



Ocean Revolution

**A Young Enterprise Student Company
From
Newquay Tretherras**





**Cornwall Area Board
Centre Lead: H. Bissenden
Business Adviser: H.Bissenden**

1. About Your Student Company

In this section we want to get an overview of your Student Company and what you set out to achieve

Company Name	Ocean Revolution
Mission	To raise awareness of plastic pollution on our beaches and in our oceans and to encourage people to 'aim to be better'. Plastic pollution is beginning to become 'the norm' and we want people to stop accepting it and to help prevent it.
Goals	To make jewellery and accessories from unwanted ocean waste and to raise awareness of the overuse of polystyrene bodyboards whilst raising awareness of the alternatives. Our jewellery acts as a reminder of the problem and provides a conversation starter for its wearer to help spread our message.
Values	The values we share at Ocean Revolution inspire the work we do. They are also why we are committed to leaving the world better than we found it. Each of us contributes to that effort in our own way, bringing a passion for what we do best and what we believe matters most.
Product or Service	We provide products made from plastic beach waste but also provide a service in that we educate and inspire our stakeholders to be better and do more when it comes to ocean protection and integrity.

Digital Presence

 Facebook	https://www.facebook.com/loahjewellery
 Twitter	
 Instagram	https://www.instagram.com/ocean_revolution_/?hl=en
 Other	https://www.ocean-revolution.co.uk/

Summary of Financial Performance

Net Profit Total Sales less Total Costs (after YE Winding up fee)	£1,352.59
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Summary Statement of Student Company Performance

As part of our planning process we knew we wanted to concentrate on marine plastic, being so close to the sea it was a social issue that meant a lot of us. Our bodyboard strip was inspiring, we had 50 members of the public attend and strip 1000+ bodyboards. From here our first product was born. This then naturally progressed to micro-plastic collection and our jewellery range was born. We have attended 3 public craft fayres and sold 250+ products with each sale helping to spread our message.

2. The Enterprise

Our journey began with plastic, in particular polystyrene. Polystyrene bodyboards often litter our beaches in Cornwall, signifying disposable fun for visiting families. You often see them next to bins, snapped in half, littered across our beaches and propped up against seaside homes. It was this local, environmental problem that triggered a response from our Young Enterprise team, living and growing up in Cornwall we have witnessed plastic pollution worsen in our life time and we wanted to bring climate change back into the forefront of peoples minds post-covid. As part of a local initiative, Keep Britain Tidy we helped encourage local holiday makers to use the wooden crates located on several busy beaches, to dispose of their no-longer wanted boards, as a result, 1000's of polystyrene boards were saved from landfill and our oceans. There is now **5.25 trillion** macro and micro pieces of plastic in our ocean & **46,000 pieces** in every square mile of ocean, weighing up to 269,000 tonnes.

In November 2021, we held a bodyboards strip at school with the intention of repurposing the polystyrene and reuse the fabric, this involved removing the polystyrene from each bodyboard and retaining the fabric for our use. The polystyrene from 1000 bodyboards were collected and given to a local building merchant for use of insulation and we retained the fabric to use within our business. This event attracted over 50 local, like minded people and created some positive PR for our business and its mission. We were interviewed by our local radio station, Newquay Radio and were in our local newspaper, The Newquay Voice.



From the fabric we collected from the bodyboard strip we made a dress and 40 tote bags that we sold as a Christmas Craft Fayre held in Newquay; this was an independent event that we attended outside of the YE competition. The dress help create lots of thought and discussion with the public around the use of polystyrene in bodyboards and our tote bags were a reminder of the circular economy, selling out very quickly whilst demonstrating our innovative and creative ideas, adding value to what would have been a waste material.

Our next mission was to research marine plastic, in particular micro-plastics. We started by arranging lots of local beach cleans so we could analyse the waste and get to work on our next product. Collecting micro-plastics is very time consuming due to their size so we developed a sand sieve to help reduce the time taken and also to make it more fun. We decided on using an eco-resin to help make the micro-plastics into a range of jewellery. We started with key rings and our product range soon developed into necklaces and bracelets, both changing after each trade fayre based on the advice and feedback of our customers.

We have attended 3 additional local craft fayres (outside of the YE competition) and have gained invaluable feedback from customers, each time spreading the message about micro-plastics and reminding people to 'aim to be better'. As young people we feel that our generation have begun to accept micro-plastics as the 'norm', we are hoping that our range of jewellery will reverse that and remind people what it was like before plastic littered our beaches. From feedback at craft fayres we have developed our products from pendants, keyrings and now finally letter necklaces with customers preferring the personalisation of the letters.

By buying our jewellery you are helping reuse plastics that once littered our oceans but also you are wearing a 'symbol of respect', reminding others that they can make a difference and that plastics should never be regarded as OK. The 2 main plastics that are using in our jewellery range are micro-plastics and ghost nets which are fishing nets that have been abandoned, lost or otherwise discarded in the ocean. These nets, often nearly invisible in the dim light, can be left tangled on a rocky reef or drifting in the open sea. Acting as designed, the nets restrict movement, causing starvation, laceration and infection, and suffocation in those that need to return to the surface to breathe. It's estimated that around 48,000 tons of ghost nets are generated each year, and these may linger in the oceans for a considerable time before breaking-up.

Our next project is to consider quicker ways to beach clean and we are currently looking into developing a micro-plastic rotary sieve to help increase the quantities of micro-plastics collected. We are also working with Suez to develop a micro-plastic vacuum cleaner.

3. Running Your Enterprise

We are a team of 8 students. We originally responded to a Year 10 (aged 14-15) team assembly where our teacher shared the opportunity and invited students to attend a meeting if they were interested. On the first meeting there were 20+ students but this number soon reduced once students grasped the level of dedication and commitment needed to be successful.

We have managed our business by meeting daily. We are lucky to have a designated YE office, having an area to call 'our own'. Each lunch time all 8 members meet and discuss the week ahead. We use a white board to plan our action points and delegate responsibilities.

Unfortunately there have not been any face-to-face YE events in Cornwall so we were very keen to make sure we planned our own. So far we have attended 4 events, a Christmas craft fayre in Newquay, a spring trade fayre at Bedruthan Steps Hotel, an Easter trade fayre in Newquay and we had the privilege to attend The Royal Cornwall Show alongside Suez, a waste management business, where our stand was visited by Prince Charles. As well as our trade fayre sales we have also sold regular orders to Suez on a B2B basis for them to sell in their 'Up cycle Shop' on site. These regular orders alongside our in-school shop have ensured regular orders outside of our craft fayres. Also since being on BBC Spotlight (our local news), we have had many requests from local businesses to stock our jewellery in their shops.



The bodyboard strip event happened quite quickly, within 2 weeks of contacting Keep Britain Tidy we had 1000+ bodyboards delivered to our school. The charity could not repurpose the boards as they were and needed the materials to be sorted so when we contacted them they were very keen to take us up on our offer of stripping them and re-using the fabric. A delivery of 1000+ boards meant that the event had to happen quickly and gave us a short-time goal and event to work towards. This was our first experience of running our business and roles quickly formed.

Alina and Jenna are practical and outside of school paint, sew and make jewellery, this meant that within a few hours of having our hands on the fabric they were already making the dress and tote bags. Daisy, Lizzie and Kayley were naturally drawn to finance, design and promoting our cause and key message. Grace was keen to learn more about social media, Grace at the time was a complete novice and has had to learn and understand the world of PR and social media throughout this journey and this can be reflected in the quality of her posts and public interactions, holding competitions, surveys and ensuring our mission and values shine through our social media interactions (we have 297 followers on Instagram and 394 on Facebook). Eden and Ollie joined slightly later than the others, responding to the initial event, proving that our event and message were beginning to attract and intrigue the school population. Eden quite quickly joined Alina and Jenna in making and Ollie was keen to explore IT and technical support (we have Ollie to thank for our electronic payment machine). We are in Year 10 so our teacher has been an editor in all of our social media interactions to ensure a level of safeguarding, something we have learnt a lot about throughout this journey.

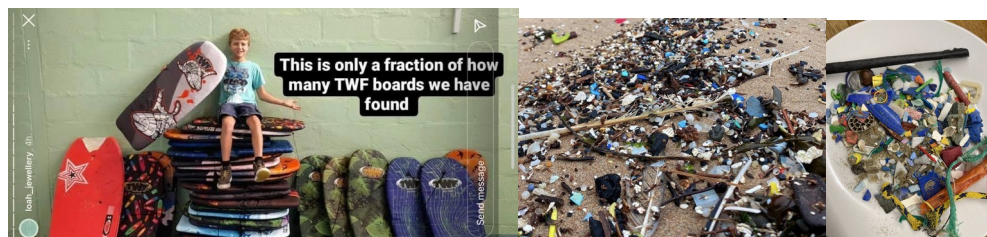
Some examples of our social media interactions:



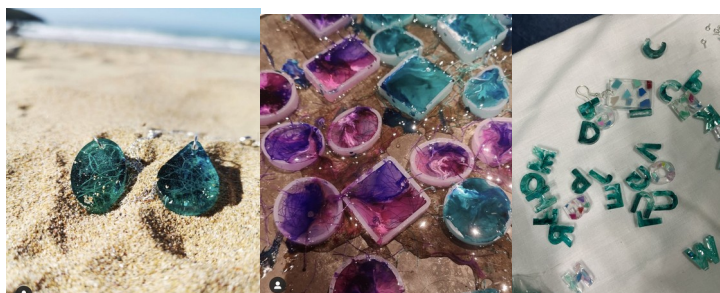
Since winning the South West final our publicity has increased and as a result so has our sales. We also have grown in our vision. We would like to fund a micro-plastic vacuum for every coastal school in the UK.

4. Impact and Legacy

We are proud to say that we have had a positive impact in our local community and the environment based on our experience and actions. We have stripped over 1000 polystyrene bodyboards, we have repurposed all of the fabric collected and sent the polystyrene to be repurposed. We have conducted 30+ beach cleans and are creating a rotary device to make this even easier and more fun to do in the future. We have spread the word through our school, our social media platforms, through 4 trade fayres, via local businesses and have more events planned in the summer term. We were also approached by a local wooden belly board maker and given several seconds to help spread the word about alternatives to polystyrene bodyboards, we subsequently used these boards to develop our trade stand.



The key message behind our jewellery range is to repurpose the micro-plastics but more importantly, to remind people to be better. Plastics on our beaches are becoming the norm, we know this as young people who live by the sea, when they first started to wash up on our shores we were saddened, now they are accepted and no longer have the 'shock factor'. Our jewellery range and message aims to remind people that plastics on our beaches should never be disregarded and that we must 'aim to be better' by making better consumer choices, reducing your plastic usage and spreading the word.



Our legacy will be a history of those that did! We wanted to make a difference to our environment and we believe we did, we have also been positive role models to those students in our school. Over the last few months we have been approached by several younger students wanting to help and get involved and during the bodyboard strip we had over 50 local people turn up to help, armed with scissors and bags of enthusiasm. Our beach cleans have also helped collect 20kg+ of micro-plastics from our seas, this does not sound like a lot but micro-plastics are very difficult to collect and is very time consuming so we are very proud of this accomplishment. This has also motivated to continue to research and explore micro-plastic and we have started to adapt a rotary soil sieve and micro-plastic vacuum will help us. We would also like to create a children's sieve and bucket which will help children remove micro-plastics from the sand whilst helping spread the word and educate those to come, almost like an alternative to a traditional bucket and spade.

We strongly believe we have had an impact in our community, with our beach cleans, consistent message and the publicity we created during our bodyboard strip we have had a positive impact in our school and community. We are proud of what have achieved and hope to pass this level of interest and possibility onto our followers and peers.



5. Your Team Journey

When asked "what have you learnt from taking part in Young Enterprise?", our primary response has been that it has given us the opportunity 'to do!' In school we often plan, research and imagine but rarely follow through with our ideas and thoughts. This journey has meant that we have had to think hard and work hard to make our ideas a reality, working as a team as well as independently to bring to life our ambition.

It is tempting to report of 'ups and downs' here but throughout this journey we have worked well together, often swapping roles, delegating and at times having to put our 'out of office' notifications on (during exams) but by communicating convincingly and deciding wisely, we have worked well together. We have learnt more about our preferred ways of working (Grace likes to work independently, Elisabeth, Daisy and Kayley work best as a team) and have played to our strengths. We have also realised that we are as good as professionals; having attended 4 craft fayres it was clear to all that we did not stick out as a 'token school group' and our stall visitors were often surprised to learn of our age. Our stall, ethos and products were as good as everyone else and our stall, in all 3 events, attracted the most interest and intrigue.

Jenna - This experience has really helped me with my ability to work as part of a team and complete tasks in time to match deadlines. The boost that winning the South West Regionals and the National final gave us as a team was an amazing feeling and helped us solidify our team as a whole. I also really enjoyed the BBC Spotlight interview.

Alina- This has been a great opportunity to develop communication skills with a large range of customers. It has made me confident in speaking publicly and also practice my creative skills when designing and making the dress and jewellery.

Elisabeth - The Young Enterprise group has allowed me to bring all the skills that I have developed through secondary school out into the open and challenge myself to go above and beyond into the world of business. Reflecting on our journey we wish we had started sooner and not waited to join Young Enterprise to realise the impact we can have.

Ollie - This experience has helped me build my team working skills and develop my knowledge of the world of business and how to exceed what I'm normally capable of doing. I have also developed skills I can transfer into my future career such as taking on advice from my peers. I have particularly enjoyed the IT side of things and would like a career in computer science.

Daisy - I've really enjoyed this experience and I feel like I've developed my teamwork skills. My confidence has built higher and higher and I now feel like I can accomplish so much more. In hindsight I think it would have been good to encourage more team members so that they could also benefit from this experience.

Eden- This experience has exceeded my expectations immensely as it has allowed me to make a difference. I have particularly enjoyed the trade fayres and I loved going to Exeter to compete in the Devon, Cornwall and Somerset Final.

Grace- I'm most grateful for the opportunity to care for the environment and raise awareness for its issues, I have also learnt so much about social media and the level of dedication needed to do it well. It has been an interesting insight to the world of work and I have really liked it, I have also been shocked by the level of dedication needed to run social media, it has been exhausting at times, especially when I have been on holiday but still committed to 'keeping it going'.

Kayley - The Young Enterprise competition has allowed me to broaden my horizons, socially and in terms of business. My confidence and courage have hugely developed - opening up a range of new opportunities for myself and others. I have also really enjoyed talking to the press, particularly our TV coverage.

Mrs Bissenden - "this is my 4th year of running the Company Programme and this year's team have been quite unique. Unique in that they have worked very professionally, acting and behaving like employees during the entire process. When they have disagreed they have handled it professionally and calmly and have worked very hard to meet deadlines and turn ideas into reality. I am also incredibly proud of their values and ethos. From their first meeting they were adamant that they wanted to support our oceans and that is exactly what they have done, being great role models to their peers and impressing staff and the community with their ambition and message. I am very proud of Ocean Revolution.

6. Financial Result

As a naive group of students to start we did not have clear financial goal, our goal was to raise the awareness of polystyrene bodyboard use and create a successful event. However, as soon as our momentum increased and we realised we would soon have to 'speculate to accumulate' we needed to have a clear financial plan so we could ensure our message and approach was professional. We started by selling shares, we decided to only sell shares to our group and everyone bought 1 share each. This was a decision we made as a group so that we did not have to pay dividends at the end but instead could use the money to raise awareness of plastic pollution.

Tote bags

Our main resource was completely free, we only had to pay for the cotton to stitch the bags and the cord to attach the draw string, however this was minimal. The cost per bag was 10p and each sold for £3.50+ (depending on size). This meant that each bag had a high profit margin and we soon had enough of a financial cushion to consider our next step. It was very unlikely that we would get access to as much fabric again so we had to consider diversifying our product range.

Key rings

We were adamant that we wanted to source our main resources from waste products - and we did. The main resource needed to construct our jewellery is micro-plastic which is free. The key chains are 7 pence each and the resin works out at 23p per unit.

This makes our unit cost 0.30p.

Based on an £5 unit price, our profit per unit is £4.70p.

Our keyrings have been very popular with children and at all 3 craft fayres we sold out. Due to their size we have been able to use micro-plastics and ghost nets very successfully in the design process. The nets have proven to be very popular, the purple and green nets in particular. Again the main material has been free and helped clear plastic pollution in the process.



Necklaces

Necklaces are our highest profit product because they require less resin. Resin is our most expensive resource but each pendant mould was quite small, with the letter chains being the smallest and the most popular. The chains were a similar price to the key chain so there were no additional fixing costs. Each necklace costs 25p per unit, giving us a £4.75p profit per unit. The initial necklaces are even cheaper because they require even less resin, these are also our biggest sellers. When gaining customer feedback what attracted our customers to this product was that it was easier to resonate with and they also made great gifts, that personal connection really appealed to our target market. Our bracelets are the cheapest product due to the cord and not chain, this product was developed due to feedback that we received from Euronext who felt that we needed a product that appealed more to men, however in reality it was women who mainly bought these and our market research suggested that the main motive was that it could be worn in the water.

After the Newquay Christmas fayre it was obvious to us that we needed to ensure we could take electronic payment during our craft fayres. With the help of Ben at Euronext we bought a cashless card reader from SumUp. The cost of the SumUp was £35 which the school paid for because they were keen to retain it after. SumUp take 1.69% of each transaction so on a £5 purchase would be 0.08% so not a significant cost at all. At our next craft fayre we took 90% electronic payments which was a trend that continued.

Our financial aims were to keep costs low by re-using and re-purposing and to use all profits to research and develop. We strongly believe we have done this and are proud of our small profit. We now intend to use this product to research the rotary soil sieve and explore bamboo or recycled plastic beach toys to try and encourage children to beach clean when visiting the beach, an eco alternative to making sand castles.

Daisy took the lead on finance and was very good at communicating key messages such as unit cost which helped us inform our price. We did change our price between venues due to the different clientele at each event, we also decided that despite not wanting to, we needed to increase the price of the key rings due to the amount of resin needed.

Balance Sheet

Current Assets

Stock		£250.00
Cash in Bank		£1,303.74
Cash in Hand		£145.00
Total (A)		£1,698.74

Current Liabilities

Bank Overdraft	£0.00	
YE Winding up fee	£338.15	
Total (B)	£338.15	
Balance (C)		£1,360.59

Issued Share Capital

shares at £1		£8.00
Profit and Loss Account		£1,352.59
Shareholders' Funds		£1,360.59

Profit and Loss Sheet

Code	Type		
A	Sales		£713.00
B	Purchases	£0.00	
C	Closing Stock	£250.00	
D	Cost of Sales (B - C)		-£250.00
	Gross Profit (A - D)		£963.00
E	Stationery	£41.90	
F	Rent and Hire	£12.00	
G	Miscellaneous Expenditure	£218.36	
H	Registration Fee	£0.00	
	Total Expenses (E + F + G + H)		£272.26
	Operating Profit (or Loss) (Gross Profit Less Total Expenses)		£690.74
	Miscellaneous Income		£1,000.00
	Net Profit (or Loss)		£1,690.74

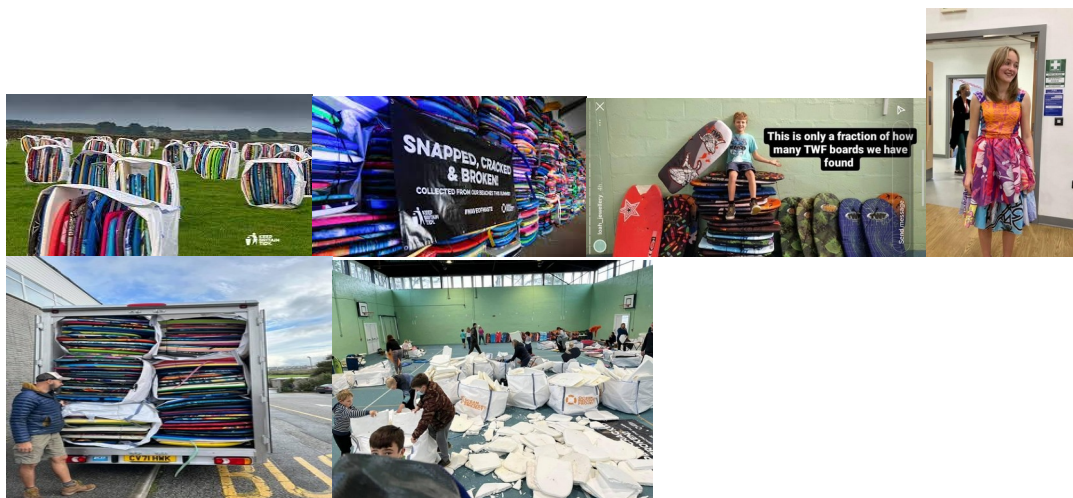
Totals

Net Profit Brought Down	£1,690.74
LESS Winding up fee payable to Young Enterprise	£338.15
Net Profit after Winding up fee	£1,352.59

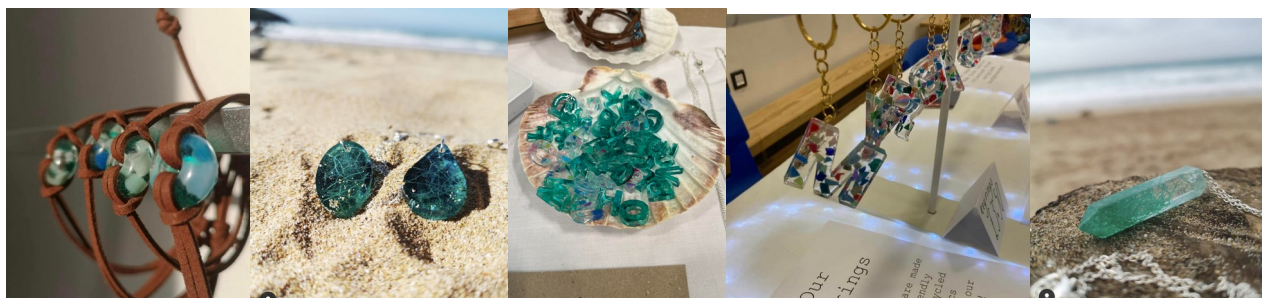
7. Additional Supporting Information

Our journey in imagery:

The bodyboard event



Our product range:



Our media coverage: (Radio Newquay, BBC Cornwall, BBC Spotlight, Newquay Voice) Radio, TV and Newspaper



Our trade events:



8. Acknowledgements

We would like to formally thank Keep Britain Tidy for allowing us to be involved in the body board strip. This kick started our enterprise and provided a great spring board of success. It also generated some great PR and social media opportunities which really help ignite our enthusiasm and confidence in our business idea.

We would also like to acknowledge the kind support given to us from the following organizations:

Keep Britain Tidy (The Ocean Recovery Project)

We would like to say a massive thank-you to Neil at Keep Britain Tidy, if it wasn't for 'The Ocean Recovery Project' collecting 1000's of boards this summer we would not have had the initial fabric to start our business. The work they do is amazing and his efforts are changing the way people see polystyrene bodyboards.

Dick Pearce Belly Boards

Dick Pearce is a wooden belly board producer based in Newquay, Dick offers an environmental friendly alternative to polystyrene boards and we are proud to be ambassadors. Dick kindly gave us several damaged boards so we could use them to make our trade stand. Not only do they look great but they also act as a reminder of our mission and values.

Suez Waste Management

During our YE Dragons Den interview we met Lisa Thompson from Suez. Lisa is the senior community liaison manager and was so impressed with our pitch that she invited us to share her stand at The Royal Cornwall Show. Suez also bought £50 of our stock and a wooden bodyboard stand, to display in their 'eco shop'. We have since had a subsequent order for stock because they have sold out.

Euronext

We met with Euronext on several occasions to get advice on how we could develop our idea. Ben White, Director of Sales, was really helpful especially when we were considering electronic payment and attending local craft fayres. Ben met with us online several times and kindly sent us follow up emails.

Beach Guardians (Beach cleans)

Thank you Emily and Rob at Beach Guardians for their help and advice when arranging the bodyboard strip. They also took the leashes to use in their beach school so that every part of the board was re-used. Emily also give us social media advice and helped promote Ocean Revolution on Instagram by sharing our posts.