

In all, Ponteland High School have 5 different student run businesses this year in school, all offering fantastic ideas and developing them in to workable businesses. However, the one that stands out the most at the moment is LV Events.

LV Events



LV Events is a student run events management company started by two sixth form students Laura and Vicky (LV). The students started by brainstorming a series of possible enterprising ideas, that took advantage of mostly seasonal events, such as Valentines day, Christmas parties etc. Rather than stick to a single business idea, they decided to cover a range of events across the academic year.

The first seasonal event they hit was Valentines Day, and they attacked it with gusto. In Ponteland High School, there is an annual red rose sale in the week leading up to Valentines Day for charity. LV Events figured they could do better. Looking at the traditional Valentines Day events in school, they decided to create a Valentines package, rather than offer a single rose.

They have created hand made Valentines Day cards, designed to the customers' specifications with a personalised message inside every card. On top of this they also offered a rose, and a Valentines Teddy as part of a package or individually. Buying in bulk, the students were able to get the Teddy Bears for 99p each, with a sale price of £1.99. The cards went for a reasonable £1.50 each, costing less than £1 to make in materials, and their roses had a 50p profit margin at £1.50. The students also delivered to cards by hand if required.

Although late starters and even though they faced stiff competition from the charity committee in school, the girls did a wonderful job with the hand made cards and managed to pay back their start up loan within two days, making a £60 profit over the week. To the right here is one of the many advertisements they had round the school. This one was an animated image, on the school presentation screen outside of reception for all to see. They also had a similar advert placed in the school newsletter in an attempt to boost awareness.



This, however, is not the extent of their portfolio. The girls are now organising the year 11 leavers' ball for July 2010. Working closely with the head of year on specifics, they will be creating a list of possible venues and entertainment and presenting it to the senior team and head of year later this year.

The girls are approaching gown/suit hire companies for discount vouchers for their ticket stubs, limo companies for a similar deal, as an added bonus, offering any student who wishes to go to the prom in style, options for discounts. They are still waiting to hear back from these companies, but are very positive.

The girls have also struck a deal with another in school business, Snapshots, a photography company specialising in local area photographs, certificates and media. They will be providing the photography for the night, and offering a photograph, with professional backdrops and surrounds, of the students on the night with their friends. Included in the price is a photograph that will be mailed to them and emailed to them for their Facebook and other such sites. The girls have negotiated 10% of the takings from the photographs. Incidentally, Snapshots are also going to provide the tickets for the prom.

They handled themselves so well in this matter, that I approached them myself to organise the venue, refreshments and logistics for our Key Stage 5 enterprise event later this year. They will be handling all the guests, events and other such matters, and have managed to convince some of their friends to help out as 'staff'.

The girls have worked really hard on this company, and despite having many other commitments, they have developed this in to an in school business with great potential, not only for the skills they learn but the sustainability of the company for future students.