



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

**DEADLINE FOR ALL ENTRIES
MUST BE NO LATER THAN
9PM ON 6TH JULY 2021**

WWW.THECOTSWOLDCHALLENGE.COM



WHAT IS THE COTSWOLD CHALLENGE?

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

Many of you have had your school life disrupted again and life in schools and colleges has been different. 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 Years 11, 12 and 13 students who live in the Cotswolds and Swindon.

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 CHALLENGE has been organised by a small team of 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' through this unprecedented pandemic. This is a philanthropic venture and the team is not taking any financial payment for it.

- **NIGEL CHUTE** – Chute Design
- **ALLISON MURRAY** – Allison Murray Design
- **CHRIS ROBERTS MBE** – Chris Roberts MBE PR
- **FIONA SCOTT** – Scott Media, Swindon

THE COTSWOLD CHALLENGE TEAM - BEHIND THE AWARDS 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

ALLISON MURRAY - ALLISON MURRAY DESIGN

Allison Murray runs Allison Murray Design, an award-winning design agency based in the Cotswolds. Working with entrepreneurs and brand owners to create unique, confident and creative branding, packaging design and brand identity. Her design work has helped launch many businesses and revolutionized existing ones. Clients include Lynwood & Co, Thyme at Southrop, The Corn Hall in Cirencester and Mad Hatters bookshop.

www.allisonmurraydesign.com

CHRIS ROBERTS MBE - CHRIS ROBERTS MBE PR

Chris is a freelance journalist and promoter of businesses, people and events covering the Cotswolds, Gloucestershire, Oxfordshire, Wiltshire and beyond. She likes to poke her nose into other people's business and then make up stories about them.

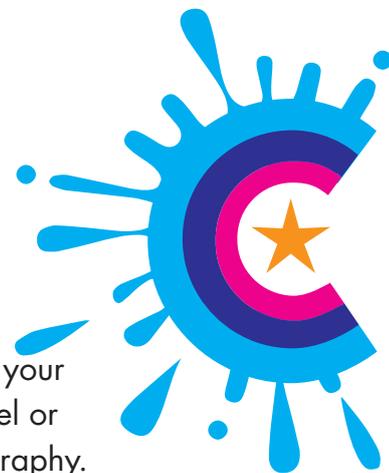
www.chisrobertsmbe.co.uk

FIONA SCOTT - 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.scottmedia.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 included in Judgify online as a png, pdf or jpeg – file size no more than 5Mb. Each entry must be given a title and if an entry has multiple pictures to it, this must be included in one pdf. No more than 3 three entries per student allowed across categories.

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, (plus a free photo-shoot courtesy of Barbara Leatham Photography)

2nd £300

3rd £150

4th £50

4 x Highly Commended entrants will receive a £25 book token.

All winners and commended up will receive a congratulatory certificate.

A Special Recognition Award for Outstanding Talent - £250

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 to judgify as a png, pdf or jpeg – file size no more than 5Mb. Each entry must be given a title. No more than 3 three entries per student allowed across categories.

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 (plus a free photo-shoot courtesy of Barbara Leatham Photography)
- 2nd £300
- 3rd £150
- 4th £50
- 4 x Highly Commended entrants will receive a £25 book token.

All winners and commended will receive a congratulatory certificate.
A Special Recognition Award for Outstanding Talent - £250

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, they must be upload together as one entry in the same format. Please upload your typed entry to judgify as a png, pdf or jpeg – file size no more than 5Mb. Each entry must be given a title. No more than 3 three entries per student allowed across categories.

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 (plus a free photo-shoot courtesy of Barbara Leatham Photography)

2nd £300

3rd £150

4th £50

4 x Highly Commended entrants will receive a £25 book token.

All winners and commended will receive a congratulatory certificate.

A Special Recognition Award for Outstanding Talent - £250

GOOD LUCK!



WINNERS WILL BE ANNOUNCED 27TH JULY 2021

THE JUDGES

For more information about the Judges, please visit www.thecotswoldchallenge.com



THE ART & DESIGN CHALLENGE JUDGES

Val & Martin Adamson – Sculptors

The Rt Hon Countess Bathurst

Martin Burgess – Art Gallery Owner

Paul Cottrell – Art Director / Oil Artist

Arron Crascall – YouTube Artist

Trevor Ray Hart – Commercial Photographer

Laurence Llewelyn-Bowen – Interior Designer

Lucy McMillan-Scott – Portrait Artist

Nic Vickery – Artist

Sally Wyatt – Artist



THE CREATIVE WRITING CHALLENGE JUDGES

Angela Atkinson – Author, Blogger, Writer

Kim Harvey – The MadHatter Bookshop

Amanda Jennings – Author

Dom Joly – TV Personality/Comedian

Fiona Scott – Journalist

C L Taylor – Author



THE INNOVATION & ENTREPRENEURIAL THINKING CHALLENGE JUDGES

Nigel Chute – Product Designer

Nicky Godding – Editor of Business & Innovation Magazine

Tom Harper – Little Imagineers

Adam Henson – TV Presenter, Cotswold Farm Park

Andy Langley – Director of Ntegra

Verity Manners – Co-Owner of Wrag Barn Golf Club

Caroline Summers – The Paperback Shop

Jeevan Thandi – Enterprize

Ruth Waddingham – Designer & Innovator

SPONSORS

For more information about the Sponsors, please visit www.thecotswoldchallenge.com

OUR GENEROUS SPONSORS – THANK YOU!

Allison Murray Design

Barbara Leatham Photography

Bulldog Websites

Enterprize

Fraser Allen Estate Management

Kevin Wignall, Author

Revolution Performing Arts

Royal Agricultural University

The Ernest Cook Trust

The Paperback Shop

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

MANY THANKS TO ALL THE STUDENTS, SCHOOLS & COLLEGES FOR TAKING PART



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

**DEADLINE FOR ALL ENTRIES
MUST BE NO LATER THAN
9PM ON 6TH JULY 2021**

WWW.THECOTSWOLDCHALLENGE.COM