

# Gott's Challenges

**Curriculum Links:** Enterprise, Key Skills, Design & Technology

## Learning Objectives:

- To be innovative in their approach to **solving problems**
- To be able to cope with **uncertainty and change** and respond positively to both
- To **communicate** well – individually and in presentations
- To be able to work effectively in **teams**
- To **create** new ideas and new ways of doing things
- To make reasonable **risk/reward** assessments
- To be able to **evaluate** personal and team performance
- *To have a go – have a 'can do' attitude*

## Gallery Activities

Recognise it

Merchandise it

Experience it

Crack it

## Galleries/Spaces

Online/All Galleries

Museum Shop

Online /Brochures/ Publications  
(available from the Museum)

In School

This theme is designed to complement the secondary Enterprise agenda and engage pupils in a real challenge, in a real context and in a real-life organisation!

In support of this theme, there are a limited number of opportunities for pupils to work with the Museum's staff to 'work up' and realise their ideas. If you think your pupils have come up with a winning idea, why not complete the enclosed application form and send it in to us?

Contact the Museum's Learning & Access Officer for more details.

## BACKGROUND INFORMATION

Armley Mills Museum was once the largest woollen mill in the world and was one of hundreds of mills in Leeds and the Yorkshire Region.

Yorkshire was renowned for its woollen mills, just as Lancashire was for its cotton mills, and the success and growth of the city's industries sprung from enterprising men like John Marshall, Colonel Thomas Lloyd and Benjamin Gott. These men were

forward thinking with enterprising minds and attributes. They often started at the bottom of the ladder and worked their way up with their good business sense and sound financial judgements.

**Benjamin Gott (1762-1841)**, owned a number of mills including Bean Ing and Armley Mills and is a model for entrepreneurial skill and understanding. Gott was a cloth buyer who became a manufacturer, and the development of his business is an example of the growth of the factory system.



He experimented with new ways of making wool cloth, introducing innovations such as steam power. His enterprises were so successful he was rumoured to be a millionaire and his cloth was sold from South America to China.

Gott made a success of his mills for a number of reasons, some of which were that:

- He wasn't afraid to try changing things
- He looked at the bigger 'worldwide' picture
- He wasn't afraid to embrace new ways of thinking and of doing things
- He had a social conscience
- He recognised market needs and adapted to suit them

## PRE VISIT ACTIVITIES

Visit the website [www.mylearning.org](http://www.mylearning.org) and ask students to read through the learning journey on Benjamin Gott, former mill owner of Armley Mills Museum.



Once they have read through the information, get pupils to try the interactive enterprise game on Benjamin Gott and see how well they might have fared if faced with the same decisions Gott the entrepreneur had to make!

**Discuss with your class:**

*What is Enterprise?*

Common descriptions include:

- A business or company
- A project or task
- A bold undertaking
- A venture involving difficulty
- Taking risk
- Showing initiative
- Being creative

What makes an individual 'enterprising'? Ask pupils to think about Benjamin Gott and what made him so successful. Can pupils name any modern day equivalents e.g. Sir Alan Sugar and Sir Richard Branson.

Pupils could research the term enterprise and find out what the differences between business and social enterprise are?

Included in this pack are two activities that could be used as pre visit activities. These should encourage pupils to think about the skills that make a successful entrepreneur and how people with different skills make up successful working teams. They will also judge their own skills and learning styles and how they measure up at present.

**Do you have what it takes?** A self-assessment of pupils skills and attitudes.

**What do I do best?** What type of learner am I and what role would best suit me?

## Forming a Company

Split pupils into groups of 4 or 5. Inform pupils that they will be visiting the Museum and that they will have to come up with an idea for a product or service for Armley Mills. In preparation, each group needs to form a business identity, consisting of:

- A company name
- Logo
- Mission statement
- CVs for each member including details of their roles within the business

Give students a copy of the sheets 'Do you have what it takes?' and 'What do I do best?' to help them decide which roles would best suit them within the organisational structure.

## GALLERY ACTIVITIES

Pupils should work in their groups and, using the Museum, work through the following worksheets:

### Recognize it!

This worksheet gets pupils to think about the type of audiences that the museum caters for and perhaps more importantly, who it doesn't!

### Merchandize it!

Students identify the products sold at the Mill and the primary target market it is aiming at. They will try to identify products that might be suitable for an alternative audience.

### Experience it!

This is an assessment of the events, services and activities that we offer at the Mill. It includes an exercise comparing the Mill to other visitor attractions.

## Gott's Challenges (continued)

### Crack it!

Pupils work up an idea for a product, event or campaign to sell or run at the Mill.

### Materials you will need:

- Copies of the four activity worksheets  
*Note: Please photocopy and bring with you on your visit*
- Clipboards
- Pencils

Pupils could collect materials and evidence from the Museum such as advertising materials, pictures and short video clips using their own digital cameras or mobile phones.

### POST VISIT ACTIVITIES

In their groups, pupils could put together a business plan including a profit and loss statement, schedule of activities and an example piece of marketing for their idea.

Give pupils time to put together a presentation of their ideas to deliver to the rest of the class. They should think about how they are going to present their idea including resources, visual aids and presentation skills.

Should you decide that you want to take this that extra step further, we are always on the lookout for bright ideas to help us at the Mill! If you think you have a foolproof and innovative idea, why not ask pupils to send in their ideas with a completed application form to us, along with a copy of their contact details, CVs and any other relevant information.

We will then consider the pupils applications and decide whether or not we think it would be a viable idea. If the application is successful, the group will have the opportunity to work with our staff to develop their idea and turn it into a reality!

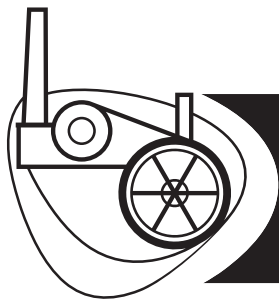
An application can be downloaded from our website at [www.leeds.gov.uk/armleymills](http://www.leeds.gov.uk/armleymills) and visit the learning zone.

### Links

Here are some links to materials that you might also find useful that support this particular theme:

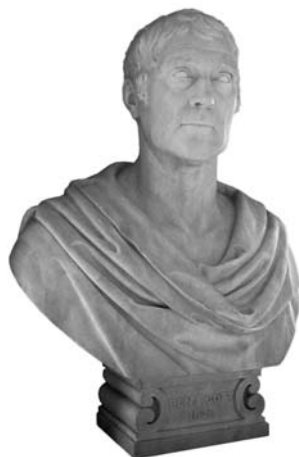
Visit [www.mylearning.org](http://www.mylearning.org) – see Benjamin Gott





# DO YOU HAVE WHAT IT TAKES?

KS3&4  
ACTIVITY



Mr Gott was a leading light in the development of Leeds as a high-profile industrial city. He had many enterprising capabilities. These skills and attitudes are listed below. Have a think about each in turn and try to work out how like Gott you are!

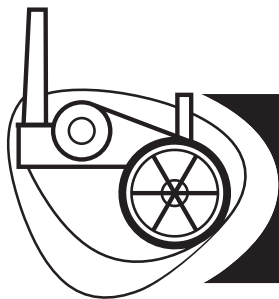
(Obviously, you don't have to have all of these skills and some will develop over time but it makes you think about what it takes to be a successful entrepreneur!)

Skill/Attribute	Yes/No	Can you think of an example of a time when you have shown this?
Handle uncertainty		
Respond positively to change		
Manage stress and tension		
Evaluate performance		
Cheerful		
Self-confident		
Self-reliant		
Self-respect		



## DO YOU HAVE WHAT IT TAKES?

Skill/Attribute	Yes/No	Can you think of an example of a time when you have shown this?
Energetic		
Persistent		
Leadership		
Good communication		
Problem solving		
Planning		
Decision making		
Team working		
Able to implement new ideas		
Value other people's views		
Able to take advice		
Resolve conflict		
Adaptable		



# WHAT DO I DO BEST?

KS3&4  
ACTIVITY



When running a business, different people carry out different job roles depending on their strengths or learning 'styles'. Have a go at our quiz and decide what type of learner you are. This will help you to decide which type of role you should do in your company.

<b>Kinaesthetic Learners – learns through doing, touching and interacting</b>	<b>Yes</b>	<b>No</b>	<b>Jobs that might suit you would include 'making' and 'doing' jobs like a carpenter.</b>
1. I like working with my hands making things			
2. My best ideas come out when I am walking or doing something			
3. I need to touch things in order to learn about them			
4. I am pretty well co-ordinated i.e. not clumsy or awkward in my movements			
5. I like to learn a new skill by doing it, rather than reading how to do it			
6. I like to act things out so that it helps me to remember			
<b>Total score (out of 6)</b>			

<b>Visual Learners – learns through images, demonstrations and body language</b>	<b>Yes</b>	<b>No</b>	<b>Jobs that might suit you would include 'designing' and 'planning' jobs like a website designer.</b>
1. Art is one of my favourite subjects			
2. I'd like to use a camera or camcorder to record what I see around me			
3. I enjoy doing jigsaw puzzles and finding my way through a maze			
4. I like to draw or doodle			
5. I like drawing diagrams and graphs in maths, science and technology			
6. I prefer books that have lots of pictures			
<b>Total score (out of 6)</b>			



## WHAT DO I DO BEST?

<b>Numerical Learners – learns through using numbers and logic</b>	<b>Yes</b>	<b>No</b>	<b>Jobs that might suit you would include 'analysing' and 'organising' jobs like an accountant.</b>
1. I can easily add or subtract numbers in my head			
2. Maths and science are my favourite subjects at school			
3. I enjoy playing games and solving puzzles			
4. I sometimes solve problems in my mind			
5. I always notice when people aren't being sensible in what they say			
6. I like it when things are measured, sorted and put into categories			
<b>Total score (out of 6)</b>			

<b>Auditory Learners – learn best through listening to and vocalising things</b>	<b>Yes</b>	<b>No</b>	<b>Jobs that might suit you would include 'management' and 'sales' jobs like being the boss!</b>
1. I like telling jokes and stories			
2. I know all the words to songs			
3. I always have an excuse for everything			
4. I can memorise loads of information			
5. I like music and dancing			
6. I don't mind talking in front of groups of people			
<b>Total score (out of 6)</b>			

What type of role is best for you? Count up the number of yes's for each box and the one with the highest number is the type of learner you are!

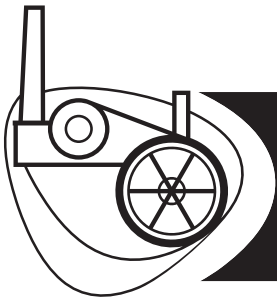
Kinaesthetic Learner ☐

Numerical Learner ☐

Visual Learner ☐

Auditory Learner ☐





# RECOGNISE IT!

KS3&4  
ACTIVITY



In your groups, discuss the type of people who you think visit the Museum.  
Why not ask the staff there and find out what they think?

Types of Customers who visit  
the Museum are:

---

---

---

---

---

---

---

---

---

---

I think the main type of customer is:

---

---

---

The reasons for this are:

1. 

---

---
2. 

---

---
3. 

---

---





## RECOGNISE IT!



Is there any body you think would miss out at the Museum?

Draw or doodle that person here...



What would you like to see in the Museum? Can you think of any examples?

An Event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Activity? \_\_\_\_\_

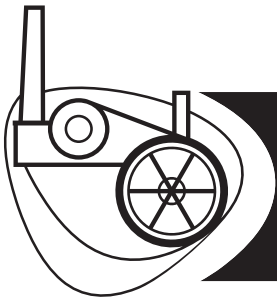
\_\_\_\_\_

\_\_\_\_\_

Product? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# EXPERIENCE IT!

KS3&4  
ACTIVITY

Museums often put on events for people to try and get them to visit the Museum. These events could be anything from a family activity to a murder mystery dinner party!



Investigate the events that are being held at Armley Mills over the next few months.

Date:  
Event:

Date:  
Event:

Date:  
Event:

Date:  
Event:

Date:  
Event:

Where did you find this information from?

---

---

Collect leaflets about other Museums and visitor attractions in Yorkshire.

Look through the information and talk about them in your groups. Do any of the events look particularly fun or interesting to you and why?

---

---

---

---

---



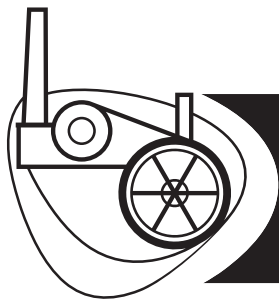
## EXPERIENCE IT!



Discuss in your group: if you were asked to put on an event for people your age at the Museum, what would it be?



Design an advert or poster for your event...



# MERCHANDIZE IT!

KS3&4  
ACTIVITY

Visit the Shop at Armley Mills Museum.



Can you identify 10 products – describe them or draw them, list their prices and say who you think they are aimed at and why:

Product	Description	Price	Target Audience



## MERCHANDIZE IT!

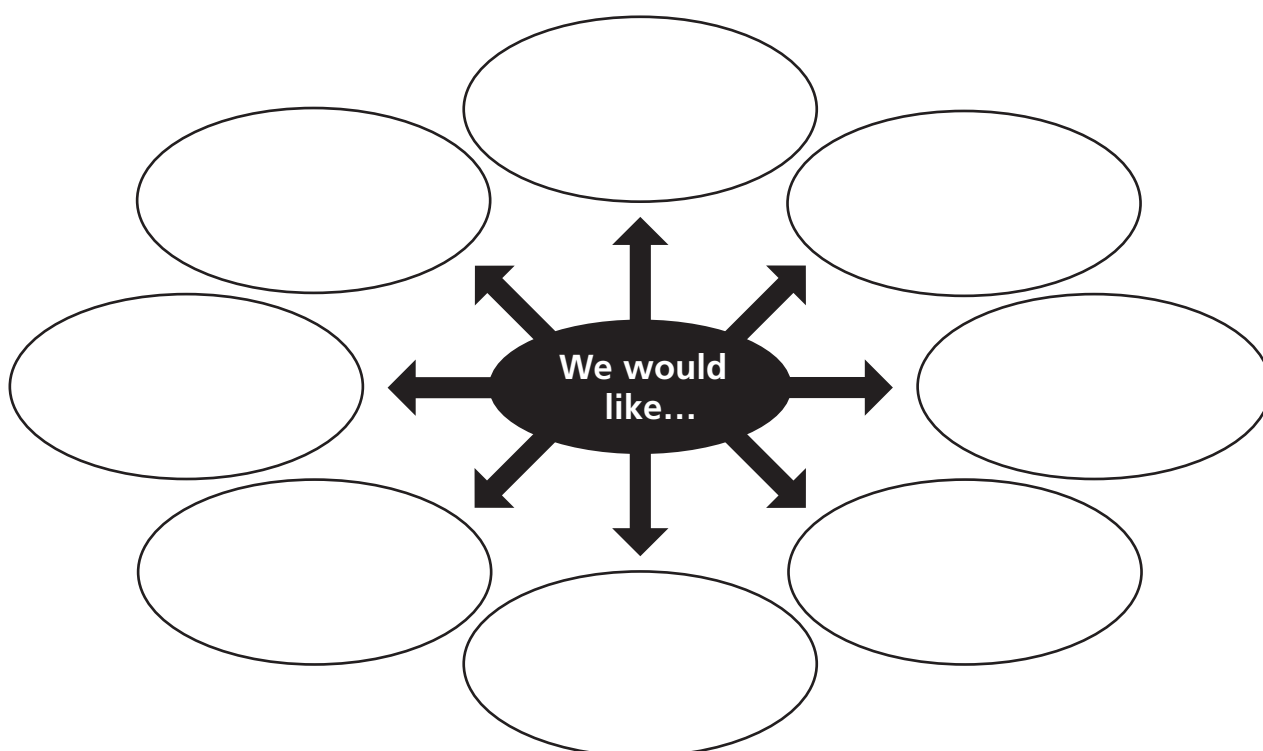


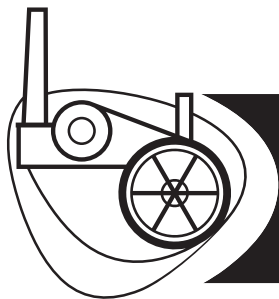
Is there anything in the shop that you would like to buy? You can draw the items here...



Do you have a camera or camera phone with you? Why not take some pictures of some of these things?

Discuss in your group what items would be good to sell at Armley Mills for people of your age...





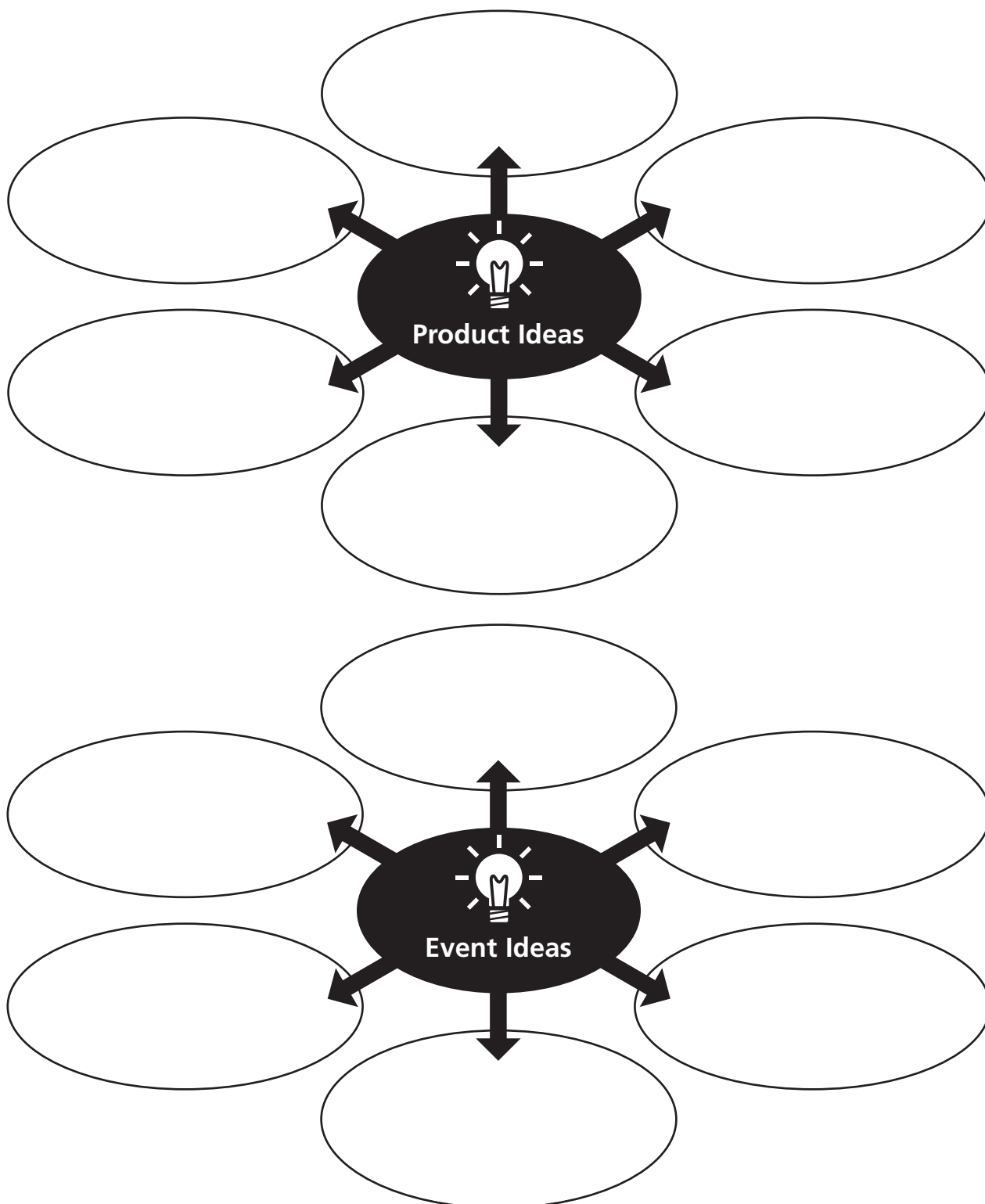
# CRACK IT!

KS3&4  
ACTIVITY

Now that you have a good idea about what the Museum offers, it is time to put your heads together and come up with an idea for an exciting new product or event of your own!



In your groups, come up with ideas for exciting new products or events for the Museum.  
Are you going to design and make a new product or organise an event aimed at a particular audience?





Our idea is to...

It is aimed at...

Describe your product or event in more detail here...

Why did you decide on this?

**SELL!**  
**SELL!**  
**SELL!**

Why do you think your idea would work and what is innovative or original about it?