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Beacon Enterprise Challenge New education event launched by Wenta

Young brains were challenged last week at Moor Park in Hertfordshire, when Wenta delivered the Beacon Enterprise challenge to over 100 students from schools across Watford.

Beacon Enterprise tasks students with various activities which encourage them to use their business skills in order to create an idea for an event. Each team of 5 students was asked to consider a viable idea for an event of their own choice; they were then challenged with a series of decision-making tasks which would help them to create, organise and implement the event.

The Beacon Events held at Moor Park were supported by the SAPG (Strategic Area Partnership Group) of South West Herts. Students who won the challenge and do put on their event at their school receive £25 towards the costs of the event and are then eligible to compete in the Winner's Winner round taking place in October 2011 where students can win £250.

Each team were asked to create an event management name and logo to suit their event idea. They were then required to consider the costs, resources, how many people would attend and appropriate marketing strategy, and the delegation of tasks amongst each team member. Students commented on their enjoyment of working in teams and that they enjoyed the freedom to choose an event of their choice. The final task was for each team to present their idea to a panel of judges who selected one winner. The winning team received £100 for their school.

Beacon trainers were on hand throughout each task prompting the students to think further about their ideas and to also make them aware of issues that they were not considering. Teachers from the schools were also on hand throughout the event Brenda Austin from Queens School said that the event was a fantastic opportunity to see all of the students 100% engaged and working as a team with such enthusiasm.



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at the Business Centre on Colne Way, Watford. Wenta's chief programme is highly successful and beneficial to all of the schools that take part and, in time, the development of business in the Watford area, as our future lies in the hands of these students.+

A Beacon education event for your school can help to develop business and entrepreneurial skills. All of our Beacon programmes can be customised to suit your current teaching curriculum; The Beacon events are delivered to students at KS2, 3 and 4 to higher education age.

For more information on Wenta's Beacon Programmes or if you would like to plan a Beacon for your school please contact 0845 371 0891 or email education@wenta.co.uk.

business start-ups and to support small businesses in South and West Hertfordshire. The agency is independently funded through the ownership and management of its two business centres in Watford and Potters Bar and management of two further centres in Stevenage. These business centres comprise workshops and offices with a combined space of 100,000 square feet, let on monthly licence terms to small businesses. Wenta also attract funding from a number of public sector organisations including Business Link East, Job Centre Plus, local authorities in Hertfordshire and Bedfordshire and EEDA.

- Wenta run a number of programmes aimed at inspiring young people and giving them the confidence to make their ideas happen. Wenta's education team work with local schools, colleges and universities to promote enterprise and entrepreneurship.
- Wenta's advisory team work in partnership with organisations such as Business Link, The Prince's Trust and Job Centre Plus to provide advice and support to start-up, new and existing businesses across Hertfordshire and Bedfordshire. Services include: one-to-one general business advice, specialist advice including Tax. Legal and IT and training and skills development courses.
- Wenta Innovation, a division of the Wenta Group run two Incubation Centres under the My Incubator brand at The Business & Technology Centre in Stevenage and The Business Centre in Luton. These centres are designed to help entrepreneurs and create successful businesses. The Incubation Centres offer start-ups a work station for 3 months free of charge on the proviso that they work with our onsite advisory team to ensure that they are ready to sell their product or service, raise money or become investor ready and importantly connect them with other individuals and businesses to network.
- Wenta is now the largest enterprise agency in Hertfordshire and Bedfordshire and second largest in the Eastern region. Over the last 27 years, over 13,500 people have benefited from Wenta's advisory services, 1000 businesses have been accommodated by their centres and over 5000 students have participated in their education programmes.