# Social Enterprise in EDUCATION Business Plan

School name:Dairsie Primary School

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| Section One: Introduction and Background | |
| Briefly, what is your idea and why has it a good chance of working? | Our idea is to establish a community café for all the members of the community. Our community café has a good chance of working as it is one of a kind. From the data we have gathered we know that within the community there is currently a lack of social events and clubs available for community members. Also, who doesn’t like having a blether, a brew and a nice piece of cake? |
| Section Two: Leadership | |
| Who will lead the enterprise and where does it fit within the school’s structure? | Our enterprise project will be lead and managed by the community café committee. All pupils will be given the opportunity to participate in the setting up and running of the café. The community café is directly linked with our community garden, and both are key elements of our school structure. The community is also linked to our health tuck, eco committee and house committees. |
| What leadership skills will you gain or begin to develop through the enterprise? | The pupils of the school will be responsible for the setting up and running of the community café. Pupils will begin to develop and demonstrate their organisational and time management skills as we will have to work towards deadlines. As we will be selling products it will help us enhance our money handling skills and communication skills. This project will also help us to work cooperatively in teams in order to reach an end goal. |
| Section Three: Objectives | |
| What are the main things you want to achieve with the enterprise? | |
| Objective 1: | To create a safe, welcoming environment for all members of the community to socialise and get to know each other. |
| Objective 2: | Use fresh produce grown in the community garden to make an assortment of healthy, hearty dishes and cakes, which will be available to purchase for a small cost at the café. |
| Objective 3: | Our last objective aims to target loneliness and dementia. This year we have been working with residents at North Eden House, the local care home. All the pupils enjoy getting to know the residents and sharing new experiences with them. Many of the residents suffer from dementia, and the whole school has completed a dementia awareness course, to help us communicate with them. Our community café will involve residents and give them the opportunity to meet new members of the community. We also know that loneliness is a current issue in society. Therefore, our community café aims to tackle this issue by including all members of the community. |
| Section Four: Products/Services | |
| What is the product(s) you are selling?  If it is a service, outline this as clearly as you can. | Products- A selection of fresh, homemade soups, cakes and hot drinks. The products will be made using produce grown in the community garden.  Service- To create a safe, welcoming place for members of the community to socialise and enjoy a blether, a brew and a bonnie view. |

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| Section Five: Analysis of your market | |
| a) How do you know there’s a need? | There are a number of vulnerable people in our community that would like a place to go. |
| b) Who are your customers? | Members of our community that |
| c) Who are your competitors? | We have no competitors as there are no cafes in the village. |
| e) What prices will you charge? | Prices start from 50p. |
| f) What image are you trying to project? | A warm, friendly place where everyone and anyone is welcome. |
| g) What methods will you use to promote and sell your product? | We already use social media, we have painted a big banner for the side of the school and have put up posters and leaflet dropped around the village. |
| **Section Six: Social, Environmental & Economic Impacts** | |
| **Social Impacts** | It gives lonely older people a place to come and socialise with other members of the community. |
| **Environmental Impacts** | Turned an unused piece of land into a community garden that looks after wildlife too. |
| **Economic Impacts** | Raise money and awareness of current social issues. |
| Section Seven: Start Up Issues | |
| When did the enterprise start? Or when will it start? | January 2018 |
| Number and age group of pupils working on the project? | 60 pupils, between the ages 5 and 12. |
| Where will it run? | It will be run in our school. |
| How often will the enterprise run? | The community café will run once a month. |

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| Section Eight: Finance | |
| INCOME:  Where will you find money to start up the enterprise? | We ran a Castle tours enterprise event and raised £200 pounds. |
| EXPENDITURE:  What expenditure will be incurred in running the enterprise? | We had to buy the cups, plates, tea pots, table covers, vases, platters etc. However, we bought all of this stuff from charity shops which is good for the environment and saved us money. |
| Explain how you will make a profit and what you will do with your profit. | We plan to make a profit by growing all our own produce as seeds are much cheaper than plants and vegetables.  We plan to use the profit to keep our café running and to plan and organise day trips and events that the vulnerable people in our community can come to and enjoy. |
| **Anticipated Annual Turnover:** | £500 - £800 pounds |