

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Aberlady Primary School

Section One: Introduction and Background

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

2016/17 P6 and P7 classes ran a very successful silent art auction that portrayed paintings of key features from around the village. It was decided that the monies raised would be reinjected back into the community via a further social enterprise initiative. The P7's left for high school and their suggested way forward was to have hens and sell their eggs. The current P7 class took the lead role into the research of the initial idea. They came up against too many barriers and it was decided to go back to the planning stage. The pupils produced presentations to members of the wider community in a dragons den activity. The agreed way forward was to use the monies raised to purchase an outdoor oven for making and selling pizzas to the Aberlady community. Pupils researched outdoor ovens, costings and contacted the relevant departments of East Lothian Council for the initiative to go ahead – Health & Safety, Food Hygiene, Planning and Architects. The model of outdoor oven selected by the pupil was UNNI 3. The backstory to the UNNI oven fitted well as that too started as a social enterprise based on crowd funding and the founder is from Edinburgh.

The business is of benefit to the school and wider community because the pizzas will be sold at a very competitive price and the profit will go towards the running of a community evening for the local elderly residents at the community hall. The pupils also researched the Health and Wellbeing benefits gained by elderly community members through engaging with younger members of the community. The community evening will be sustained as the current P6 (2017/18) will also be involved in putting on the evening in preparation for them to take on the lead role next session. The school will benefit from the outdoor oven as it will support outdoor learning as well as Food Education as part of the Health and Wellbeing learning experiences.

Section Two: Leadership

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

The enterprise will be ran by the P7 class and supported by the P6 pupils. The nursery pupils will support the enterprise by growing vegetables that can be used for the making of the pizzas. The sustainability of the social enterprise will be identified in the yearly plans of the classes involved.

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

- Effective Contributor – good team work
- Confident Individual – communicating and relating to others
- Successful Learner – plan, organise and run outdoor oven and community evening
- Responsible Citizen – understanding the needs of different people in the Aberlady community

Section Three: Objectives

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

Objective 1:

To raise awareness of Social Enterprise and develop pupils understanding of how communities can benefit

Objective 2:

To give pupils the opportunity to be responsible citizens and make a positive contribution to the Aberlady community

Objective 3:

To learn skills for life, work and learning

Section Four: Products/Services

What is the product(s) you are selling?

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

Selling pizzas to raise the monies required to put on a community activity evening for the elderly members of Aberlady. Pupils have identified within the parent and wider community who can support the evening e.g. Mrs McCann - art

Section Five: Analysis of your market

<p>a) How do you know there's a need?</p>	<p>The pupils identified that being engaged in social interaction 'having a chat' and being active has an impact on people's wellbeing. The pupils contacted sample members of the community, all of whom agreed there was a need for more social opportunities for the elderly.</p> <p>The outdoor oven will support outdoor learning, creative cooking learning experiences as well as drive the social enterprise profit making idea.</p>
<p>b) Who are your customers?</p>	<p>Pupils, staff, parent community, wider community</p>
<p>c) Who are your competitors?</p>	<p>There are a few local restaurants which only open at night as well as a pizza van that only comes to the village at the weekend (on some occasions?)</p>
<p>e) What prices will you charge?</p>	<p>We will buy in the ingredients as well as use those grown by the nursery pupils. Ensuring the pizzas are affordable for all members of the community will be the main factor to consider when calculating the selling price for the pizzas. The objective is to make just enough profit to purchase items for the community night as well as having enough in the bank for the next batch of ingredients.</p>
<p>f) What image are you trying to project?</p>	<p>We are aiming to show that it takes a community to raise a child and that the child can give to the community. To try and show that young and old can work together and build positive relationships and that we can learn from one another.</p>
<p>g) What methods will you use to promote and sell your product?</p>	<ul style="list-style-type: none"> • Flyers • Web-site • Newsletter • Local events – community lunch • Local Council Jim Goodfellow will open first pizza stall & attend Community Night

Section Six: Social, Environmental & Economic Impacts

Social Impacts	<p>Developing pupils awareness of the needs of the local groups in the community</p> <p>Providing a service and meeting place for a local community group (elderly)</p> <p>Giving the pupils the opportunity to be responsible citizens and make a positive contribution to the Aberlady community.</p>
Environmental Impacts	Ingredients used will be fair trade as well as home grown vegetables by the nursery pupils
Economic Impacts	Providing a service for the community and profits made from the outdoor oven pizzas will be reinvested into the community evening and future pizza ingredients at a calculated risk

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	2016/17
Number and age group of pupils working on the project?	<p>44 P6 & P7 pupils = 2016/17</p> <p>21 P7 pupils supported by 22 P6 pupils 2017/18</p>
Where will it run?	School Hall
How often will the enterprise run?	<p>Pizza selling – weekly</p> <p>School Hall – 1 per term</p>

Section Eight: Finance

<p>INCOME:</p> <p>Where will you find money to start up the enterprise?</p>	<p>2016/17 – Social Enterprise – Art Auction</p>
<p>EXPENDITURE:</p> <p>What expenditure will be incurred in running the enterprise?</p>	<p>Purchase of 2 UNNI3 ovens</p> <p>Initial Ingredients</p> <p>Equipment for Community Night</p>
<p>Explain how you will make a profit and what you will do with your profit.</p>	<p>Profit will come from pizzas and any donations received at the community activity evening.</p> <p>The profit will be reinvested to buy further ingredients and resources for the community evenings.</p>
<p>Anticipated Annual Turnover:</p>	