

Wellingborough School

— The Apprentice —

Careers as a subject is all about identifying and enhancing key transferable skills that lead to employment. So, with that in mind, our pupils were set a challenge at 9.00 am to design a board game for pupils aged 8-12. They had no previous briefing, no breathing space and all had to think on their feet. With over 200 games on the market Mr Andrew Brown, Senior Brand Manager from Hasbro Games, pointed out it was not an easy task. With their oldest game going back to 1860 he had some useful tips suggesting having an end goal and taking concepts and adapting. He advised individuals as he roamed the company tables to consider, as well as the presentation, to look to see if the game can be repeated without getting bored. There were challenges along the way, an end goal and to work out the time limit as well as the components. With most games priced between £14.99-£19.99 they had all the information to get started.



The first challenge was to come up with a company name and they were slightly surprising: one chose a Chanel perfume and two others implied before we had started that they were “Bored ... even if they were playing on words.” They went on to appoint positions so after a heavy brain storming session individuals broke out to find out more. Mr Medley led a social media workshop and supported them with TikTok, Instagram and Facebook. They could

be as imaginative as they liked, and they were - with great composed music, company members diving into digital swimming pools and racing against one another to prove they were the smartest players competing in the board game. It was great to see Tabitha from No 5 directing the younger pupils in her advert and gently guiding them, the only company making the most of this opportunity. Tommy’s contribution won him a prize for best Social Media contribution. Mr Medley was impressed with how much they knew and what they could achieve.

They were fortunate to send a marketing member to hear from Mrs Cliffe , our Head of Marketing at Wellingborough School and she did not waste time in passing on some key factors. Mrs Cliffe said “it was good to see the teams cleverly pick up and interpret points from the marketing talk, including the golden ticket idea, keeping graphics simple, pricing and margins, and researching their market.” This support led onto great information in presentations and we

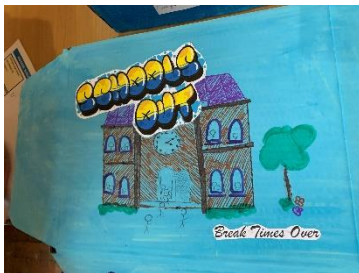
had one company saying they had over 8000 (virtual) hits and another quoting President Biden as providing an excellent review of their game.

Mrs Baxby, Head of Sixth Form and a Business teacher, was there to help them look at provisional profit margins and we heard about shares for a company and another donating to charity. She was delighted with the result and impressed with how well the finances had been considered in terms of pricing to meet the right target market as well as ensuring the different teams could make a profit in a highly competitive market.



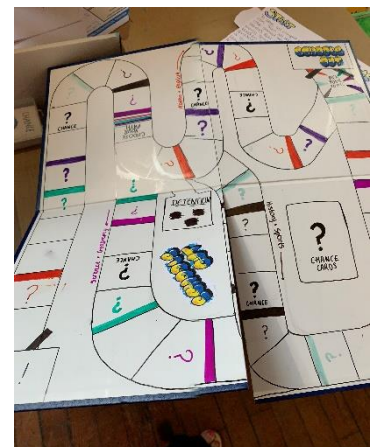
Perhaps the most exciting part to watch was the Year 6 pupil leaders, who formed our “consumer groups”, who were the right age and target audience to help review the games. The pupils pulled no punches and were full of ideas. When they liked a game, it was infectious. They made the Senior School set harder questions, reduce time limits and showed no mercy saying things such as “if the player can’t get it right they should miss a go.” They were extremely impressive and excited and they pointed out that if you are donating parts to a foodbank then the player should get positive rewards rather than negative. Yes, attention to detail!

Pupils also disappeared to use computers where Mr Eagan from DT was there to guide them in their approach.



So with “Wellingborough School - The Apprentice” titles, created by Mr Medley, we were soon under way and BBC Judge Nick Hower from the original BBC Apprentice was here to host and to Hire and Fire! With tension all around, the programme began.

Bread and Butter Games appointed Harvey Sharpe to the position of MD which turned out to be a good choice as he later won a prize for best MD. He carefully wove his team together with Year 13 and Year 11 pupils and new students to the School. Their product was “*Schools Out*”- an educational game with pitfalls along the way. They were focused and it showed in the end results. The consumer group loved it and found it challenging and liked the tension of the game. Caitlyn and Annabelle said it “was really challenging in a good way and we needed patience as we worked as a team – we enjoyed it”. MD, Harvey reported “I thought that the day was a huge success that got everyone



involved and gave everyone an insight into what working for a business would be like. Our product was an educational board game ranging across all subjects. Our biggest achievement as a company was winning the overall best company prize with a huge team effort by all."



the team building and getting to know the year below which was great."

Burns Board Game were later challenged about their company name as it was one of the group's surnames and perhaps not the best choice. Justin Murphy led the company and undeterred they created *Rhinos and Helicopters*, a spin on *Snakes and Ladders*. Once explained, it made sense that the helicopters were protecting the rhinos in the wild and forming surveillance for poachers. The Consumer group liked the idea that there was a golden ticket in each box (like *Charlie and the Chocolate Factory*) that gave free tickets to a safari which they were all set to win there and then! The judges thought it was pitched too young.



The board game *Dinner Time* was designed by "Bored Games" and they started their presentation with the ringing of bells. Iris spent a great deal of time designing the cards which looked professional and their box was outstanding. The aim of the game to collect health food on your journey onto your plate and with healthy facts along the way such as "how many carrots are eaten in day across Britain?". The consumer group wanted penalties such as slugs and mould on the plate which I guess goes with the age group.



Last but not least was *No 5* with their game *Who is the smartest in the room?* As they pit their wits against each other and, whilst their board game looked professional, it was perhaps less eye catching. Harry Hemsley as MD led a great advertisement and left the audience laughing. Nicole said "we had to learn to work together

as it was stressful under the time limit even when we didn't agree." Rhianna said "we had to think on our feet and make decisions quickly and I normally like to take my time." Harry

MD summed up the day “We worked cohesively as a team by handing out the roles early. This gave us a clear idea of what to do and how to make our board game. I also thought that our advertisement was a great achievement as it was funny and silly which attracts the consumers. Personally, I enjoyed the designing of the board game the most as it brought out our team’s creative side and brought us closer together.”

Amongst all this going on, “**All Things Business**” the local journalists, were in attendance,



who were interviewing and watching the event. We are grateful to *All Things Business* and to all the local businesses who support Careers whether it be talks, career conventions or work experience, it is invaluable for our students and an amazing insight into the real word.



We were lucky enough to have *Hasbro Games* with us and BBC Apprentice judge Nick Hewer. Miss Livingstone was wonderful as the School judge pulling the decisions and discussions together until they had finished. The Judges took time to listen to the Consumer group and were impressed with their feedback (well done, Year 6). They actually persuaded the judges to change

their mind on the overall result. After cakes and biscuits, we were ready for the judging.

Individual and group prizes were won but the “Best Overall Game” went to *Bread and Butter* with their Educational game “*Starting out.*” Andrew Brown from the gaming world was “impressed with the creativity of all the group” and said they “were brilliant – both with the level and detail and in such a short space of time.” He acknowledged it can take weeks for Hasbro games in this situation.

Nick Hewer brought his personality to the day with looks and attention to detail. He was incredibly impressed. If he did not like something he told them with his wonderful way and if he liked something he acknowledged it. By attending, he brought the day to life and there was tension in the room as he scrutinised and delved into every detail. “I can’t believe they have done all this in a day - it’s fantastic” was his summary comment.

With time running out, each company stood to hear if they were “Hired” or “Fired” and honestly no one seemed to mind as everyone had enjoyed the day.



The Careers department is grateful to our guests and staff who joined together to make this event happen. Careers as a department is about finding out what our key skills are so we can look at suitable careers areas. Normally, we would be out in Work Experience but with Covid this event proved an exciting and enjoyable day. As more and more opportunities seem to be available in our global job market there is too much choice, more and more competition and more and more AI - our students will need to adapt and show tenacity and resilience and that is what they did in Wellingborough School – The Apprentice. Thank you and WELL DONE!

Next Week our Year 12 Pupils will hear from some OWs to inform and inspire. We will hear from: a soldier who served in Iraq and is now is a leading Barrister and MD of Godolphin racing; a student who failed at marketing and turned left to do Biochemistry and Dentistry and today is a reconstruction dentist for people with special needs - she got there in the end; we will hear from students who give their top advice on the realities of life after school and recruitment companies on what to expect; a Producer of Music will inspire them with names of artists they know. We end with a story that will show them at the end of the day we all hit hurdles, some bigger than others, but it is how you have the tenacity and courage to go forward. It will put life into perspective and show that anything is possible if you set your mind to it.

It is a privilege to work with young people whether it is one to one interviews or larger events to help prepare them for the world ahead. In this changing world Careers has never been more important. At Wellingborough the pupils are grounded and “likeable” and they are preparing themselves for the next stage and challenges in their life and we wish them continued success. Thank you.

Jo Matthews, Head of Careers, Wellingborough School.