

Participant Pack



Welcome to the **Enterprise Zone** – where Willy Wonka meets The Apprentice, and you get the chance to become the next Lord Sugar!

This participant pack will help guide you through the zone and help you and your team “make a mint”. It will give you guidance on the different roles that need to be filled, some ideas for recipes, and a few top tips!

Don't forget though, if you need a hand at any point during the activity you can find one of our cheerful **Oompa Loompas** – they're the ones wearing aprons – who will help you out with whatever you need!

Introduction

In this activity, your team has the chance to run your very own **sweet company!** You must do everything from invent, manufacture, market and sell your sweets; and try to make a bigger profit than the other teams.

The team who has the **most tokens** at the end can expect to head back to their subcamps with an **exclusive prize!**

Teamwork is key though – you’ll need to split into sub-teams with different responsibilities to make sure your company runs smoothly. Don’t have too many bosses and not enough workers – **every team member should have a role** and will be vital to your victory.

It’s not all hard work though! There’s a minimum wage of **10 tokens per person** that your team must pay, which means you’ll have the chance to go and buy sweets from the other teams and see what crazy candies they came up with!

Timings

| AM Session | PM Session | Activity |
|---------------|---------------|------------------------------|
| 09:30 – 10:00 | 14:00 – 14:30 | Arrive and activity briefing |
| 10:00 – 10:30 | 14:30 – 15:00 | Split into teams and plan |
| 10:30 – 11:15 | 15:00 – 15:45 | Let’s get making! |
| 11:15 – 11:45 | 15:45 – 16:15 | Buy and sell sweets |
| 11:45 – 12:15 | 16:15 – 16:45 | Clean, tidy and wash up |
| 12:15 – 12:30 | 16:45 – 17:00 | Award ceremony |

Important Reminders

- **Wash your hands!** You’ll be fined for poor hygiene or a messy stand
- Listen out for announcements from the stage and marquee staff
- Our Oompa Loompas are here to support you. Please report any First Aid incidents to them.

Role Description – Marketing

Responsible for: Creating a brand and advertising your sweets

Sub-team size: 2+

Your role is to create a brand for your team and use it to promote your sweets to potential buyers. This means creating a banner and decorating your stall to attract people's attention and tell them about your products.

You will be given a stall consisting of one table with a coloured tablecloth. You also have a roll of banner paper (more is available from the store, along with paints). You can use this to create a banner to decorate your stall and other marketing materials.

You can also choose to buy "airtime" and create your own radio advert to be played over the PA system and entice people to visit your stall.

To make your stall:

1. Plan your ideas within the sub-team using pen and paper
2. Get tokens from your finance sub-team, and use these to buy any materials you need from the store
3. Design your banner so that your sweets get noticed
4. Attach your banner using tape to your stall
5. Once you are done, be sure to tidy up your area – you may get fined if you have a messy area or are caught doing anything unhygienic
6. After the sweet selling, take your banner to the awards ceremony

Things to think about

- What will your logo and slogan be?
- How will you advertise the price?
- Are you going to make a few high quality sweets, or lots of simple ones?
- How will you make your sweets stand out from other teams?
- Will you use offers to attract customers?
- How will you make customers aware of your offers?
- Why should someone buy your sweets instead of someone else's?

Role Description – Manufacturing

Responsible for: Buying ingredients and making sweets

Sub-team size: 2+

You will make your sweets on the tables in your area of the marquee.

Make sure you have washed your hands with soap before starting – there are hand washing materials and stations available for you to use.

To make your sweets:

1. Agree with your team what sweets you are going to make – we suggest you use one of the provided recipes, but you can tweak it to make it your own if you want!
Keep track of the ingredients you use, as people with allergies may ask what you have put in your sweets.
2. Work out what equipment and ingredients you will need
3. Some of the equipment you will have in your team box, other equipment you might need to rent from the store.
You will need to buy all your ingredients from the store – be careful not to waste your team's money by buying things you don't need!
Your finance sub-team will give you the tokens you need.
4. Make the sweets following the steps in the recipe
5. Pass your sweets to the decoration sub-team
6. Once you are done, be sure to tidy up your area – you may get fined if you have a messy area or are caught doing anything unhygienic
7. You should return any rented equipment once you have cleaned it.
You may also be able to sell unopened ingredients back to the store.

Things to think about

- How many sweets are you going to make?
- How will you reduce waste?
- How can you arrange the team to be efficient?
- How will you make sure every sweet is made and looks the same?
- Will you inspect the quality of each sweet?
- What shape will your sweets be before being decorated?
- How will you make sure you stay hygienic when making the sweets?

Role Description – Decoration

Responsible for: Buying decorations and customising the sweets to look like the product being advertised

Sub-team size: 2+

You will decorate your sweets on the tables in your area of the marquee.

Make sure you have washed your hands with soap before starting – there are hand washing materials and stations available for you to use.

To decorate your sweets:

1. Whilst the manufacturing sub-team are making the sweets, decide what your sweets are going to look like. You should work with your marketing sub-team to make sure the sweets you're making look like the sweets they're selling.
2. You will need to buy all your decorations from the store – be careful not to waste your team's money by buying things you don't need! Your finance sub-team will give you the tokens you need.
3. Once sweets start to come off the production line, get decorating
4. You should place decorated sweets onto the tray provided so you can carry them to your stall
5. Once you are done, be sure to tidy up your area – you may get fined if you have a messy area or are caught doing anything unhygienic
6. You should return any rented equipment once you have cleaned it. You may also be able to sell unopened ingredients back to the store.

Things to think about

- How are you going to make your sweets look like those in your adverts?
- How big will your sweets be?
- What colour will your sweets be?
- How will your sweets be different from other teams?
- Do you want every sweet to look the same?

Role Description – Management

Responsible for: Controlling the budget, allocating wages, setting the price of sweets and time managing the team

Sub-team size: 2+

You are responsible for managing your team and ensuring that everyone knows what to do. You should make sure that the other sub-teams are talking to each other and working towards the same goal.

Sub-teams within your team will come to you asking for tokens to buy ingredients and materials. You will need to decide how best to spend the money and what will add the most value. Make sure your team does not run out of money!

Budgeting

1. Use a piece of paper to plan how you will distribute the tokens. Keep track of how much your team is spending.
2. You must also manage the wages for your team. You *must* pay each member of the team at least 10 tokens – this is the minimum wage. You can choose to pay people more if you wish, or even give bonuses to hard workers.
You should put aside the money needed for wages at the start of the activity and pay your team members when teams start selling their sweets.
3. You must also work out how much to sell your sweets for – too expensive and no one will buy them, but too cheap and you won't make any money!
4. If you need help, ask an Oompa Loompa.

Selling

Throughout the selling period, keep an eye on sales. If you have lots of sweets left near the end of the selling period, then you may want to reduce the price or offer deals.

It's the money you have at the end that will determine the winner, so remember to collect your team's profits and any unspent tokens ready to be counted.

The Store and Price List

The store is where you can go to buy ingredients and rent any extra equipment you need to make your marvellous creations.

Any items that are rented will need to be cleaned and returned as soon as possible, otherwise you may lose your deposit or receive a fine!

You can return any *unopened* ingredients for a refund, but once you've opened them the store will not take them back.

An announcement will be made when the store is open for business.

Ingredients

| Ingredient | Price |
|--------------------------------|-------|
| Butter (50g) | 4 |
| Cocoa Powder (10g) | 2 |
| Condensed Milk (30g / 50g) | 3 / 5 |
| Desiccated Coconut (35g) | 5 |
| Digestive Biscuits (1 biscuit) | 1 |
| Food Colouring (1ml) | 3 |
| Golden Syrup (18g) | 6 |
| Icing Sugar (50g) | 5 |
| Lemon Juice (2.5ml) | 3 |
| Orange (1 orange) | 5 |
| Orange Juice (7.5ml) | 5 |
| Peppermint Flavouring (1ml) | 3 |
| Plain Chocolate (100g) | 10 |
| Premium Sprinkles (1 pot) | 7 |
| Raisins (50g) | 5 |
| Sprinkles (1 pot) | 4 |
| Vanilla Flavouring (5ml) | 3 |

There is a **2-token deposit** per container, which will be returned when you bring it back clean.

Materials

| Material | Price |
|--------------------|-------|
| A3 Paper (1 sheet) | 2 |
| A4 Paper (1 sheet) | 1 |
| Banner Paper (2m) | 5 |
| Paint (1 pot) | 2 |
| Paint (3 pots) | 5 |

There is a **5-token deposit** per paint pot, which will be returned when you bring them back clean.

Rental

| Material | Price |
|----------------------|-------|
| Airtime (30 seconds) | 10 |
| Grater | 5 |
| Rolling Pin | 5 |
| Scissors | 5 |

There is a **5-token deposit** per item, which will be returned when you bring them back clean.

Finance

| Expense | Price |
|-------------------------|---------------|
| Minimum wage | 10 per person |
| Fine – poor hygiene | 20 |
| Fine – untidy work area | 20 |

Oompa Loompas and the store may impose other fines as they see fit. Fines cannot be appealed, and you may get fined again if you argue!

Team Equipment

Your team has the following equipment:

| | |
|-----------------------|--------------------|
| 3x A3 Paper | 4x Metal Spoons |
| 10x A4 Paper | 2x Paper Plates |
| Pack of Felt Tip Pens | 1x Chopping Board |
| 3x Pencils | 1x Table Knife |
| 1x Eraser | 1x Sieve |
| 1x Pencil Sharpener | 1x Tray |
| 3x Ballpoint Pens | 1x Washing Up Bowl |
| 2m of Banner Paper | 2x J-Cloths |
| 1x Roll of Tape | 2x Sponges |
| 6x Paint Brushes | 1x Anti-bac Spray |
| 1x Paint Palette | 2x Tea Towel |
| 2x Paintbrush Pots | 1x Hand Gel |
| 2x Mixing Bowls | 1x Bin Bag |
| 2x Wooden Spoons | Tokens |

Hygiene and Safety

You don't want to miss out on the other great activities happening on site, so it's important you and your team practice good hygiene and safety.

Here are some top tips so you don't make yourselves, or anyone else, ill:

- Don't handle food unless you've washed your hands properly with soap and warm water
- Keep your work area as clean as possible at all times
- Make sure you keep track of what ingredients go into your sweets, and have this information available when you sell them

- Clearly display the allergy stickers provided



- If you have allergies, always check what ingredients have been used before eating a sweets
- Be careful when handling hot water or melted ingredients
- The ground may be uneven or slippery in places, and there may be tent pegs, guy lines and other obstacles – so keep your eyes open
- Don't forget to drink water regularly throughout the activity
- If you're not sure about something, ask an Oompa Loompa!

King's Scout Working Party

The King's Scout Working Party, or KSWP, are a National Scout Active Support Unit that supports large and national events. At EIJ 2024, the KSWP are running the Enterprise Zone and also have members scattered around on other activities and subcamps.

All the members of the KSWP have either their Queen's Scout Award or their King's Scout Award, and will be happy to tell you about the Top Awards that are available within Scouting.

To find out more about the KSWP, go to www.kswp.org.uk



Recipes

Below are some suggested recipes you can try, but you can also invent your own recipes if you want to stand out from the competition! Make sure they taste good and don't cost too much to make though...

You can change any of the recipes below by adding other flavourings, food colouring or other ingredients. Sweets can also be decorated using the sprinkles available from the store.

Chocolate Cheat's Fudge

| | |
|---------------------|--|
| Ingredients | 50g Butter 50g Condensed Milk 200g Icing Sugar 10g Cocoa Powder |
| Instructions | <ol style="list-style-type: none">1. Mix butter and condensed milk together until smooth2. Gradually add sieved icing sugar and cocoa until thick3. Form into shapes |
| Utensils | Bowl, sieve, wooden spoon |
| Notes | Recipe makes around 18 sweets |

Chocolate Fruity Balls

| | |
|---------------------|---|
| Ingredients | 6 Digestive Biscuits 50g Icing Sugar 50g Raisins 7.5ml Orange Juice 10g Cocoa Powder 18g Golden Syrup 50g Butter (melted) |
| Instructions | <ol style="list-style-type: none">1. Crush biscuits into small pieces |

2. Sieve icing sugar into the biscuit pieces, and mix with raisins and orange juice
3. Mix melted butter (purchased from the store) with golden syrup and cocoa powder
4. Add the butter mix to the dry ingredients and mix
5. Form into shapes

Utensils

2 bowls, sieve, wooden spoon

Notes

Recipe makes about 12 sweets

Chocolate Truffles

Ingredients

100g Plain Chocolate
50g Butter (melted)
3 Digestive Biscuits
150g Icing Sugar

Instructions

1. Finely crush biscuits
2. Sieve the icing sugar and mix with the biscuits
3. Melt your chocolate by taking it to the store in a mixing bowl
4. Add melted butter (purchased from the store) and chocolate to the dry ingredients and mix
5. Form into shapes

Utensils

2 bowls, sieve, wooden spoon

Notes

Recipe makes about 12 sweets

Coconut Ice

Ingredients

50g Icing Sugar
30g Condensed Milk
35g Desiccated Coconut
1ml Food Colouring

Instructions

1. Sieve sugar into a bowl
2. Add condensed milk and mix together
3. Add food colouring

4. Stir in desiccated coconut
5. Form into shapes

Utensils Bowl, sieve, wooden spoon
Notes Makes about 8 sweets

Orange Creams

Ingredients 100g Icing Sugar
 2.5ml Lemon Juice
 1 Orange

- Instructions**
1. Sieve icing sugar into a bowl
 2. Grate $\frac{1}{4}$ orange rind into sugar and mix
 3. Add lemon juice and mix
 4. Squeeze orange and slowly add juice (up to 2 teaspoons) a drop at a time until the sugar has formed a stiff paste
 5. Form into shapes

Utensils Bowl, grater, sieve, small spoon, wooden spoon
Notes Recipe makes about 9 sweets

Peppermint Creams

Ingredients 100g Icing Sugar
 1ml Food Colouring
 1ml Peppermint Flavouring
 Water

- Instructions**
1. Sieve sugar into bowl
 2. Add food colouring and flavouring, and mix
 3. Add up to 2 teaspoons of water a drop at a time whilst stirring until it becomes a stiff paste
 4. Form into shapes

Utensils Bowl, sieve, wooden spoon
Notes Recipe makes about 12 sweets

Vanilla Cheat's Fudge

Ingredients 50g Butter
50g Condensed Milk
250g Icing Sugar
5ml Vanilla Flavouring

Instructions

1. Mix butter and condensed milk together until smooth
2. Gradually add sieved icing sugar and vanilla flavouring until thick
3. Form into shapes

Utensils Bowl, sieve, wooden spoon
Notes Recipe makes around 18 sweets



Cheat's Fudge



Chocolate Fruity Balls



Chocolate Truffles



Coconut Ice



Orange Creams



Peppermint Creams