



# Enterprising pupils rise to the challenge at competition

A YEAR 10 student from High Storrs School in Sheffield has won the accolade of most outstanding pupil, in the Real Business Challenge held at Doncaster Racecourse, as part of National Enterprise Week.

Lydia Danial-Wood was presented with a new top of the range bike by Rebecca Romero, Olympic silver medallist and World Champion in the sports of rowing and cycling, as a reward for her excellent team-work and inter-personal skills in the competition.

Lydia said: "I am really surprised, but delighted to have won. It's the first time I have won anything and I can't wait to try out my new bike!"

At the event, 12 teams from across Yorkshire competed for the title of Regional Business Challenge finalist and the chance to compete at a grand final in London.

This included two teams from Sheffield - High Storrs and Sheffield Girls' High School and Ridgewood School in Doncaster, who took part in an action-packed day of enterprise, when they had to design a new sports drink for the 2012 Olympics. The event was organised by Coca Cola Enterprises, in association with Yorkshire Forward and Business & Education South Yorkshire. The winning school overall was Brigshaw School and Language College from Castleford.

The event took place as part of National Enterprise Week, which this year involved more than 76 schools, 10,000-plus pupils and 500 businesses in South Yorkshire (November 17-21).

This special week, which is being celebrated across the

country, is designed to inspire young people to develop their

enterprise skills, be creative and make their ideas into reality.

The week included a whole host of activities, which were organised in this region by Business & Education South Yorkshire (B&E-SY), ranging from careers fairs, theatrical performances and What's My Line?" challenges, all involving

local business people, to the Make your Mark Challenge.

Joyce Tinker, lead liaison manager for Business & Education South Yorkshire, explains: "National Enterprise Week is about making students more aware of the world of work and giving them ideas about the type of careers they could pursue when they finish their education.

"We had experts from all types of businesses involved in challenges with the schools, which really brings the world of work to life and shows them the huge opportunities that lie ahead of them."

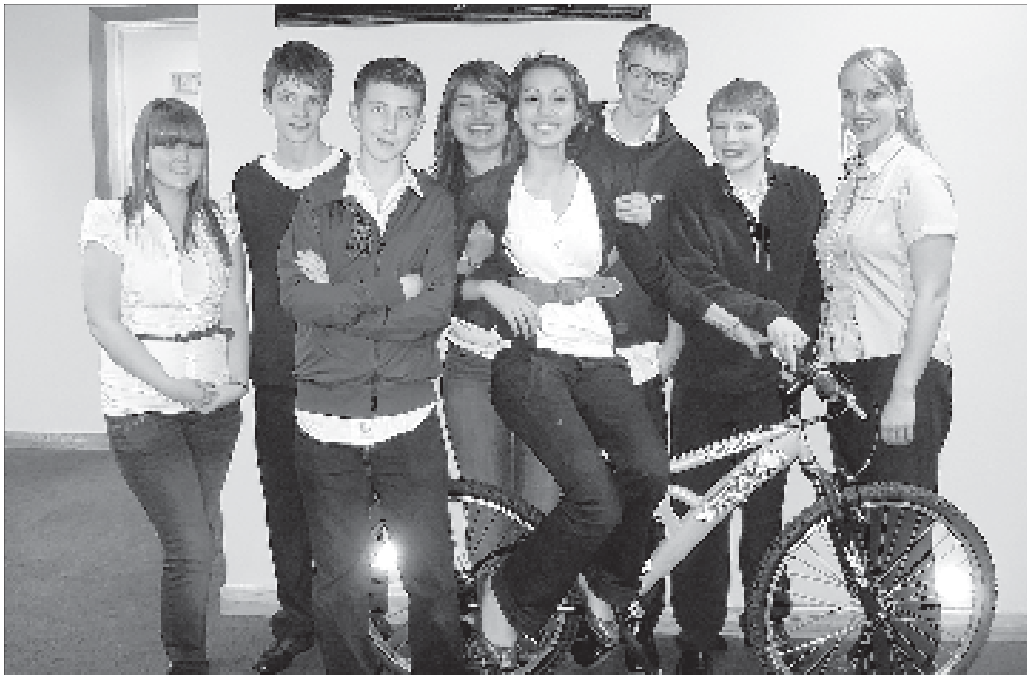
During National Enterprise Week, Business & Education South Yorkshire co-ordinated dozens of enterprise-related challenges with South Yorkshire schools.

The annual event is designed to encourage enterprise in schools across the country through a series of business challenges.

Business & Education South Yorkshire is the major organisation in this area responsible for creating and sustaining mutually beneficial relationships between businesses and schools.

This involves organising a number of enterprise events throughout the year, as well as planning placements for over 17,000 work-experience students.

For more information on Business & Education South Yorkshire and how your school or business can get involved in future projects contact Joyce Tinker on 01700 336 700 or [joyce.tinker@be-sy.co.uk](mailto:joyce.tinker@be-sy.co.uk)



GEARED UP FOR SUCCESS:  
Lydia Danial-Wood with her  
prize and fellow pupils, above,  
and right, with Olympic  
medallist Rebecca Romero.