

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: St Denis' Primary School

Section One: Introduction and Background

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

We have decided to create and sell products to young persons without our school, as well as to members of our local community, that promote positive mental health strategies and positive emotional wellbeing. In our classroom, we focus a lot on mindfulness and want to further promote this within our school and local community. We know this will have a very good chance of working as it is part of our school aim to engage with members of our local community. We feel by raising money for the 'With Kids' charity we will be successful in reaching this aim at a wider level.

Section Two: Leadership

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

Whole-class project (Primary 4 – T.A.L.E.N.T (Talk About Love End Negative Thoughts) led by Miss Dunne and Miss Cocozza.

Team Leaders: Caleb, Zohra, Vincent, Ellie and Leo.

Enterprise will aim to raise money for 'With Kids' charity organisation who is already involved in helping the children of St Denis' Primary. Our enterprise also fits in with our school's mental health week as the workshop will take place during this week. Furthermore, our enterprise will fit in with our overarching school aim of promoting the positive emotional wellbeing of all young people and the inclusion of our local community.

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

- Communication – working together as a team and taking everyone's ideas on board, compromising and contributing for the sake of the team.
- Creativity – creating a variety of products. Re-evaluating and re-designing our products and design processes to produce our best work.
- Negotiation – we will always go with the consensus of the whole-class when decision making. We will utilise individual special talents, selecting proto-types, to meet the entire team's aim.
- Autonomy and initiative – taking responsibility for our own enterprise relying little on teacher input.
- Conflict resolution
- Effective management/organisational skills

Section Three: Objectives

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

Objective 1:	To provide as many people as possible with positive mental health strategies.
Objective 2:	To raise awareness of the importance of young people being aware of their mental health and ways they can try to positively change their mind-set.
Objective 3:	To raise money for local charity 'With Kids' so that they can continue to work with young people by helping them towards positive mental health. They do an excellent job within our school, and we'd love to help them in reaching as many young people as possible.

Section Four: Products/Services

What is the product(s) you are selling?

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

Mindfulness Products:

- Mindfulness Jars – the glitter that collects at the bottom of the jar represents your worries. When you shake the jar, watch your worries float away. Inspired by “inside out” our mindfulness jars represents different emotions based on characters we have created.
- Pocket Poems – pocket sized positive poems you can carry with you anywhere to keep you happy.
- Bookmarks – colourful and inspiring bookmarks for when reading.
- CD – we created a CD containing four class-written positive songs, and four readings of calming and relaxing poetry.
- Stress Balls – homemade stress balls, using balloons and a combination of flour and sand; this will give people an object to release tension out on as well as to fidget with.
- Worry Stones – collected on a beach, these dark stones are transformed into colourful objects of escape for an individual.
- Mindfulness Activity Journals – created by the children themselves, each page has a different activity to help the reader relax and escape their worries.

Section Five: Analysis of your market

a) How do you know there's a need?	During Children's Mental Health week, we were more aware of the importance of promoting positive mental health and strategies aimed at the young individuals in our school community. The children themselves are always very vocal and honest about their worries and daily stresses.
b) Who are your customers?	Our customers will mainly be the pupils in our school. Our products are aimed at different age groups within our school. We received a better understanding of this after we did a pre-order list of which items each class preferences. We will also aim our products at local families and the wider community.
c) Who are your competitors?	Companies that sell/promote play therapy products such as www.childtherapy.com and www.playtherapysupply.com .
e) What prices will you charge?	<ul style="list-style-type: none"> • Donation for entry to mindfulness workshop. • Bookmarks: 50p each • Pocket Poems: 50p each • Mindfulness Jars: £1.50 each • CDs: £2.50 each • Stress Balls: 50p each • Worry Stones: 50p/£1.00 • Mindfulness Activity Journal: 50p
f) What image are you trying to project?	We are trying to project a mindfulness image, reminding/informing young people of the importance of taking the time to relax, de-stress, and talk about how you feel. Overall, we'd like to encourage young people to be 'mindful' of their mental health and how they can try and improve their mind-set.
g) What methods will you use to promote and sell your product?	<ul style="list-style-type: none"> • Send letters home • Whole-school involvement: ask pupils to bring in things we need to make our products, such as glass jars. • Pre-order list. We will go around each class in the school displaying our products and price lists and create a pre-order list of which items people are interested in. This will give us an estimate of how much we need to make, how much profit we can expect, our target audience for each product, whilst advertising these products that will be sold on the day in our workshop. • The school's twitter post • We will play our CD during assembly so the members of the school community can hear it before buying it. • Mindfulness Workshop. We will invite people into the PE hall where we will hold a whole-day workshop selling and promoting our products, raising as much money for our chosen charity as possible.

Section Six: Social, Environmental & Economic Impacts

Social Impacts	Aims to improve young people's emotional well-being by socially providing support in the form of positive mental health strategies/products.
Environmental Impacts	We will consider environmental impacts throughout our enterprise project by keeping our wastage to a minimum. For example, we asked both our school and local community to donate both empty jars and clear plastic bottles. As a result, we were overwhelmed by the kind response and were reminded of the importance of re-using recycled materials to further impact our environment in a positive way!
Economic Impacts	The making of our enterprise will utilise the most cost efficient and environmentally friendly processes. We will raise money for a local charity through profit making and reducing expenditure costs wherever possible. We will estimate an annual turnover and how our enterprise can have a long-term economic impact.

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	23 rd of January. We began planning our project the day of our visit from members of the Social Enterprise Academy when they came into school to do an introduction lesson. Mindfulness Workshop will be on the 20 th of February.
Number and age group of pupils working on the project?	Primary 4 class – ages 7-9 years.
Where will it run?	School P.E. hall – 'mindfulness workshop'. (Familieis and local community) Delivery service for pre-orders.
How often will the enterprise run?	Creating our products for our enterprise project will occur every Monday, Tuesday and Friday. Our workshop will take place the 20 th of February. Our enterprise project will fit into our school, as we aim to have each class taking turns in running the positive mental health enterprise project every term. We aim to continue raising money for similar local charity's with our work.

Section Eight: Finance

<p>INCOME: Where will you find money to start up the enterprise?</p>	<p>Investors – Miss Dunne and Miss Cocozza will invest in buying what is needed to create and promote our products. We will utilise the most cost efficient options and will continuously re-evaluate the design processes of our products. We will assess our market and calculate how much of each product we will have to make.</p>
<p>EXPENDITURE: What expenditure will be incurred in running the enterprise?</p>	<p>Receipts from all expenditure will be kept.</p>
<p>Explain how you will make a profit and what you will do with your profit.</p>	<p>We will calculate our profit and loss to ensure investors receive money back for their expenditure contributions. We will also create our products in the most cost efficient way and deciding prices that will ensure a clear profit.</p>
<p>Anticipated Annual Turnover:</p>	<p>Pre-order list:</p> <ul style="list-style-type: none"> • Jars: 123 persons. £1.50 each. Approx. £184.50 returns. • CD: 29 persons. £2.50 each. Approx. £72.50 returns. • Bookmarks: 107 persons. 50p each. Approx. £53.50 returns. • Pocket Poems: 68 persons. 50p each. Approx. £34 returns. • Stress Balls: 148 persons. 50p each. Approx. £74 returns. • Worry Stones: 20 persons. 50p each. Approx. £10 returns. • Mindfulness Activity Journals: 12 persons. 50p each. Approx. £6 <p>Estimated total from one workshop: £434.50</p> <p>If enterprise is redone 4 times in one year by different classes (once per term), our annual turnover for local charities would be 4 times this amount.</p> <p><i>Example: £1738.00</i></p>