

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Pirie Park Primary School

Section One: Introduction and Background

Briefly, what is your idea and why has it a good chance of working?

Our social enterprise aims to train children and their parents in computer programming through designing and programming computer games and cartoons. We also provide entertainment services by hosting arcades to stage our work. This has a good chance of working because computer games and cartoons are very popular, and programming is an invaluable skill.

Section Two: Leadership

Who will lead the enterprise and where does it fit within the school's structure?

The enterprise will be lead by primary 5 and 6 pupils, with a core of primary 4 game designers and coders to create games. Pirie Park Primary is committed to developing digital literacy as part of its school improvement plan. Therefore, our social enterprise club fits comfortably within the school's structure.

What leadership skills will you gain or begin to develop through the enterprise?

Leadership skills include:

- Communicating at various levels: peer to peer, department level, whole school level, community level
- Budgeting and managing resources
- Presenting business information on various software
- Marketing and selling services to potential customers

Section Three: Objectives

What are the main things you want to achieve with the enterprise?

Objective 1:

Bring parents and children together through computer programming

Objective 2:

Equip children and parents with knowledge and skills to gain employment working in computer programming

Objective 3:

To raise money to reinvest back into the enterprise

Section Four: Products/Services

What is the product(s) you are selling?

If it is a service, outline this as clearly as you can.

We provide a training and entertainment service.

(i) training – we train children and parents in computer programming

(ii) entertainment – we provide arcades where children and parents may attend to try out games and win prizes

Section Five: Analysis of your market

a) How do you know there's a need?

Computer programming is an essential skill for future employment. More jobs are being performed by computers, so in the future there will be a greater need for knowledgeable and skilful computer programmers to instruct technology. As well as this, the profit we made from our Christmas arcade shows that there is demand for our entertainment services.

b) Who are your customers?

Our customers are children and parents from the school.

c) Who are your competitors?

There are a number of ICT training and computer entertainment enterprises operating in Glasgow.

e) What prices will you charge?

For our arcade we had three prices for tickets, depending on the type of ticket bought. £0.50 for a silver ticket, £1.00 for gold and £1.50 for diamond. Each ticket had different levels of access to the arcade.

We would like to keep our training services free to encourage parents and children to come.

f) What image are you trying to project?

We want to show our enterprise as looking forward into the future.

g) What methods will you use to promote and sell your product?

Methods to promote and sell products include:

- Competitions and prizes for gamers and coders
- Advertising using posters, questionnaires etc
- Multiple arcade ticket prices

Section Six: Social, Environmental & Economic Impacts

Social Impacts	Bringing children and parents together to help them about of technology.
Environmental Impacts	Our use of energy will be high because of the size of the club. Programmers and leaders will all use a computer each. We must think about sharing computers to cut down on our energy use. This is also important if we want to keep our costs low.
Economic Impacts	Training children and adults to be able to use essential skills in an economy controlled by computers

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	The social enterprise began in September 2017.
Number and age group of pupils working on the project?	There are 22 children attending the club. Children attending the club are aged 8-11 years old.
Where will it run?	It ran from September to December and will continue from January to June.
How often will the enterprise run?	The club is held every Tuesday after school from 3-4pm.

Section Eight: Finance

INCOME:

Where will you find money to start up the enterprise?

The enterprise has already earned £107 from its entertainment services, specifically from selling arcade tickets.

EXPENDITURE:

What expenditure will be incurred in running the enterprise?

Our main expenditure will come from electricity use for all of the computers we use. We will also need to purchase food, decorations and prizes for the entertainment services we provide.

Explain how you will make a profit and what you will do with your profit.

We will make a profit by spending less on prizes and decorations than we earn for our entertainment services. With our profit we will keep the social enterprise attracting people to learn about computer programming by reinvesting in prizes and decorations.