

PARTICIPANT PACK



Welcome to the **Sweet Shop Academy** – 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
09:00 – 09:20	13:30 – 13:50	Arrive and activity briefing
09:20 – 09:30	13:50 – 14:00	Split into teams and plan
09:30 – 10:45	14:00 – 15:15	Let's get making!
10:45 – 11:15	15:15 – 15:45	Buy and sell sweets
11:15 – 11:30	15:45 – 16:00	Clean, tidy and wash up
11:30 – 11:45	16:00 – 16:15	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). 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.

EXAMPLE BUDGET

Below is an example of a simple budget that you can base your own team budget on.

Item	Income	Expense
Initial Tokens	300	
Wages (12 people)		$10 \times 12 = 120$
Peppermint Cream Ingredients (2 batches = 24 sweets)		$16 \times 2 = 32$
Premium Sprinkles		6
Scissors Rental		5 + 5 (deposit)
Scissors Rental Return	5 (deposit)	
Radio Air Time (60s)		$10 \times 2 = 20$
Expected Sales @ 3 tokens per sweet	$3 \times 24 = 72$	
Totals	377	188

Final Profit = $377 - 188 =$ **189 tokens**

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

Ingredients	Price
Butter (50g)	4
Cocoa Powder (10g)	2
Condensed Milk (30g / 50g)	3 / 5
Desiccated Coconut (10g / 30g)	2 / 6
Digestive Biscuits (1 biscuit)	1
Food Colouring (1ml)	3
Icing Sugar (50g)	5
Lemon Juice (2.5ml)	3
Mini Marshmallows (10)	5
Orange (1 orange)	5
Peppermint Flavouring (1ml)	3
Plain Chocolate (100g)	10
Premium Sprinkles (1 pot)	6
Sprinkles (1 pot)	3
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
A4 Paper (1 sheet)	1
Banner Paper (2m)	5

SERVICES

Service	Price
Airtime (30 seconds)	10

RENTAL

Item	Price
Grater	5
Rolling Pin	5
Scissors	5

There is a **5-token deposit** per rental item, in addition to the price above, which will be returned when you bring the item 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:

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

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 fill this information out on your team's ingredient sheet (you can get additional ingredient sheets from your Oompa Loompa if you make more than one sweet)

- 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 Norjam 2025, the KSWP are running the Sweet Shop Academy 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



ONLINE PARTICIPANT PACK

An online version of this Participant Pack is available and can be translated into other languages.

<https://www.kswp.org.uk/jamborees/norjam2025>



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 10g Cocoa Powder 50g Condensed Milk 200g Icing Sugar	Makes ~18 sweets
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	
Allergens	Dairy	

CHOCOLATE TRUFFLES

Ingredients	50g Butter (melted) 3 Digestive Biscuits 150g Icing Sugar 100g Plain Chocolate	Makes ~12 sweets
Instructions	<ol style="list-style-type: none">1. Finely crush biscuits2. Sieve the icing sugar and mix with the biscuits3. 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
Allergens

2 bowls, sieve, wooden spoon
Dairy, Wheat

COCONUT ICE

Ingredients

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

Makes ~8 sweets

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
Allergens

Bowl, sieve, wooden spoon
Coconut, Dairy

SIXES

Ingredients

30g Condensed Milk
10g Desiccated Coconut
2 Digestive Biscuits
10 Mini Marshmallows

Makes ~6 sweets

Instructions

1. Crush the digestive biscuits into fine pieces in a bowl using a rolling pin
2. Add the marshmallows and condensed milk to the bowl
3. Mix the mixture well
4. Shape the mixture into a long sausage on your chopping board, and roll in the desiccated coconut
5. Cut into slices

Utensils	Bowl, chopping board, knife, rolling pin, wooden spoon
Allergens	Coconut, Dairy, Wheat

ORANGE CREAMS

Ingredients	100g Icing Sugar 2.5ml Lemon Juice 1 Orange	Makes ~9 sweets
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Instructions	<ol style="list-style-type: none">1. Sieve icing sugar into a bowl2. Grate $\frac{1}{4}$ orange rind into sugar and mix3. Add lemon juice and mix4. Squeeze orange and slowly add juice (up to 2 teaspoons) a drop at a time until the sugar has formed a stiff paste5. Form into shapes
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Utensils	Bowl, grater, sieve, small spoon, wooden spoon
Allergens	Citrus

PEPPERMINT CREAMS

Ingredients	1ml Food Colouring 100g Icing Sugar 1ml Peppermint Flavouring Water	Makes ~12 sweets
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Instructions	<ol style="list-style-type: none">1. Sieve sugar into bowl2. Add food colouring and flavouring, and mix3. Add up to 2 teaspoons of water a drop at a time whilst stirring until it becomes a stiff paste4. Form into shapes
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Utensils	Bowl, sieve, wooden spoon
Allergens	None

ROCKY ROAD CLUSTERS

Ingredients	50g Butter (melted) 3 Digestive Biscuits 10 Mini Marshmallows 100g Plain Chocolate	Makes ~8 sweets
Instructions	<ol style="list-style-type: none">1. Break the digestive biscuits into large pieces in your mixing bowl2. Add mini marshmallows to the mixing bowl3. Melt your chocolate by taking it to the store in your mixing bowl4. Add melted butter (purchased from the store) and chocolate to the dry ingredients and mix5. Form into shapes and let set (this may take a while)	
Utensils	Bowl, wooden spoon	
Allergens	Dairy, Wheat	

VANILLA CHEAT'S FUDGE

Ingredients	50g Butter 50g Condensed Milk 250g Icing Sugar 5ml Vanilla Flavouring	Makes ~18 sweets
Instructions	<ol style="list-style-type: none">1. Mix butter and condensed milk together until smooth2. Gradually add sieved icing sugar and vanilla flavouring until thick3. Form into shapes	
Utensils	Bowl, sieve, wooden spoon	
Allergens	Dairy	