



Make a Profit and Make a Difference
2024

Impact Report

Autumn/Winter 2024

Key Social Enterprise Facts for Cumbria

The Cumbria Social Enterprise Partnership (CSEP) report that:

- Cumbria has over 1,400 social enterprises, ranging in size from one person organisations to large co-operatives, health and education providers
- About £475m is generated and used within the local economy each year by social enterprises
- Cumbrian social enterprises hold combined assets of approximately £144m in buildings, equipment and financial reserves
- Over 11,000 people are employed by Cumbrian social enterprises
- Volunteering opportunities for around 15,000 people arise from Cumbrian social enterprises
- **The Centre for Leadership Performance is itself a social enterprise... and runs Bright Stars to help educate Cumbrian young people about what a social enterprise is and develop the employees, entrepreneurs and volunteers of the future.**



Bright Stars offers young people the opportunity to be inspired and see that their actions will be recognised and their voices will be heard. Pupils are exposed to positive role models from the world of business and the programme encourages leadership, building confidence as they showcase hidden talents and develop new skills.

Now in its twelfth year, the programme enables children to learn through experience about key business principles like innovation, budgeting, problem solving and delivering deadlines, while linking with core curriculum subjects such as English, maths, design and technology.

For companies, Bright Stars creates on-going links with local primary schools, connects with young people and makes them aware of what the companies do, while positively impacting communities and providing development opportunities for staff who get involved.

Project Summary

- Over **407** pupils from **9** schools took part in Bright Stars
- **9** local businesses and organisations volunteered support
- **9** social enterprises were created
- Over **£3k** was raised for local charities (83%) and to continue the schools' social enterprise projects (17%)

TEACHER FEEDBACK

- 100%** want to join a future Bright Stars project
- 100%** achieved output results they wanted for their pupils and school
- 100%** felt they had created better community/business links for their school

The top skills that the pupils learnt (according to the teachers) were:

- Leadership
- Collaboration
- Communication
- Confidence

PUPILS FEEDBACK

- 100%** had fun working on Bright Stars
- 100%** understood more about social enterprises
- 100%** thought they had learned new skills
- 97%** want to continue to make a difference
- 94%** felt they were a better team player and understood more about teamwork school

BUSINESS MENTORS FEEDBACK

- 100%** achieved the output results they wanted for themselves
- 100%** achieved the output results they wanted for their business
- 100%** felt they had created better community/business links for their school
- 100%** want to join a future Bright Stars project

The outcome percentages and graphics listed in this report have been gathered from the pre-and post-project impact surveys sent separately to pupils, schools and businesses.

Quotes and incidental evidence are taken from the surveys, as well as emails, weekly reports and general feedback received from the school and business leads.

*The impact and outcomes can be seen in the final montage **Bright Stars Project Film** on YouTube, use the link: <https://www.youtube.com/watch?v=lqaxQQ6rAaA>*

Introduction

Make a Profit – Make a Difference

Nine schools across Cumbria took part over 12 weeks and the primary school pupils developed leadership, teamwork, marketing, accounting, creativity and communication skills – in fact, everything involved in running a business.

The mini entrepreneurs, who set up and ran their own social enterprises with the help of local companies and organisations, all delivered fantastic campaigns, which traded for 8 weeks and raised over £3k in profit to date. An amazing result!

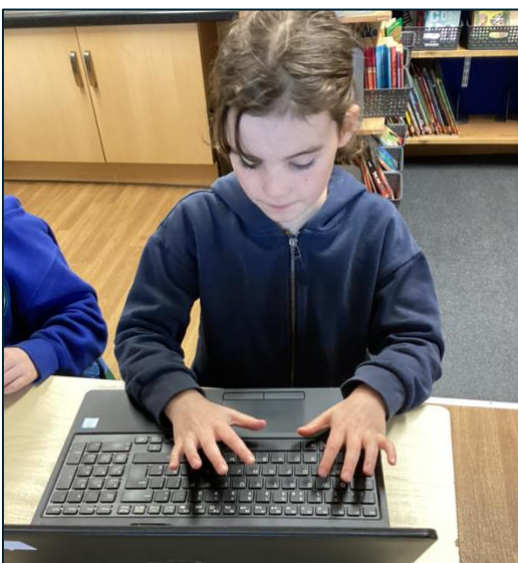
Some of the schools intend to continue to develop and trade with their social enterprises and involve more pupils and people from the community.

Both schools and businesses stated they had made stronger relationships within their local community and the teachers and business mentors felt they had got a lot from taking part in the project too.

To measure the impact of the programme surveys were sent out to all schools and business volunteers, both before and after the project. This year the pre-impact questions were collected on the registration forms for schools and businesses, which increased the response rate. We received the following returns:

- **Schools:** 9 surveys (100%) pre project and 2 (22%) surveys post project
- **Pupils:** 8 surveys (89%) pre project and 5 (55.5%) surveys post project
- **Businesses:** 9 surveys (100%) pre project and 3 (33%) surveys post project

Bright Stars helps pupils to plan and develop their creative ideas and then implement these skills to run a profitable social enterprise



Participating schools and businesses and their social enterprise projects

Find out more about the Bright Stars social enterprises:

Watch the school project films on YouTube at:

https://www.youtube.com/playlist?list=PLK_8VmJahxk2L9nNePqJLM-lak9OfKEm-

Read the school project weekly blogs online at:

<https://cforlp.org.uk/brightstars/bright-stars-autumn-2024/>

View the Bright Stars Celebration Film at:

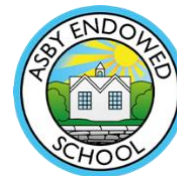
<https://www.youtube.com/watch?v=lqaxQQ6rAaA>

Asby Endowed School

Winner of Best Community Engagement

partnered with My Community Penrith

Asby Beetle Drives organised a Beetle Drive event – a fun game for all ages – to combat loneliness and raise funds for the Asby Tree Group, ensuring trees will be planed as a result of their efforts.



The children have learned about business, sustainability and most importantly the skills needed when working as part of a team: compassion, good listening and compromise.



Beckstone Primary School

Winner of Best Logo and Marketing Campaign

partnered with Amcor Flexibles Cumbria

Beckstone Rainbows ran a Christmas Craft Afternoon and Cracker Workshop. They also sold handmade Halloween bracelets and sweet cones. They raised £568.69 – half was donated to Cheer Force Knights, half went to help upgrade the school's playground equipment.



The confidence the children have gained is amazing, from leading craft workshops to working alongside their peers to ensure product consistency and quality.



Distington Community School

Winner of Most Profitable Social Enterprise

partnered with GRAHAM

DCS Fundraisers raised £1,028 by running a cake sale and a Christmas Film Night, as well as creating and selling their fantastic *Best of Distington Winter Warmers Recipe Book*. They got the community involved by collecting recipes.



The Bright Stars project has had a massive impact on the school and both the children that took part and others, as well as the local community.



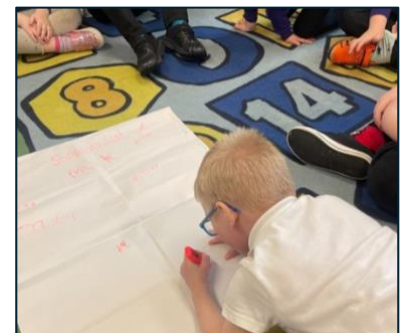
Ellenborough Academy

partnered with No Name Travel

Ellenborough Elves held a Christmas Fayre with a heartwarming mission to support their local community. They decided to sell reindeer food and Christmas cookies at their event and used their profits to create care packages for a local care home.



This has really helped this group to work together and work as a team. Teamwork is something that the children struggled with, but working together on one project has helped to overcome this.



Kingmoor Nursery and Infant School

Winner of Best and Most Positive Long-Term Impact

partnered with Nestlé

The pupils created Christmas Window Wander sheets, held a craft competition and made reindeer food and log Christmas tree decorations – all with sustainability in mind! Their efforts supported Oak Tree Animal Refuge.



The children loved coming in each week to complete their 'special Bright Stars jobs' and kept asking for more and more friends to join in. For them to talk so enthusiastically about it was so pleasing to see.



Morland Area C of E Primary School

Winner of Best Team Work, Collaboration and Leadership

partnered with Stepping Stones School of Dance and Fitness

Morland Come Dancing organised a community dance competition, with a mini disco and refreshments. They also ran a Christmas Fair, where they had stalls and sold handmade dance bracelets, baked mince pies and crispy cakes.



We recently had Ofsted, who commented on the positive experience Bright Stars had had on the children and that it had enhanced our curriculum.



Sacred Heart Catholic Primary School

partnered with BAE Systems

Magic Miracles launches a fantastic social enterprise selling handmade products at their Christmas Fayre, with all profits going to Mary's Meals.



BAE SYSTEMS

This project has had a tremendous impact on our school, because it allowed the pupils to develop skills they wouldn't be able to in a normal class.



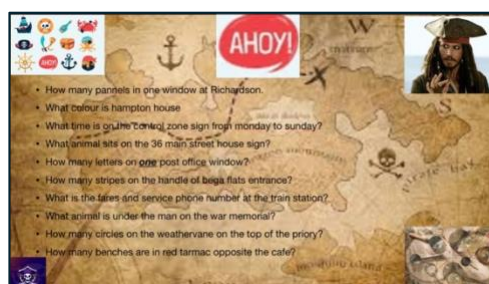
St Bees Valley Primary School

partnered with Bechtel Cavendish Nuclear Solutions

St Bees Scavengers made bird feeders and organised a creative treasure trail around the village. They sold the treasure trails as part of a fun pack with pirate-themed items to raise money for Animal Concern Cumbria.



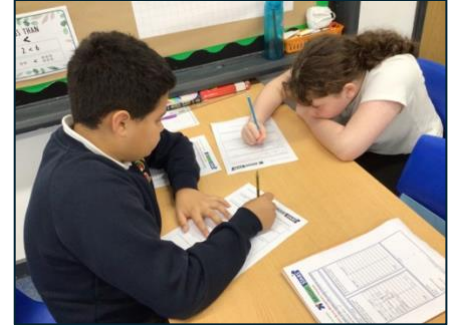
Great for promoting teamwork, leadership skills and working together for a worthy cause.



Thornhill Primary School

partnered with Nuclear Waste Services

Originally planning a Community Fair, they decided on a Bingo Night instead after considering what would work best to engage the community. Profits from the event were donated to The Core – Egremont Youth Partnership.



School Feedback



It is an extremely positive response from schools, with **100%** achieving what they wanted from the project for both their pupils and the school itself. The skills developed are all important ones that the pupils can use throughout their other classes and social interactions, and build on for the future to help them have a better life in their workplace, family, friendships and beyond...

Although some had links with their business or local community already, the project has helped nurture established relationships and helped them get involved with and support the local area. Several teachers mentioned that the project often had revealed hidden talents in their pupils that were not necessarily as academically or socially involved in class too, creating new ways for them to engage in their education, plus gain friendships and confidence which reach further than the project.

The winning schools have also received a money prize, to help fund further project development.

There was a resounding thumbs up for Bright Stars!



More comments from the schools after completing Bright Stars:

It has allowed the children to learn what it is like to make a product and sell it. Bright Stars really supports our school values, such as collaboration and resilience, and gives our school ambassadors a sense of responsibility, despite how young they are.

Bright Stars has supported our pupils in developing their understanding of the features of a successful business. The children have enjoyed taking on their roles and working alongside our project partners (Amcor) to understand the key skills needed for different roles, before deciding which role they would like to apply for... We had some very strong leaders within our group, who were keen to take charge and ensure everyone was always busy, whether that was fulfilling orders or creating posters to advertise our upcoming events and products.



This project has given our children the opportunity to choose a project and follow it through to the end. ... The children are exceptionally proud of what they have achieved (as they should be).

The children taking part have learnt the importance of if you work you see the benefits and rewards as well as all the different strands there is to running a business. It has improved their team work skills, motivation and determination. It has increased our connections with the local community and we are really grateful for their support. Whether it was through cake donations, attending our sales or buying our cookbook. They have been amazing.

This has had such a positive impact on my class. They have gained a huge amount of confidence and developed their team work skills to a much higher level than when we began...

They have worked so well as a team and even now have started creating some of their own businesses, which is exciting!

The skills the pupils developed included: time-keeping, managing money, leadership, team work, etc, which are all skills needed in the real world. The young pupils have definitely grown throughout this opportunity and will be continuing to become involved with more community/social activities after seeing the benefits this project has had on the school's corporate social responsibility, the pupils' engagement with the community and the positive impact the profit will have on their chosen charity.

Pupil feedback

Pupils had a lot to say after completing Bright Stars:

It has been good because we've got to learn about costings and money.

We got everyone in the community together!

It has been me feel more confident in speaking.

It has shown us what it is going to be like when we are older.

We have had so much fun creating our own business and working as a team to raise as



We didn't know anything about business, but it taught us about money and we liked playing the games.

It has been a really sociable time and we have loved it.

Bright Stars has helped us develop confidence, knowledge of businesses and how to create something that makes a positive impact on other people's lives.

We have learned how to work together and to share our jobs out.

It has helped us learn a lot about helping people, the community and how to manage money.

It was a fun scheme to learn more about running a business. We were sad the project was over.

The direct quotes from the pupils about their Bright Stars experience (including the development of learning, enjoyment, friendship, understanding, confidence and pride in what they have achieved), shows the wide range of benefits for them from being involved in this project, both in skills and personal development.

The survey results collected from the pupils, collected pre- and post-project, showed an **INCREASE** in their understanding of the issues and skills addressed in the project.

- What a social enterprise is
- The UN Global Sustainability Goals
- Local jobs and careers
- Leadership

It also showed they had increased their:

- Confidence levels
- Ability to make a difference and volunteer in their school/community
- Effectiveness as a team player and understanding of teamwork

Finally, there was also an increase in pupils who:

- Wanted to consider starting their own business
- Felt they worked hard at school and dreamt of a big future

Significantly, there were NO areas that showed a decrease for pupils from taking part in this project!

The pupils gained an insight into the world of commerce and developed basic business and financial skills, whilst building their confidence, team working ability and community/environmental awareness. Plus, they have had fun whilst learning and developed an awareness of how they can be involved in, and influence, change in their local community.



100% of the pupils declared they had fun working on their Bright Stars project.

100% stated they had developed new skills through being part of it, which will be a basic, but valuable start to their career and adult life.

97% of pupils pledged that they will continue to make a difference in future.

This is a positive outcome for the future...

It is clear the pupils gained a lot from taking part, developing skills and links with the local community, as well as having new aspirations for the future. The money they have raised will be a considerable help for their chosen charities and community projects too.

Another thumbs up for Bright Stars!



Business mentor feedback




It is extremely positive that **100%** of businesses showed overall satisfaction with the outcomes they achieved and **100%** of volunteers had achieved their own personal outcomes for Bright Stars too. This confirms that it is not just the pupils and schools that gain from being part of the project.

All businesses thought they had built stronger links with the schools/community, even if they were existing relationships– some of these through previous CforLP project partnerships.


The businesses involved have often been amazed at the learning they and their staff acquire as they offer support and strengthen their own community and social impact commitments. The feedback frequently mentions the enjoyment, personal development and satisfaction the business lead gets from interacting with pupils that have imaginative ideas and enthusiasm, but need commercial skills to make things work in reality.

The adults have reported having fun being involved in Bright Stars too!

Businesses made the following comments after completing Bright Stars:



By supporting Bright Stars we have enjoyed a better connection with the local school, found out about other small volunteering opportunities in the school. We felt good about supporting a small school, the children have learned new skills and put them to good use bringing their village community together.




Personally, I gained hand-on experience inspiring young children, taking leadership and mentor skills. Bright Stars was an exceptional way for me to develop these skills in an environment outside of the office. It allowed the business to promote social corporate responsibility and show the community how invested we are in the next generations!



Pupils had a perfect balance of enthusiasm and enough understanding to be creative and innovative.



It's been a brilliant project to be involved with and we are proud to have been involved.



Great to get involved in the community, build confidence of people and feel good about work!

The Local Community

The local community benefits from the money raised, closer working relationships and raised awareness of local issues, as well as helping to secure future interest, commitment and enthusiasm for their area from the young people growing up there.

By showing the possibilities and range of local careers on offer, it may also encourage more youngsters to stay in the area when they embark on their working life.

As previously mentioned, this Bright Stars project raised over £3k to date. Some of the profit has been invested back into the primary school projects for them to continue, with the rest being shared with the following organisations:



Future Bright Stars Projects

The outcome from such positive engagement with Bright Stars, is that pledges for future participation in the project are high.



100% of businesses and schools would like to be involved in a future Bright Stars project. This is tremendous news and confirms the benefits from, and enjoyment in, taking part.

Bright Stars is a rolling programme and many schools and businesses have already signed up for a future Bright Stars project, either starting in April or October (or both!).

The positive commitment to the Bright Stars project shows that all involved see it as a very beneficial, positive and fun project to be part of, with all parties involved learning from the experience, not just the pupils!



www.cforlp.org.uk/bright-stars-primary

A bit about us – The Centre for Leadership Performance (CforLP)

CforLP have high aspirations for the people and businesses within Cumbria, and we believe that **everyday leadership** is key in leveraging the potential that exists in our schools, communities and workplace. We are a small purpose driven not for profit social enterprise working to build leadership aspirations, potential, and capabilities for the people of Cumbria, because we believe better leadership means better lives for everyone.

We adopt a place-based long-term approach to developing leadership skills, aspirations and capabilities whilst promoting, nurturing and encouraging **life-long leadership learning**.

Rather than silos of provision, we want to continue to build and expand our inclusive integrated **leadership pathway** that extends from **primary through to retirement**, working collaboratively with other providers and partners to make real long-term impact.



This year we have spent time developing and building the foundations for future growth and impact – we are incredibly proud of all our collaborative work across the County.

Can YOU help us develop the workforce for the future?

Businesses

Self-funding to take part would have been a considerable barrier for many of the micro and smaller SMEs for this project, as they are able to contribute through volunteer time and resources, but not monetary support. We are very grateful for the vital support from our project funders for this too.

Bright Stars offers a great development opportunity for your staff, including graduates and apprentices, and helps them feel engaged with the local community, helping their wellbeing, productivity and job satisfaction.

We would love to hear from organisations who would like to be involved, including those funding their own place or possibly funding a place for a smaller organisation too. This report shows what a positive impact being involved in Bright Stars has on so many in the community.

Schools

Would your pupils benefit from the skills they can develop taking part in Bright Stars? It is a fun way for them to learn, be inspired and to make a difference!

We are already looking for organisations to support our next Bright Stars projects – could that be YOU?



Thank you

Contact us now with any Bright Stars questions or to register an interest:

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