

NEWS FROM CHRIS ROBERTS MBE PR



THE COTSWOLD CHALLENGE FOR YOUNG PEOPLE IN THE COTSWOLDS AND SWINDON SOON TO LAUNCH WITH EXTRA PRIZES UP FOR GRABS

HUNDREDS of young students in Years 11, 12 and 13 are once again being invited to take part in The Cotswold Challenge (TCC) – a competition featuring three categories: Art & Design; Creative Writing and Innovation & Entrepreneurial Thinking and offering cash prizes and more for the four top winners in each category!

The initiative that was started last year by four philanthropic, self-employed business owners offers a unique creative challenge for ‘The Covid Generation’ of students who will again miss out on their GCSE and A-Level exams.

Last year over 500 students from schools and colleges across the Cotswolds took part in the Challenge but, new for 2021, students in Years 11, 12 and 13 from the Swindon area are being invited to take part. Fiona Scott, one of The Cotswold Challenge team, who owns Fiona Scott Media based in Swindon said: “We never in a million years imagined how successful or popular The Challenge would be. Many schools and students from the Swindon area were disappointed last year that they were not eligible to take part. So, this year, by popular demand, we are extending the reach to schools, colleges and students in and around Swindon.”

Also new for this year, is a Special Recognition Award for Outstanding Talent that will be awarded to one student in each category. Allison Murray of Allison Murray Design explained: “The winners of this special award will be chosen by the four team members of The Cotswold Challenge. There were so many outstanding entries last year that didn’t quite make it to the top echelon of winners and Highly Commended entries, so we wanted to choose three extra talented students that we all felt deserved special recognition.”

There is also another stellar line-up of expert judges for TCC 2021 with two of the celebrity judges offering to support the initiative for the second year running. Being welcomed back for 2021 are TV personality and interior designer, Laurence Llewelyn-Bowen judging the Art & Design category and BBC Countryfile presenter and Cotswold farmer, Adam Henson, who will be judging Innovation & Entrepreneurial Thinking (I&E). TCC team member, Chris Roberts of Chris Roberts MBE.PR added: “The Cotswold Challenge team is also thrilled to welcome to the Challenge for the first time Trigger Happy personality and comedian, Dom Joly, who will be heading up the Creative Writing judging team.”

Nigel Chute of Chute Design based in Cirencester acknowledged that it would not have been possible to hold The Cotswold Challenge without the support of generous sponsors. Nigel said: “Despite the whole country finding life difficult during a global pandemic, we were surprised and completely over the moon to receive a lot of generous support from several businesses and individuals. Their generosity has enabled the team to offer significant cash prizes to the winners.”

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When The Cotswold Challenge team first met up virtually in March 2020, they had no idea how successful and well-received the initiative would be. Since then, The Cotswold Challenge has been shortlisted for three business and community Awards, has been mentioned in Parliament and has received a letter of congratulations from the Secretary of State for Education.

The Cotswold Challenge 2021 will be launched on Tuesday 1st June and Years 11, 12 and 13 students from across the Cotswolds will be invited to take part as well as students in those same year groups from Swindon and surrounding area. The entry forms and details of how to enter can be found on www.thecotswoldchallenge.com and the closing date is Tuesday 6th July.

ENDS

EDITORS' NOTES

Attached logo for The Cotswold Challenge showing the launch date

For any more information, please contact: Fiona Scott (for Swindon queries) on 07789 270030 or email fiona@fionascott.co.uk or Chris Roberts MBE (for Cotswolds queries) at 01285 712150, 0744 350 0744, chrisrobertsmbe@gmail.com.

JUDGES FOR THE COTSWOLD CHALLENGE 2021

Art & Design:

Val & Martin Adamson – The Sculpture Studio
Lady Bathurst of Cirencester Park
Martin Burgess – Art gallery owner & artist
Paul Cottrell – Creative writer & oil artist
Arron Crascall – YouTube artist
Trevor Hart – Creative writer, artist & commercial photographer
Laurence Llewelyn-Bowen – TV presenter and interior designer
Lucy McMillan-Scott – Portrait artist
Nic Vickery – Artist
Sally Wyatt – Artist

Creative Writing:

Angela Atkinson – Author & Swindon blogger
Kim Harvey – Owner of The Mad Hatter Bookshop, Burford
Amanda Jennings – Author
Dom Joly – TV personality and comedian
Fiona Scott – Journalist and media guru
C L Taylor – Author

Enterprise & Innovation:

Nigel Chute – Owner of Chute Design, Cirencester
Nicky Godding – Editor of Business & Innovation magazine
Adam Henson – TV presenter & Cotswold farmer
Andy Langley – CEO of tech company Ntegra, Swindon
Verity Manners – Co-owner of Wrag Barn Golf Club, Highworth
Caroline Summers – Sales Director of The Paperback Shop, Fairford

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Jeevan Thandi – Owner of Enterprize

Ruth Waddingham – Designer & innovator

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