

Young Enterprise: Design, Make and Sell

Through Young Enterprise, pupils learn that their ideas matter, their efforts have value, and they can play an active role in their school and wider community.

Enterprise, Creativity and Community in Action

As part of our ongoing Young Enterprise provision, pupils at Aston Rowant School regularly take part in design–make–sell enterprise projects. These initiatives provide rich opportunities for children to develop financial awareness, creativity, teamwork and communication skills, while applying learning in real-life contexts.

Enterprise projects are both individual and collaborative, enabling pupils to take ownership of ideas and experience the full process of turning concepts into products.

Intent

The intent of our design–make–sell enterprise work is to enable pupils to:

- Develop financial literacy, including costing, pricing and profit
- Build entrepreneurial skills through planning and decision-making
- Apply creativity and problem-solving to real challenges
- Strengthen communication and customer-interaction skills
- Experience responsibility, perseverance and pride in achievement

These projects support pupils' personal development, helping them grow in confidence, independence and self-belief.

Implementation

Pupils are involved in every stage of the enterprise process. With guidance from staff, children:

- Design products with a clear purpose and audience
- Select materials and consider cost and sustainability
- Make items carefully, refining designs where needed
- Decide on pricing and presentation
- Sell products to real customers

Products designed and sold by pupils have included:

- Hedgehog desk tidies
- Planters
- Sweets and biscuits
- Stationery items
- Jewellery

These items were sold both in school and at the Sydenham Local Village Summer Fete, giving pupils a valuable opportunity to engage with the wider community.

Real-World Enterprise Experience

Selling at the Summer Fete provided pupils with an authentic enterprise context. Children:

- Interacted confidently with members of the public
- Explained their products and pricing clearly
- Managed money responsibly
- Adapted when challenges arose
- Worked collaboratively to support one another

This experience strengthened pupils' understanding that enterprise involves communication, resilience and responsiveness, as well as creativity.

Impact

The impact of these Young Enterprise projects has been significant across both academic learning and personal development.

Pupils:

- Applied mathematical skills to cost materials, set prices and calculate takings
- Developed oracy and confidence through customer interaction
- Demonstrated creativity and initiative in product design
- Showed responsibility and integrity when handling money
- Experienced pride in contributing to a shared outcome

Importantly, pupils gained a clear understanding of how enterprise skills are used in real life.

Personal Development and Enrichment

These enterprise projects exemplify high-quality enrichment that complements the taught curriculum. Pupils were motivated, engaged and enthusiastic, demonstrating excellent behaviour and positive attitudes throughout.

Through these experiences, children developed:

- Confidence and independence
- Resilience and perseverance
- Teamwork and collaboration
- A sense of achievement and contribution

The opportunity to sell products within the local community also strengthened pupils' sense of belonging and outreach, reinforcing the idea that their work has value beyond the classroom.

Preparing Pupils for Life Beyond School

Our Young Enterprise design–make–sell projects help pupils understand:

- How ideas become products
- The importance of planning and responsibility
- That learning can have real-world impact

These projects prepare pupils effectively for future learning and life beyond primary school by fostering initiative, confidence and practical skills.



