

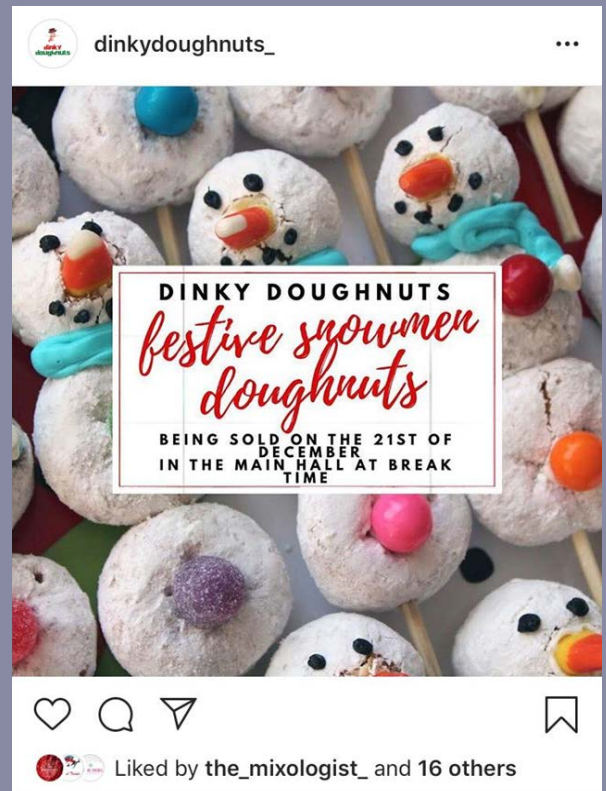
## Community Award for Enterprise Students

KS4 students of Castell Alun High School in Wrexham used the **Hope House Challenge Brief** to raise over £2,500 for the charity.

The group who raised the most money (£700) were presented with a Community Award at the County Hall, by the Chairman of the County Council. As well as this, Engineering, Marketing and Finance work placements were offered to six students on the strength of their pitch.

David Swale, Welsh Baccaulaureate Co-ordinator at the school, explains more...

Students' strengths and weaknesses were initially highlighted through the skills audits, they then discussed how they could develop their skills. I gave the students the freedom to work in whatever groups they wanted, every group gained a lot from the whole process.



Various apps and software were used for the businesses. Pinterest was invaluable in the product development stage. Canva was used to make posters and logos and GoPro Quik was used to make short adverts. Many groups even set up 'business' Instagram accounts! Social media surveys were also used to choose the best product to advertise and to set prices. The use of social media engaged the students. Students used PowerPoint to showcase company logos, branding, adverts etc. This looked very professional.