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| **To:** All Kent Secondary School Headteachers.**Purpose:** To advise about KCC Trading Standards initiatives to support PSHE / Citizenship**Priority:** Urgent**Response Required:** Yes, for follow-up information. | **Public Protection** Invicta HouseCounty Hall MAIDSTONEME14 1XXPhone: 03000 413354Ask for: Sandra CookEmail:  sandra.cook@kent.gov.uk 2 December 2015Young Consumers of the Year |
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Dear Teacher

**Young Consumers of the Year Competition 2015/2016**

KCC Trading Standards is keen to support teachers with the delivery of consumer education. Our intelligence shows that young people need to learn the skills, attitudes, knowledge and understanding necessary to become empowered consumers. Never have these skills been more needed than today, as people of all ages, from all parts of society, face complicated choices with far reaching consequences.

One important initiative is the national Chartered Trading Standards Institutes’ (CTSI) Young Consumers of the Year competition, which covers the main 5 subject areas and links in to several other areas of the curriculum that are relevant to the work that teachers undertake. It is both educational and fun and whilst helping students to develop their personal life skills it also gives them a practical understanding of their consumer rights and encourages them to become confident consumers.

The quiz tests their knowledge on a wide range of subjects, such as consumer and law, food and health, safety and the environment, managing money and finance, credit and the European dimension.

We are now inviting teams of four students aged 14-17 from schools, colleges and youth groups to participate in the initial stage of this competition. This will be an online quiz.

**Competition rules**

* The competition is open to teams of four, from schools, colleges and youth groups.
* A team of four students may only ever enter the competition once. It is, however, possible to submit a team with a maximum of two members who have taken part in a previous year, provided that the team of which they were originally members did not proceed to a regional final.
* Team members must be aged between 14 and 17 years at the start of the competition in September. They must not have reached the age of 18 before
1 January 2016.

**How to enter**

To register to take part in this competition, complete the form on the 'register to take part' webpage and submit all entries before 15 January. To register to take part, please go to this link: <http://www.tradingstandards.uk/events/ycoyreg.cfm>

You will be asked for the following details when you register for the competition:

* name of school
* local authority (KCC)
* school address
* email address
* team names

**Important: Please make absolutely sure when selecting your team that examination commitments will not prevent them from competing in the national final, should your team qualify.**

**Elimination Round**

* You can register an unlimited number of teams
* Each team to comprise of four students
* All teams must have a unique name
* Each team may submit only one entry
* All questions are multiple-choice
* There is a one hour time limit to complete the questions
* Each team’s scores will be sent to the school after the closing date of 5.00pm on Friday 1st February 2016
* Top scoring teams from the local online quiz will be put forward to take part in the regional finals.

**Regional final**

* This round will be run online and teams from the region will take part on the same day at the same time. Date to be confirmed.
* The top scoring team will gain a place at the National finals.

**National final**

* The national final will be taking place taking place in London on 9 & 10 June 2016.
* It will consist of six teams:
Two from the North of England
Two from the South of England (one of which will be from London)
One from Wales
One from Scotland
* CTSI are able to provide a contribution towards supporting travel expenses and will cover the costs of food and accommodation for each team, plus one teacher. KCC will make up the difference of the travel expenses.

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**Please let me know how many teams you have registered to take part. This will enable me to keep a record and to check with the organisers that your registration has been successful.**

I look forward to hearing from you.

Yours faithfully



**Sandra Cook**

Vulnerable & Young Consumers Project Officer

Trading Standards