



## **Project Overview – the Dragons' Apprentice Challenge Community Hertsmere**

### **Overview:**

The **Dragons' Apprentice Challenge** is an annual business challenge for students in years 9 - 12. Teams are given £100, matched with a business person (their Dragon) and paired with a local charity or community group. They have from mid September to Christmas break to come up with a business idea, make it happen and turn their £100 into a profit for their paired charity. The challenge originated in St Albans in 2009 and now operates across the whole of Hertfordshire and has spread in Cambridge, London and Essex.

### **Geographical Coverage:**

The Community Hertsmere Challenge covers, Hertsmere and surrounding boroughs including Barnet, Enfield and Harrow.

### **Timings:**

The main challenge will launch the week commencing the **18<sup>th</sup> of September 2017 and end on Friday 15<sup>th</sup> December 2017**. This is an event where all participants attend, Apprentices, Dragons and Charity Partners.

There is a comprehensive time plan which will detail the actions and events of the next 4 months including judging of the challenge, an Awards Evening will be held in February 2018.

### **Who benefits?**

#### **The Students:**

The Challenge runs annually and students experience and learn about:

- entrepreneurship, managing a business, communications, organisational and job related skills, thus preparing them for work and the next stage of their development
- the work of the designated charity and why it is needed, helping develop a lasting social awareness
- Fun, enjoyment and the feeling of accomplishment

Participation helps improve students' employability by providing practical experience and teaching them important work related skills.

### **The Charities:**

The charities play an important role in the challenge; often the students will visit their charity partner to better understand the impact of their work.

- The charities can receive unrestricted funding, presented by the teams at the end of the challenge, sometimes amounting to £1,000's
- The charity receives exposure and promotion through the work that their team do
- Often the students will remain in touch with their partner charity and work with them again or act as volunteers in the future

### **The Businesses:**

The Challenge offers local businesses (Dragons and sponsors):

- Chance to meet and support local charities with the opportunity to fulfil their CSR obligations
- Vehicle for staff development (CPD) and added work satisfaction
- Interaction with their community/customers
- Opportunity to help improve the skill set of potential employees
- Introduction to potential employees

### **Anticipated outcomes:**

- 120+ students benefit from the Dragons' Apprentice Experience and wish to take part in related projects in the future
- 85%+ of students complete the challenge and submit their final business report (It will be likely that some students do not complete although we must look to minimise this wherever possible)
- We maintain or surpass the statistics highlighting social awareness and engagement (82% of participating students said they would be more likely to volunteer in the future after taking part in the 2016 challenge)