



# **THE COTSWOLD CHALLENGE**

**INSPIRING LOCAL YOUNG TALENT  
AT A CHALLENGING TIME**

**DEADLINE FOR ALL ENTRIES  
MUST BE NO LATER THAN  
9PM ON 1ST JUNE 2020**



## WHAT IS THE COTSWOLD CHALLENGE?

In these rather strange and unprecedented times, we realise that you are one of a whole generation of young people whose world has literally stopped.

Many of you were about to do your exams, but have now been left in limbo; all your hard work and effort has just halted and your time in school has been abruptly cut short. Sadly, we can't change this, but what we can do is to try and make you feel valued, inspired and offer you the opportunity to show your talent and share your ideas.

So, we have devised **THE COTSWOLD CHALLENGE** solely for 15-19 year olds (Yr 11, 12, 13) who live or go to school in the Cotswolds.

**THE COTSWOLD CHALLENGE** initiative has been broken into three categories:

- Art and Design – Any medium
- Creative Writing – Short story/play/script/poetry
- Innovation and Entrepreneurial thinking – Ideas and opportunities for the future, be it scientific/product design/ecological/business thinking

We want **THE COTSWOLD CHALLENGE** to allow you, our young future generation, to express your vision, feelings and thoughts through this scheme. The work you produce will be judged by inspirational and professional people in order to give you a sense of achievement and self-worth.

## WHO IS BEHIND THE COTSWOLD CHALLENGE?

The Cotswold Collective, who are launching **THE COTSWOLD CHALLENGE**, are a small team of five self-employed business professionals who passionately believe that we should encourage our young people to express their creativity and pursue their innovative ideas rather than let them go "brain dead" for six months. This is a philanthropic venture and we are taking no financial payment for it.

- **NIGEL CHUTE** – Chute Design
- **BARRY JACKSON** – Aspire Academy and author of "Your First Job: How to Sabotage Your Career in 8 Easy Steps"
- **ALLISON MURRAY** – Allison Murray Design
- **CHRIS ROBERTS MBE** - Founder of the Fairford & Lechlade Business Club, freelance journalist and facilitator
- **FIONA SCOTT** - Fiona Scott Media

## THE COTSWOLD COLLECTIVE - BEHIND THE AWARD ARE:

### NIGEL CHUTE - CHUTE DESIGN

Nigel has been in the business of developing, protecting and exploiting new product opportunities for more than 30 years. Besides his consultancy he has also successfully marketed his own designs and taken equity in start-ups. Experienced mentor for enterprise in youngsters. [www.chutedesign.co.uk](http://www.chutedesign.co.uk)

### BARRY JACKSON - ASPIRE ACADEMY

My mission, collaborating with business leaders, is to develop programs that address the skills they have identified as missing in school/college/university leavers and offering life changing options to young people whose aspirations are to thrive in an increasingly challenging job market.

Author of "Your First Job: How to Sabotage Your Career in 8 Easy Steps."  
[www.aspire-academy.net](http://www.aspire-academy.net)

### ALLISON MURRAY - ALLISON MURRAY DESIGN

Allison Murray Design is an award-winning design agency based in the Cotswolds working with entrepreneurs and brand owners to create unique confident and creative branding that can launch a business or revolutionize an existing one. Clients include Lynwood & Co, Thyme at Southrop and Made by Bob. [www.allisonmurraydesign.com](http://www.allisonmurraydesign.com)

### CHRIS ROBERTS MBE

Founder of the Fairford & Lechlade Business Club and administrator for nearly 15 years, freelance journalist and facilitator, whose strap line is "I can make things happen!" [www.flbc.org.uk](http://www.flbc.org.uk)

### FIONA SCOTT - FIONA SCOTT MEDIA.

Fiona is a journalist who has been in the media for over 30 years working in print and then in television with ITV. When she was made redundant, she went freelance and since then has worked on The One Show, Comic Relief and Flog It! She's also made many regional documentaries. Today she's a freelance journalist and tv producer/director. She also runs her own agency helping businesses raise their profile through the media, videography, animation and social media. Fiona has one top tip for young people - there is no magic sauce. Success involves hard work, being proactive and showing up. Fiona lives in Swindon with her husband Steve and their four children, one of whom has also missed out in her A levels due to Covid19.  
[www.fionascottmediaconsultancy.co.uk](http://www.fionascottmediaconsultancy.co.uk)



## ART AND DESIGN



### THE ART AND DESIGN CHALLENGE

#### HOW TO ENTER?

Art and Design are diverse!

We would like to see entries that express your artistic talents in any medium: fine art (oils, acrylic, water-colour, pastel or pencil) design (posters), sculpture, print-making, illustration, or photography.

You could be an art student or somebody who just wants to have the opportunity to show your creative side. The work could be reflective of the situation we are in or a view of the future, hopes, dreams, ambitions. It could be a still-life of what you have around you or a positive expression of the future.

#### JUDGING CRITERIA

The judges will be looking for:

- Originality and creativity – make your theme/subject stand out from the crowd
- Ideas and concepts – is it inspiring?
- Quality of the artistic composition
- Inspiration – does your art/design work outside of the competition i.e. in the real world?

#### ENTRY REQUIREMENTS

However you produce your work, it needs to be photographed or scanned and uploaded online as a pdf or jpeg – file size no more than 2Mb.

If you are under 18, we require your name, DOB and your parent's name and contact email address with your entry.

Over 18, we require your name, DOB and email address.

#### THE PRIZES

1st £500, 2nd £300, 3rd £150, 4th £50

Runners up will receive a book voucher for The Madhatters bookshop in Burford.

#### SPONSORED BY

The Fred & Marjorie Sainsbury Charitable Trust and Jeevan Thandi

**GOOD LUCK!**

## CREATIVE WRITING



### THE CREATIVE WRITING CHALLENGE

#### HOW TO ENTER?

We are looking for short stories/plays/scripts/poems that could be inspiring, reflective of what's happening in the world today or thoughts about the future. They could be any genre – comedy, sad, sci-fi, dramatic, romantic, horror.

The Creative Writing Challenge is open to anyone who has always wanted to try writing – you don't have to be an English student to enter. They say everyone has a story in them and now it's time to let it out.

#### JUDGING CRITERIA

The Judges will be looking for:

- How original is the piece? – does it stand out from the crowd?
- Ideas and concepts – is it inspiring and have a fresh point of view?
- Is the language descriptive?
- Are the characters believable?
- Is there a good plot? – a start, middle and end?

#### ENTRY REQUIREMENTS

Stories/plays/scripts need to be limited to no more than 700 word count. Any entries over this will not be judged and poetry should be kept to one side of an A4 sheet. Please upload your typed entry in Word or as a PDF or JPEG – file size no more than 2Mb.

If you are under 18, we require your name, DOB and your parent's name and contact email address with your entry.

Over 18, we require your name, DOB and email address.

#### THE PRIZES

1st £500, 2nd £300, 3rd £150, 4th £50

Runners up will receive a book voucher for The Mad Hatters bookshop in Burford.

#### SPONSORED BY

Jeevan Thandi and The Paperback Shop

**GOOD LUCK!**

# INNOVATION AND ENTREPRENEUR



## THE INNOVATION AND ENTREPRENEURIAL THINKING CHALLENGE

### HOW TO ENTER?

Examples of past innovative products: the wheel; the printing press; the zip; the biro; cat's eyes; the internet; Facebook; photovoltaic cells. Do you have a great idea for a product, service or campaign that would benefit our world? Are you a future inventor like James Dyson or an entrepreneurial thinker like Steve Jobs or an activist like Greta Thunberg or a scientist in the making like Einstein? Do you have views on how we can better the planet or our environment or our way of life?

Whether you have an innovative idea, an entrepreneurial service, a new invention or initiative, we would like you to put your thoughts on paper. Who knows? The next great big idea in the world could have your name on it.

### JUDGING CRITERIA

Entries will be judged by the following:

- How different is the innovation/idea/campaign from what's out there already?
- How can your innovation be used in life generally and how big an impact could it have on society?
- Who would benefit if the innovation/idea/campaign became a reality?

### ENTRY REQUIREMENTS

Written ideas need to be limited to no more than 700 word count. Any entries over this will not be judged.

Ideas should be broken down into:

- Reason/Background/Objective
- Solution/Idea/Campaign

If you have sketches to go along with your written entry, then please attach them together as one entry in the same format. Please upload your entry typed if possible in Word or as a PDF or JPEG file size no more than 2Mb.

If you are under 18, we require your name, DOB and your parent's name and contact email address with your entry.

Over 18, we require your name, DOB and email address.

### THE PRIZES

1st £500, 2nd £300, 3rd £150, 4th £50

Runners up will receive a book voucher for The Madhatters bookshop in Burford.

Winners will also receive a signed book by Barry Jackson – Your First Job – How to Sabotage Your Career in 8 Easy Steps.

**SPONSORED BY** Royal Agricultural University, Fairford & Lechlade Business Club and Barry Jackson.

**GOOD LUCK!**

### OUR GENEROUS SPONSORS - THANK YOU

Allison Murray Design  
Barry Jackson - Aspire Academy  
Bettina Harvey - Hector & Queen  
Bulldog Websites  
Fairford & Lechlade Business Club  
Jason Houghton, Salperton Park Estate  
Jeevan Thandi  
John Biddulph  
Kevin Wignall  
Kim Harvey, Madhatter Bookshop, Burford  
Marian Whittaker  
Meg Rivers Bakery  
Nicky Godding, Business & Innovation Magazine  
Royal Agricultural University  
Suzannah Harvey  
The Fred & Marjorie Sainsbury Charitable Trust  
The Paperback Shop  
Timothy James & Partners



# THE COTSWOLD CHALLENGE

## THE JUDGES

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## THE JUDGES

### **THE ART AND DESIGN CHALLENGE JUDGES**

#### **VAL & MARTIN ADAMSON - SCULPTORS**

Working from their Studio in Chalford, Martin & Val Adamson have been sculptors for twenty years.

Val's work is figurative and she runs highly regarded figurative classes from the Studio, as well as teaching at Universities and various Art Bodies.

Martin's sculptures have developed from an attention to detail gained whilst working for companies such as Aardman and the BBC. His animal sculptures demonstrate his ability to capture the character of his subject and his most recent sculpt has been shortlisted for the Wildlife Artist of the Year 2020.

Both sculptors exhibit their work at various shows throughout the year.

#### **THE RT HON COUNTESS BATHURST**

The Rt Hon Countess Bathurst has previously served as the High Sheriff of Gloucestershire and lives on the 15,000 acre estate at Cirencester Park.

#### **GEORGE BUTLER - ARTIST AND ILLUSTRATOR**

George Butler is an award winning artist and illustrator specialising in travel and current affairs. His drawings, done in situ are in pen, ink and watercolour. In August 2012 George walked from Turkey across the border into Syria, where as guest of the rebel Free Syrian Army he drew the civil war damaged, small and empty town of Azaz. Over the last ten years his desire to record scenes in ink rather than with a camera has meant he has witnessed some extraordinary moments; refugee camps in Bekaa Valley, in the oil fields in Azerbaijan, in Gaza with Oxfam, in Tajikistan, Afghanistan, Myanmar, in a neo-Nazi murder trial in Munich, on an oil rig in the north sea, down a Ghanaian gold mine... the list goes on.

His drawings have been published by The Times (London), Monocle, New York Times, the Guardian, BBC, CNN, Der Spiegel, ARD television Germany, NPR. His work has been shown in the Imperial War Museum North and the V&A Museum which also holds some of his work in the National Archive.

#### **TESSA CAMPBELL FRASER - SCULPTOR AND ARTIST**

Tessa Campbell Fraser is a renowned animal and figurative sculptor who has exhibited widely in the UK and abroad. Tessa has won many awards and exhibited work at the Royal Academy Summer Show, Sculpture at Goodwood and a solo show at the

Natural History Museum. Her bronzes are held in private collections including those of Her Majesty the Queen, Sir Jackie Stewart, the Household Cavalry and Knuthenborg Safari Park, Denmark. She has completed several major bronze commissions, including a group of life-size guinea fowl, three half life-size elephants, a life-size Highland Stag, three life-size hippos and in 2011 three life size Highland Cattle. She currently lives with her husband, comedian Rory Bremner in Oxfordshire where she works and also teaches.

#### **TRACEY ELPHICK**

I studied fine art at Falmouth Art College and went on to become Head of Art at Kingshill School. Now I work as a full time professional artist from my studio at the New Brewery Arts in Cirencester. Being open to the public I enjoy daily interaction with my customers and I sell a wide range of originals, prints, and cards from here, online, and through various galleries in the South West. My work is varied, portraying local street scenes, seascapes, harbour views and still life in both acrylic and oils.

#### **DARRELL WARNER - ARTIST AND COSTUME CONCEPT ILLUSTRATOR**

Darrell Warner is an International Award Winning Artist & Illustrator based in the Cotswolds, UK. Traditionally trained he graduated from Falmouth School of Art in 1984 with Distinctions in drawing and painting. Although trained in oils, Darrell paints exclusively in Watercolour, constantly trying to push the perceptions of that medium.

With over 35 years of professional practice, supplying high quality artwork to the advertising, publishing, editorial & movie industries, he has for the past 20 years specialised in modern portraiture & the very disciplined area of Costume Concept Illustration for Feature Film. Subsequently this makes Darrell a very unique artist who constantly strives to produce timeless portraits and is highly admired within those realms. Films he has worked on include Black Panther, Pirates of the Caribbean, Spiderman, Rocketman and The Mummy.



#### **THE CREATIVE WRITING CHALLENGE JUDGES**

##### **PAUL CORNELL - NOVELIST, SCREENWRITER AND COMIC WRITER**

Paul Cornell is a writer of television, prose and comics, with TV credits including Elementary, Doctor Who and Primeval. His creator-owned comics include Saucer Country and This Damned Band, and he's written acclaimed runs on titles such as Action Comics and Wolverine for Marvel and DC. He's a member of George R.R. Martin's Wild Cards Collective, and has worked with Neil Gaiman, Stan Lee, Russell T. Davies and Steven Moffat. He's won a BSFA Award for his short fiction, an Eagle

Award for his comics and shares in a Writer's Guild Award for Doctor Who. His Lychford novellas are rural fantasies set in a small Cotswolds market town very like the one in which he lives with his wife and son.

#### **SIMON KERNICK - AUTHOR**

Simon Kernick is one of Britain's most exciting thriller writers, a mainstay of the bestseller lists for almost two decades. He arrived on the crime writing scene with his highly acclaimed debut novel The Business of Dying, the story of a corrupt cop moonlighting as a hitman. Simon's big breakthrough came with his novel Relentless which featured in the Richard & Judy Book Club and became the biggest selling thriller of 2007. His latest book, "Die Alone", is out now.

#### **SARAH PINBOROUGH - NOVELIST AND SCREENWRITER**

Sarah is a New York Times and Sunday Times bestselling novelist and screenwriter. She has published more than 20 novels, has written for the BBC and is currently working with several television companies on original projects. Her recent novels include the dystopian love story, "The Death House", and a teenage thriller, "13 Minutes" which has been bought by Netflix with Josh Schwartz adapting. Her adult novel, the psychological thriller, Behind Her Eyes, has sold to more than twenty territories worldwide and has been adapted into a six-part series for Netflix, to be broadcast later this summer.

#### **KEVIN WIGNALL - AUTHOR**

Kevin Wignall is the bestselling author of more than a dozen books for adults and young adults, as well as a number of acclaimed short stories. One of his novels, The Hunter's Prayer, was turned into a movie starring Sam Worthington and Odeya Rush, and one of his short stories, Retrospective, was turned into a short film starring Charles Dance. People Die, When We Were Lost and To Die in Vienna are all currently in development in Hollywood.



#### **THE INNOVATION AND ENTREPRENEURIAL THINKING CHALLENGE JUDGES**

##### **GEOFF BURCH - AWARD WINNING INTERNATIONAL BUSINESS KEYNOTE SPEAKER, BEST SELLING BUSINESS AUTHOR AND TV PRESENTER**

Geoff Burch is an internationally acknowledged authority on Change, Leadership, Sales and Customers. An inspirational speaker who has a genuine in-depth understanding of business, has made Geoff one of the most respected authorities speaking today.

A best-selling author and business guru, Geoff has been voted 'Business Communicator of the Year' by the UK Speechwriters' Guild and is considered to be one of Europe's most exciting and motivational business experts, working extensively with major global blue chip and FTSE 100 companies to inspire, motivate and inform their people.

Geoff contributes to, and presents on, TV and radio programmes, including starring in the popular 'All Over the Shop' series on BBC2 helping small businesses to survive and thrive, and is also a regular business presenter on BBC1. Popular titles include, 'Resistance is Useless', 'Go It Alone', 'Writing on the Wall', 'The Way of the Dog', 'Irresistible Persuasion', and his latest publication 'Self Made Me'. The Press referred to Geoff as 'The Hell's Angel of Management Consultancy' and 'The World's Most Persuasive Man', Later magazine called him 'Britain's Toughest Business Guru' and the Daily Mirror said 'He makes selling a joy'.

#### **PHIL DUFF**

Phil Duff is one of the most well respected entrepreneurs in the equestrian industry. His experience with leading equestrian and country lifestyle brands is second to none. Phil's experience in the equestrian industry began in 1983 with the launch of his innovative clothing brand, HAC-TAC.

In 1997 through his SMD Group company, he introduced ARIAT to the UK market and by 2010 had grown ARIAT sales by 30%, year on year. He fulfilled another ambition, selling the company that he had created and took on a new challenge, establishing the structure for ARIAT to become the number one footwear brand not just in the UK, but also throughout Europe, the Middle East, southern Africa and Japan.

In 2014 Phil embarked on a career as an independent business management consultant; he presently holds a number of long-standing, non-executive director roles and is on the Board of FAIRFAX & FAVOR, Finest Brands (TOGI and CHAMPION helmets), HICKS & BROWN and Animalife. Between 2014 and 2019 he was tasked by Hugh Thomas, Director of Badminton International Horse Trials, to evolve the trade stand village and to enhance the consumer experience at this world famous event. He remains the trade advisor on the Blenheim Palace International Horse Trials Steering committee.

In 2016, he became a Freeman of The Worshipful Company of Saddlers and is active in the Company's charitable work. He is a Freeman of the City of London.

#### **NICKY GODDING**

Nicky Godding is the Co-owner and Editor in Chief at NK Media Ltd, which publishes Business & Innovation Magazine, the fast-growing, editorially-led regional business magazine. Before launching NK Media in 2017, Nicky was a freelance journalist and PR consultant specialising in international retail.

#### **SUZANNAH HARVEY - COTSWOLD AIRPORT CEO/GROUP MD**

Following four years as a consultant in the recruitment industry, Suzannah started Universal Model Management Ltd in 2003, a successful model and promotions agency with over 1000 personalities represented world-wide. In 2007 Suzannah began organising the corporate entertainment at Cotswold Airport and, in 2008, has taken a full-time post as a Director looking after marketing, events and business development. In June 2012, Suzannah was appointed as CEO and Group MD.

A champion of getting women into the sport, Suzannah has launched her own polo team and runs a scholarship programme helping 12 children aged 14 -18 to receive flight training and experience all sectors of the aviation industry.

#### **ADAM HENSON**

Adam Henson is perhaps the best-known farmer in the UK, presenting his own section on BBC's Countryfile to millions of viewers each Sunday evening. Adam Henson runs the Cotswold Farm Park which his father started.

Henson's television career started in 2001 when he was successful in gaining a presenting position on the BBC's Countryfile programme. Since this time he has worked on programmes such as Countryfile Summer Diaries and also worked on BBC Radio 4's On Your Farm and Farming Today. In November 2013 he starred alongside Nigel Slater on Nigel and Adam's Farm Kitchen as they tried to get people back in touch with where our food comes from.

In 2015 Adam presented a series of BBC1's Secret Britain with Ellie Harrison and has also presented Countryfile Summer Diaries, Big Wildlife Revival, BBC2's Coast and Inside Out. Adam has a column in Countryfile magazine, as their resident farmer, as well as the Cotswold Life magazine.

#### **CAROLINE SUMMERS - THE PAPERBACK SHOP**

The Paperback Shop is one of the most successful online booksellers in the world. The Paperback Shop started life in a refurbished cowshed and now occupies a large commercial site in Fairford. With a team of 50 employees, the company recently celebrated their 20th anniversary and are very proud to have achieved this milestone. Sales Director, Caroline Summers, believes that The Paperback Shop leads the way and is a real innovator. The Paperback Shop: <https://paperbackshop.co.uk>.

#### **JEEVAN THANDI**

Jeevan Thandi is a senior software engineer currently working at ride-hailing provider 'Karhoo' (<https://www.karhoo.com>) on the Karhoo 'iOS and Android SDKs'. (<https://developer.karhoo.com/docs/build-apps-using-sdks>). This platform allows any company or organisation to offer ride-hailing and vehicle transport to their end users. Jeevan started making websites and smartphone apps as a secondary school / college student at Bradon Forest School and Cirencester College.

His first business started in Cirencester College thanks to the Young Enterprise scheme in 2013. Since then over the last 7 years he has worked for various tech startups in London as a consultant, application engineer and software development manager.

Jeevan also produces music (<https://www.soundcloud.com/airlaorg>) and writes poems on instagram ([www.instagram.com/airlaorg](http://www.instagram.com/airlaorg)) in his spare time.

**MANY THANKS TO ALL OUR JUDGES & SPONSORS FOR THEIR TIME & GENEROSITY**



Exciting details to be announced soon!

An extra pot of money to help the winners of The Cotswold Challenge on to The Next Step of their entrepreneurial journey. Keep watching this space and like us on Facebook, follow us on Instagram and Twitter (@TheCotswoldCha1).



# THE COTSWOLD CHALLENGE

**GOOD LUCK TO YOU ALL  
IT'S NOW TIME TO SHINE**

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