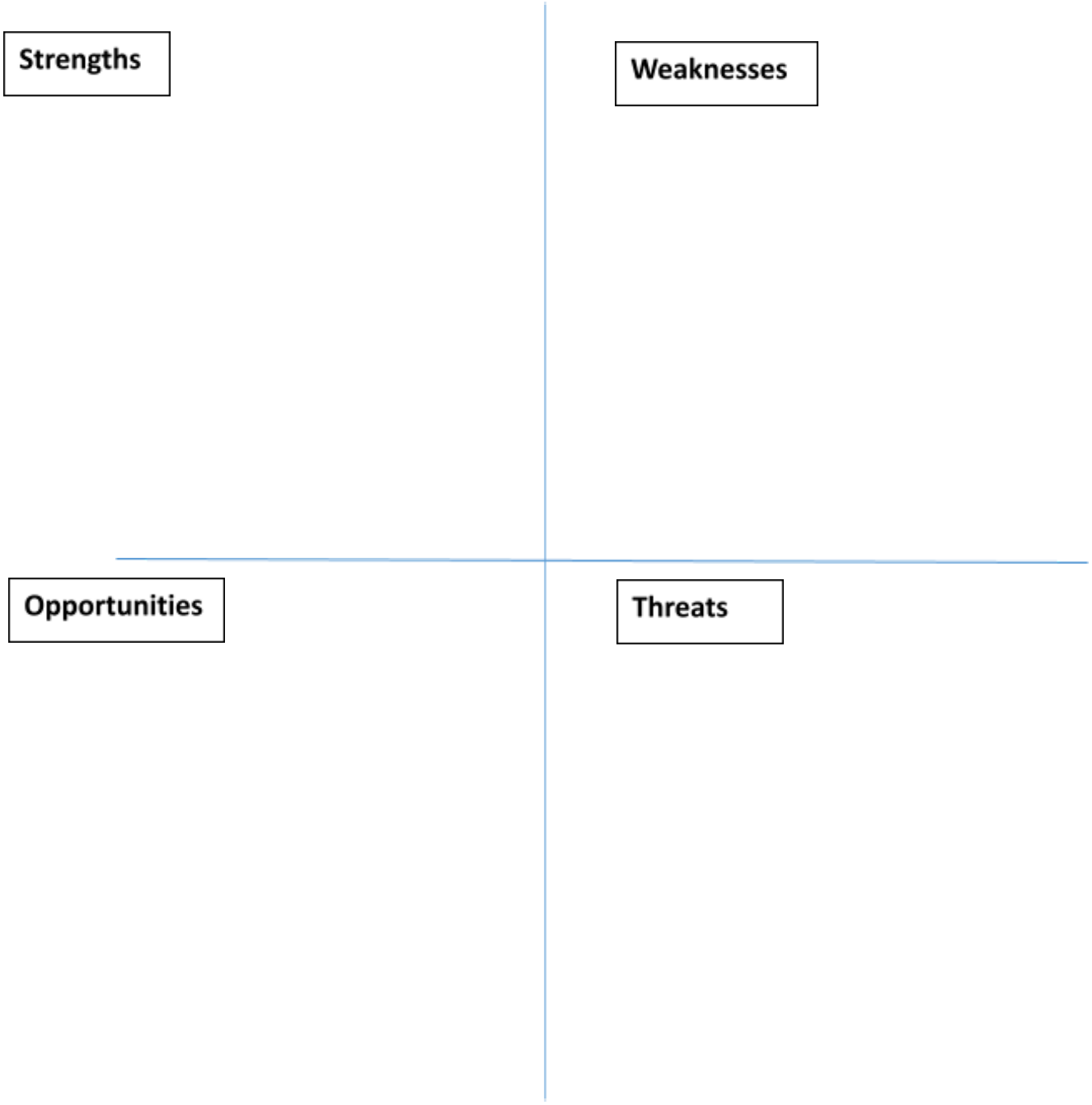
Introduction

Weymouth and Portland have many challenges, but you can make a difference through understanding its strengths, weaknesses, opportunities and threats. From this position of knowledge, you can use your creativity, work in teams, harness your resilience and determination to make a difference to the place where you live. You can come up with ideas for events, businesses, products, apps, services or support networks; you can research pre-existing companies, your target market and find funding streams. This booklet will help to guide you in this journey – whether it is through the tenner challenge in Y7 and Y8 or something more advanced as you get older – and help you to create a new economy that is just as much about community as it is competition, just as much about fun and excitement as it is about hard work and resilience, just as much about the consumer as it is about the producer.



SWOT Analysis of Weymouth and Portland

Please fill in the boxes. In terms of **strengths**, what has the local area got that attracts visitors or businesses in. What could you take advantage of if you were to set up a business or event or service etc.? What **weaknesses** does it have? What does it lack? Could this be something you could add in? What **opportunities** are coming its way? Is there investment available? Are there any groups that could help you develop your idea? Check out the back page for some useful stuffs! What **threats** loom on the horizon? What could damage the area? What problems might be caused by external events? ***Your teacher has an example*** to show you at the end!



CHALLENGES

Look at the challenges below (or come up with your own issue to fix or business idea to build) and decide on which one you wish to work on. What can you make into a viable event, business, product, app, service or support network? Highlight the challenges you are most interested in. After that, you need to build your team to take on the challenges.

- Weymouth and Portland's tourism sector is very important to the local economy (impacting on food, entertainment and arts businesses amongst others). However, there is a problem with wet weather facilities. What could we build or set up to appeal to any of the following groups: people between 18-30; 30+ professionals; families; international visitors.

- Weymouth and Portland are trying to build a new image to appeal to people that are keen on adventure – kitesurfing, kayaking, climbing, sailing. Can you come up with some ideas for events that we could put on to build this market further? What technology or apps could be useful in supporting this growing industry?

- Iron Man competitions are becoming a regular part of the annual event calendar. This brings in visitors to the town that we would like to encourage to come back and spend their money. Can you design an app to help the competitors and their families to enjoy their time in the borough?

- Hidden Gems app. Can you come up with a type of game app (that includes scores and rewards) that will help visitors discover the hidden nature reserves (and what can be found within them) across the borough… - have a list of spaces… and some of the animals/plants that can be found there…

- There are a number of empty shops in Weymouth… What could be done with these empty spaces? What might encourage more people to shop in the high street rather than online? Retail employs 19% of our workforce in Weymouth and Portland. Can you come up with an idea for an app to help small or micro businesses to start selling products on the high street or at markets? Do you have any ideas for markets that would appeal to shoppers?

- There is a huge space around the Pavilion that could be used more effectively. How could this space be used, be built on… how could it be used by local people, tourists, business?

- There are increasing numbers of cruise ships coming into Portland Port. This brings more tourists into the area, many from different parts of the world such as Germany and China. How can we benefit from these new visitors by keeping them in the local area? Perhaps a tech idea that they could get on the boat or on arrival. What services might be set up for them? What businesses could be created to gain custom from these tourists?

- We have a lot of open space on Portland. Coupled with GPS locators on phones or GPS devices. How could we use sensor data, GPS and open space to create an activity for adventurers? Could this be a new form of competition with prizes?

- Weymouth and Portland has a rich history connected with the Spanish Armada, Christopher Wren, St Pauls Cathedral, Smuggling, the Black Death, the Civil War, George III, Dunkirk, D-Day and various wartime camps. How could we harness this for the promotion of our tourism industry? Are there any apps that could be created?

- Sensors can now be installed to collect all kinds of data. What data could we collect around the town and how could this be used to help businesses and the local economy?

- Wearable tech, such as Fitbit, is becoming more and more popular. The information it collects could be used to help people to become healthier. How could this information be used by apps or programmes to achieve this? Think about different groups of people and come up with different ideas for each.

- Virtual Reality is becoming increasingly complex and well-developed. How could VR be used to train people or give experiences to customers? Can you think of ways that VR could be used in Weymouth and Portland? Could you come up with a business that uses VR?

- 15 minute check visits are included in care plans to ensure that the service users are OK, and taking their meds. However, although necessary, they are very inefficient due to the time needed to travel to and from the service user's house. What could be done through the application of technology, volunteers, or a combination of both to fulfil the need to make contact with a service user, engage with them and keep them safe, but without always having to travel to their house?

- "While we have seen a notable increase in internet usage across all groups in recent years, many older and disabled people are still not online, with two-thirds of women over 75 having never used the internet." Pete Lee, Surveys and Economic Indicators Division, Office for National Statistics Using the above statistics. Social exclusion/loneliness is a significant issue for many older people; especially those who might be housebound. Technologies such as tablets and smartphones have the potential to help alleviate this; however building confidence to use such devices is a significant challenge. What ideas do you have for finding ways to help service users start to understand what a smartphone can do for them?

- Developing Food Tourism. We now have the Seafood Festival, food establishments around the harbour, farmers' markets, Dorset Cereals, Roberts Catering, Loose Moose, Forking Good Food and a number of other bespoke food businesses across the county. There is a growing market for international street food. Can you come up with an original idea for a food business, event or app to develop this market further?

- Product Development. Jimmy Cregan went on a road trip around Tasmania and discovered a drink that was not sold in the UK – Iced Coffee. He loved it so much that he created his own recipes and began selling it here in the UK. He now sells his product in Tesco, Sainsbury, BP, Londis, Selfridges, Budgens and on Ocado online. Have you seen any products on your travels that could be developed, packaged up, branded, marketed and sold in the UK? Come up with some ideas and develop them.

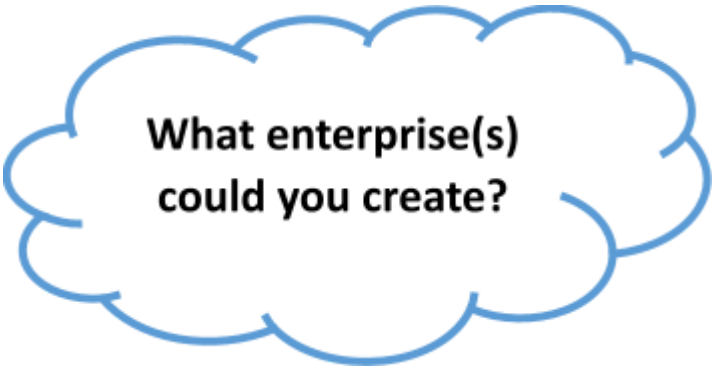
- Creating a better welcome to Weymouth at the train station (resurfacing/pedestrianisation/public art/building alterations/cycling integration)

- Designing a wayfinding strategy to better connect the town centre with the Nothe

- Addressing ageing and isolation by designing a scheme which pairs the elderly with the young (skills swap/community garden/DIY workshop)

Idea Generation

Now you have chosen the challenge or challenges you want to tackle, you need to think of a good enterprising idea that you can create and develop. Use the mind map to list all the possible enterprising activities you might want to work on. Think about one or more of the challenges. What ideas can you come up with to take on those challenges?



Once you have your ideas, find some team mates to work with – try to find people that are keen on the same challenge(s) as you.

Finalising Your Enterprise Idea

You now need to decide (as a team) what idea you will take forward and start to plan. It is important that you think of the following before you make your decision:

- Is your idea viable (will you be able to achieve it)?
- Is it cost effective?
- Will you have enough time to do the enterprise activity?
- Will you have enough time to complete the enterprise activity?

In the box below, briefly explain what idea you have chosen and why.



Setting Objectives

Now that you have decided on an idea it is now time to set yourself some objectives. The objectives will help you meet your aim of launching your enterprise!

Remember that your aims need to be **SMART**. This stands for:

- **Specific** - Direct and to the point.
- **Measurable** - Can you track if you are meeting your objectives?
- **Achievable** - Can you meet the objectives?
- **Realistic** - Make sure they are not too difficult.
- **Timed** - Set yourself a realistic time to complete the objective.

Here is an example

To bake and decorate 50 cupcakes ready to sell on the 24th February 2023.

You now need to set yourself 5 SMART objectives that will help you prepare for your enterprise activity.



Team Roles

It's now time to decide what roles each team member will be in charge of. You will need to be really organised and know exactly what you are doing.

In order to do this each team member will have a title and be in charge of that part of the enterprise activity.

Fill in the boxes below with the name of the person and why they are the best team member for the job. Remember that if your team is only small some team members might have to have more than one role.

Team Leader	
Finance and Costing	
Stock and Purchasing	
Creative designer	
Action planner and Time keeper	

Action Plan

You will need to complete an action plan so you know what you are going to do and when you are going to do it. You may not stick to the dates of the action plan, but it will be a guide so you know what team member is doing what task.

Task	Description	Date	Team Member

Fill in the table below, completing each section.

Research

Now that you have decided the roles of each team member it's time to start researching your enterprise idea.

Complete each of the tasks below and make sure you PRINT off your evidence to put into your booklet.

1) Start looking at other similar businesses that sell the same products as you or offer the same/similar service.
2) Find 5 products that are similar to yours and get some pictures to put into your booklet.

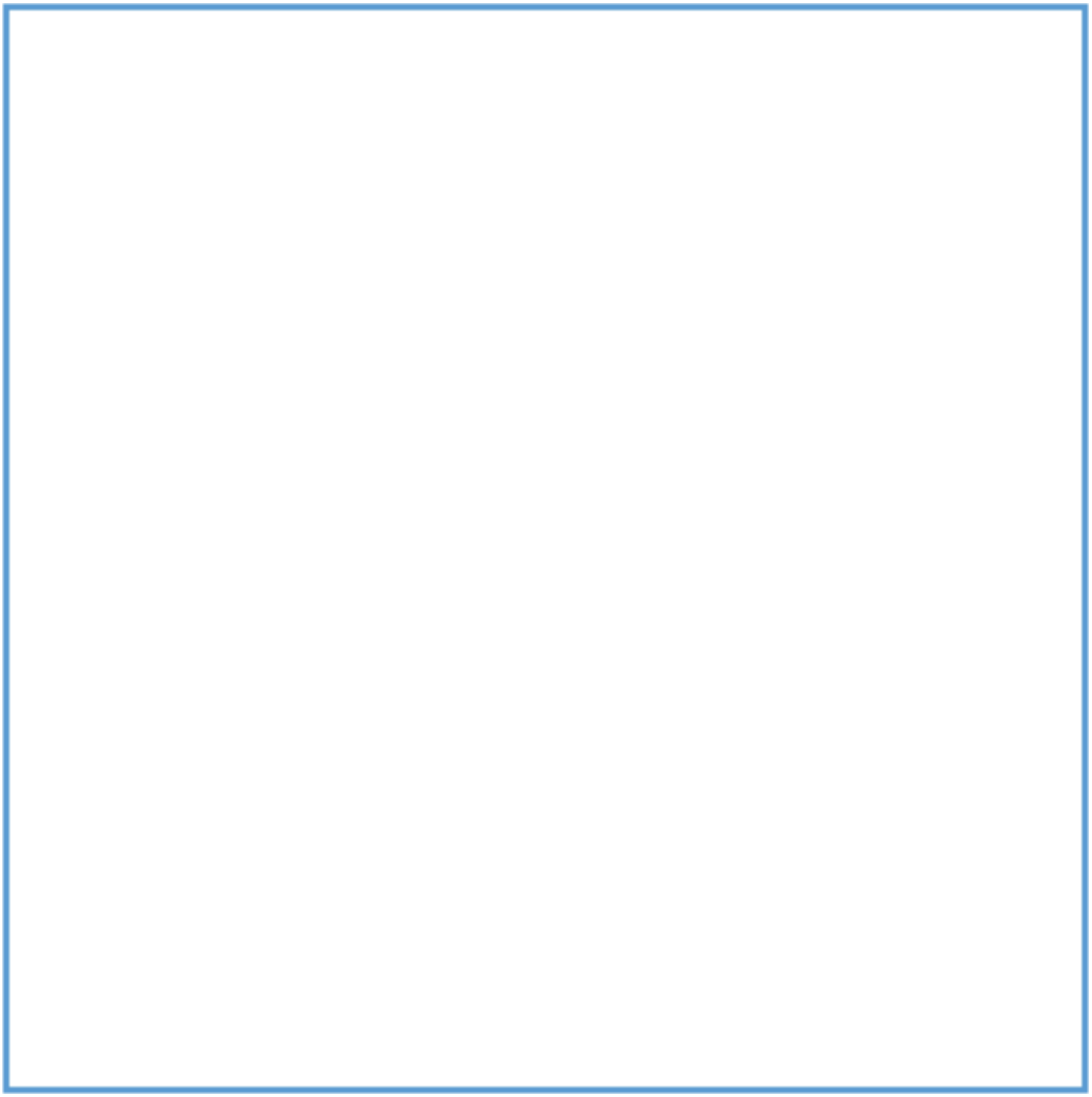
3) Looking at the other businesses products/services think about what ideas you can use from their products/service.

You need to keep a list of all the websites that you have used while doing your research. Fill in the table below making sure you reference each website.

Website	**Date**

Product Design (1)

Design and label two products/services/app interfaces that you might sell. You can use your research to help you. You may need to design a logo for your business in the space



Product Design (2)

Once you have designed your two products, decide what one will be the best to sell. You might want to sell the two products, but remember that will take more time and effort.

Material Research

You now need to start researching what materials you will need in order to make your products. If it is a service that you are offering then you will need to explain exactly what your service requires.

In the table below list all the materials or products that you will need to buy in order to make your own products.

Think about the following:

- What materials will you need to create your own products
- Where will you buy the materials from?
- How much material will you need?

Material	Were From	Quantity (how much)

Costing

You now need to figure out how much it will cost you to make your products. This involves you using the research you found in the last section (Quantity).

You need to find out how much it will cost you for all of your materials and you then need to find the total.

Fill in the table below: (Use your table from the last task to help you)

Material	Quantity (how much)	Cost

Total:

Pricing

Once you have figured out how much it costs to buy all your materials you can now start to decide what price to sell your products/service at. You need to think about the following:

- You need to make sure that you are making a profit
- You need to make sure you don't make too many products (or else you might not sell them all and lose money)

To work out how much each product will cost you to make follow this simple plan.

Step 1

Add the cost of all your materials together.

Step 2

Divide the total cost by the amount of products you want to make.

Step 3

This will give you the Unit cost for each product.

Step 4

Decide how much extra you are going to charge. This will be your profit per product sold.

Step 5

Add up how many you sold and work out how much extra money you got. This will be your total profit.

Here is a simple example:

Sally spent £10 on materials (step 1)

She wants to make 10 cupcakes so… 10 divided (/) by 10 = 1 (step 2)

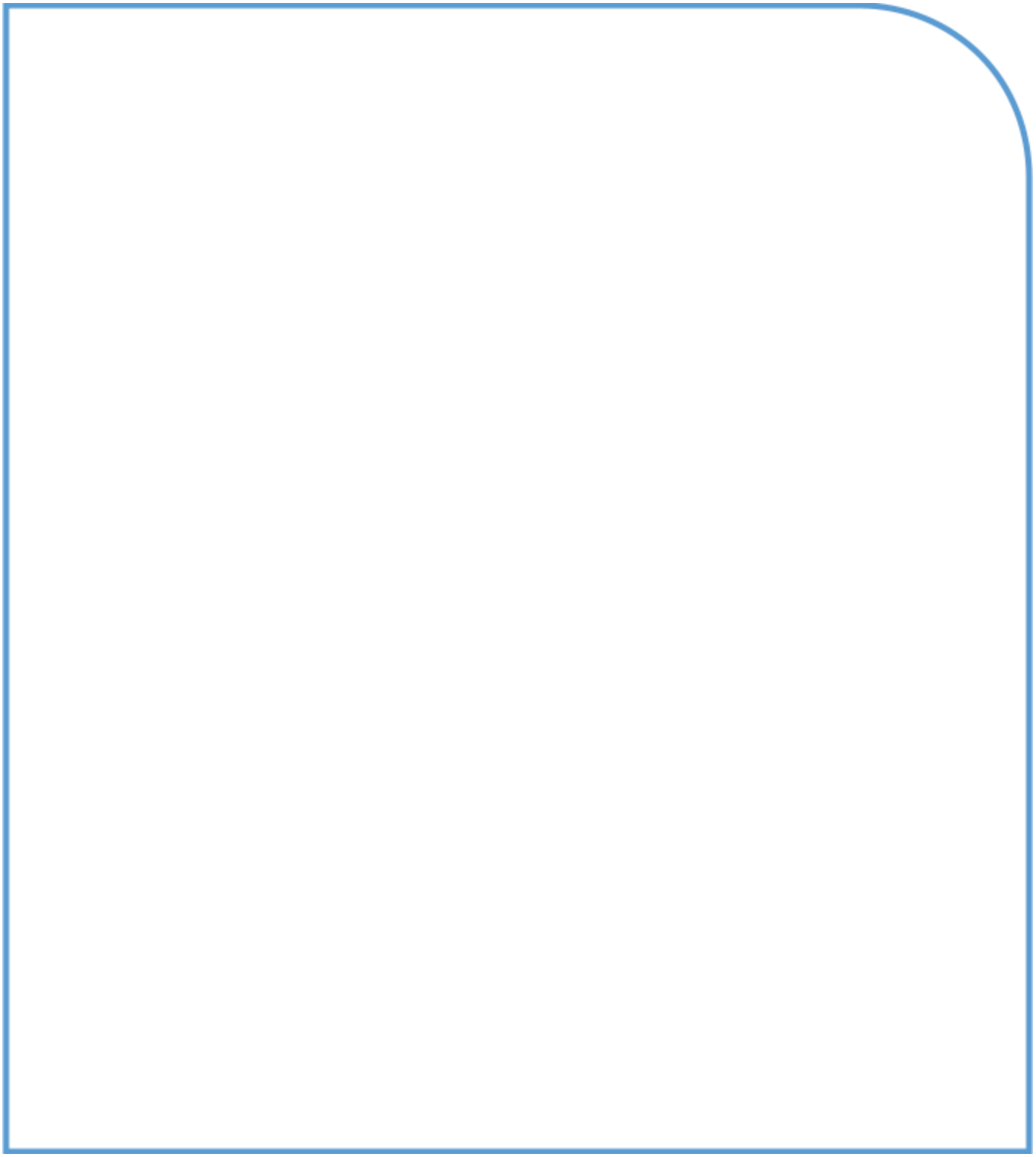
This means that each cake costs her £1 to make (step 3)

She wants to sell the cakes for £1.50 (step 4)

Sally will make 50p profit for each cake she sells (step 5)

Pricing (Continued)

You can now work out how much you are going to charge and what your profit will be.



Target Audience

Every product or service will have a target audience. The target audience is the person that the product is aimed at. You need to decide who your target audience is. Think about the following:

- Who is going to buy your product?
- What does your product do?
- How is your product designed?





Briefly outline who your target audience is. Remember that your customer is also your target audience.

Marketing Plan

Marketing is very important for business. You will need to decide how you are going to promote your product so that people know what you are selling. What is the story behind your idea/product/business/event

Your task will be:

Design a piece of promotional material that will help sell your product. This needs to be done on A3 paper or on the computer.

You can create any of the following:

- Poster
- Leaflet
- Video
- Social media posts

Content

- The story of you/your business/your purpose
- Information about the product/service
- Why they should buy the product (USP – unique selling point)
- Day you will be selling your products
- Where you will be selling your products
- How much your product will cost
- Catchy and interesting

In the box below decide if you are creating a poster, leaflet, video or social media campaign. It could be all of them!

Review and Reflect

It is important that you review and reflect your work individually. This will allow you to improve in the future.

Try and remember what you did throughout your enterprise project and answer the following questions:

List 3 thing that you think went well when doing the enterprise activity (WWW)



List 3 things that you could improve on in the future (EBI)



Useful websites/video/contacts

Look up these websites and make a note about what each organisation/website does to help new business

Weymouth Area Development Trust: https://wadt.org.uk/

Crowdfunder: https://www.crowdfunder.co.uk/

Weymouth and Portland Chamber of Commerce: https://www.wpchamber.co.uk/

Dorset Business Mentors: https://dorsetbusinessmentors.uk/

Dorset Growth Hub: https://www.dorsetgrowthhub.co.uk/

Weyforward: https://en-gb.facebook.com/weypeninsula/

Silicon South: https://siliconsouth.org.uk/

Government Business Support: https://www.gov.uk/government/news/what-support-is-available-for-my-small-business

Federation of Small Businesses: https://www.fsb.org.uk/

Government funding guide: https://www.gov.uk/business-finance-support

Companies House: https://www.gov.uk/government/organisations/companies-house

13 TED Talks: https://www.crowdspring.com/blog/ted-talks-starting-a-business/