

Press release

SURREY ENTREPRENEURS SUPPORT DANETREE'S BIZSCHOOL INITIATIVE

This week, pupils from Danetree Primary School in West Ewell, Surrey, will begin their BizSchool journey. Covering business, economics, finance and much more, the 15 hour programme offers the nine and 10 years olds a fun and interactive way of learning how to start up an innovative and profitable company. This year's course is sponsored by Caroline Coskry of Oracle Group, a property marketing and communications agency, and Nick Sadler of motive8, a bespoke wellbeing and fitness solutions company, both of whom are self-starters in their respective industries.

The course will start off with a number of small team activities and the real-life business application of numeracy, literacy, design, computing and enterprise. Students will then be tasked with planning and managing a 20 minute, £6 pop-up market stall in the Pop-up Challenge©. Each of the learning activities will build the students up to the Bear's Cave©, a challenge which will see teams of six competitively pitch for a £250 investment loan from the Business Bears©. The Bears© are chaired by BizSchool and this year will consist of Danetree Head Teacher, James Broad, Caroline Coskry and Nick Sadler. Each presentation and business plan will be assessed and the students must answer questions from the panel.

The strongest idea is selected and all the pupils will go into business together using the winning strategy. The students are then divided up across nine business disciplines and build towards a launch; the business will trade for an agreed period and then be closed down. The students will learn how to pay back their loan and split the profits between the school and themselves.

James Broad, Head Teacher of Danetree Primary School, comments: "We are delighted that this year's sponsors are both highly experienced in building their own successful businesses, as they will be able to ask questions that really make the children think about how their business would function and thrive during the Bears' Cave©. We hope that meeting and hearing Nick and Caroline's experiences will also inspire them to give the final stage of the programme everything they can to succeed."

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With over twenty years of Property PR and Marketing Experience, Caroline Coskry is the Group Managing Director and Founder of Oracle Group, a leading property marketing communications agency, focusing on all aspects of the UK property sector. Founded in 2011, the team is now 21 strong, with expertise in five main areas: PR, Social, Marketing, Events, and Digital. Caroline's company is officially one of the UK's fastest-growing women-led businesses, listed at number 17 in the 2015 Fortuna 50 List.

Caroline Coskry comments: "Over the last few years, we have had an exceptional number of client wins, taken on over 10 members of staff and gone through two office moves, in as many years. When I set up Oracle I did not anticipate any of this happening so quickly but with determination, dedicated team members and a lot of hard work, here we are six years later and still only at the beginning of our journey! I am proud to be able to pass on some of my knowledge during this year's BizSchool programme and I also can't wait to hear the innovative presentations from all of the pupils at Danetree Primary school."

Nick Sadler adds: "I started motive8 as a specialist personal training company and, with the help of a few others, it has grown into an established global market leader in the design and installation of bespoke health and fitness facilities. Being a self-starter, I feel that initiative's like BizSchool are a brilliant way of teaching children how to apply the things they learn in school to real life experiences, while also creating ambitious goals for their futures."

Nick Sadler is the Founding Director of motive8 and has worked in the industry for 18 years. He has worked as the lead Gym and Spa consultant on a number of prestigious schemes across all industry sectors alongside developers, architects, interior design agencies and managing agents. His expertise and consultancy on projects have ensured that the original design concepts are always met or exceeded whilst maintaining the future operational efficiency of the facility.

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For further press information contact Lauren Ambrose at Oracle Group on 020 8394 2821 or email

lauren@oraclepr.co.uk