

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Kilpatrick School Cafe

Section One: Introduction and Background

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

To run a cafe for 1 hour on Friday mornings.

This project aims to adapt an existing cafe which has been part of the senior phase curriculum for many years by adopting the social enterprise ethos and principles.

Our existing World of Work cafe has been very successful and already has a customer base which consists of staff, pupils, family and friends of Kilpatrick School

Section Two: Leadership

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

Sixth year pupils who have already worked in the cafe the previous year will adopt a lead roll along with the school staff – Margaret Dick, Donna Boyd and Jackie Hannah.

The cafe experience has been part of Kilpatrick School's senior phase curriculum for over 25 years. Its principle objective is to prepare senior pupils for life and work when they leave school.

Pupils progress from their S4 introduction to the world of work in the Kilpatrick Workshop to working in the cafe in fifth year. Some sixth year pupils will work in the cafe again and will take on a lead/peer tutor role. After World of Work training in the cafe we carry out work experience with a local company during 6th year.

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

Discussion with 6th year pupils identified the following leadership skills and activities:

- Communicating with others
- Supervising other pupils (6th years)
- Working together

Section Three: Objectives

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

Pupils Identified the following objectives as a result of class discussion.

Objective 1:	To provide training in work experience for S5&6 pupils, through which we will develop communication and team working skills.
Objective 2:	To help other people with money raised. Requests are made by school staff and pupils to run cafe one off special cafes to fund raise for good causes eg – awamu, McMillan Cancer Support Big Coffee Morning
Objective 3:	To raise funds for activities in the senior phase World of Work programme – subsidises our Outdoor Activity Residential Stay (at least 50%) and pay for an end of session outing for pupils in the senior phase

Section Four: Products/Services

What is the product(s) you are selling?

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

Cakes, scones and biscuit prepared by senior phase pupils in Home Economics.

Tea, coffee and juice.

Section Five: Analysis of your market

a) How do you know there's a need?	<p>The cafe in a variety of formats (it started life as the Doughnut Bar) has been an integral part of Kilpatrick School's curriculum for over 25 years. The 'cafe experience' is an important element of preparing our young people for Work and Life after school.</p>
b) Who are your customers?	<ul style="list-style-type: none"> • Teachers. • Support staff • Primary and Secondary pupils • Parents and carers • Friends of the Kilpatrick School community
c) Who are your competitors?	<ul style="list-style-type: none"> • Tuck shop run by catering staff
e) What prices will you charge?	<ul style="list-style-type: none"> • Special Coffee – 65p • Tea and coffee – 40p • Scones, cakes and traybakes – 45p • Juice – 20p
f) What image are you trying to project?	<ul style="list-style-type: none"> • Friendly • Polite • Hardworking • Business like • Learning
g) What methods will you use to promote and sell your product?	<ul style="list-style-type: none"> • School newsletter • Weekly bulletin • Fliers on school notice boards

Section Six: Social, Environmental & Economic Impacts

<p>Social Impacts</p>	<ol style="list-style-type: none"> 1. Funds raised by cafe will be spent on senior phase pupils. S5 take part in an Outdoor Activity Residential Stay which aims to prepare pupils for work and life by building confidence, developing team working skills and encouraging pupils to challenge themselves by undertaking new activities. This activity has been 50% subsidised from the funds raised in the cafe for several years now. Funds are also used to pay for an end of year outing for all pupils in the senior phase. 2. Special Fund Raising Events - Funds are donated to good causes identified by the whole school community – McMillan Nurses’ World’s Biggest Coffee Morning, Cancer Research, Awamu (providing teas for parents after Christmas service) and Red Nose Day are a few of the causes we have supported.
<p>Environmental Impacts</p>	<p>We recycle as much waste as possible in the cafe – paper plates</p> <p>We are moving towards composting coffee waste and tea bags.</p> <p>For some time now we have used ceramic mugs and plastic tumblers to serve drinks in rather than plastic cups. These are washed and reused. We also wash and reuse plastic knives and teaspoons.</p>
<p>Economic Impacts</p>	<p>Preparing young people for a socially and economically productive life beyond school is a core element of the activities they undertake in the World of Work Cafe. This does not happen in isolation. Pupils progress from the enterprise activities of the Kilpatrick Workshop, through the cafe and on to work experience placements.</p> <p>Preparation for post school also includes activities such as personal presentation, mock interviews, preparing a CV and independent travel.</p> <p>Many of the young people who attend Kilpatrick School come from homes where no one works and may therefore have no role models to teach them the skills required for finding work or even filling their day in a positive way. The work undertaken in our Social Enterprise initiatives and the World of Work programme aims to develop skills in our students which will support them in their lives beyond school.</p>

Section Seven: Start Up Issues

<p>When did the enterprise start? Or when will it start?</p>	<p>The World of Work Cafe has been part of Kilpatrick School's preparation for post school for senior pupils for over 25 years.</p> <p>As a result of the work being done in Kilpatrick Workshop, in session 2013/14 we decided to look more closely at how we run the cafe and try adopt the Social Enterprise principles. Many of our practices already met the criteria of Social Enterprise particularly in relation to social impact and our use of the funds we raise.</p> <p>In the areas of environmental and economic impact we have had to make some small adjustments to our practice – recycling of waste, use of Fairtrade ingredients where possible</p>
<p>Number and age group of pupils working on the project?</p>	<p>12 pupils aged between 16 and 18 (5th and 6th year pupils) are allocated to the World of Work Cafe this year. They work in 2 teams of 6 pupils for half a session. When not in the cafe pupils undertake an Independent Travel course.</p>
<p>Where will it run?</p>	<p>In Home Economics room which will be transformed into a cafe and back again between 9am and 12am.</p>
<p>How often will the enterprise run?</p>	<p>Cafe is open every Friday from October – June from 10 am – 11am. Pupils work in the cafe from 9am – 12am; setting up, serving etc, clearing up</p>

Section Eight: Finance

INCOME:

Where will you find money to start up the enterprise?

Each year some money is not spent and this is used as working capital to get started in the new session.

EXPENDITURE:

What expenditure will be incurred in running the enterprise?

Weekly expenditure – cakes, scones, tea, coffee, juice, milk, sugar, paper plates, napkins.

Occasional expenditure – plastic knives and spoons, replacing equipment – coffee machine, aprons, cups etc

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

Selling our own home baking instead of buying it in keeps the cost of cakes to a minimum. Many of our customers are children so we want to keep the cost of coming to the cafe as cheap as possible. We hope that our customers will then be able to afford to come more often. Lots of customers means that we have more opportunities to practice our customer care skills.

Using cups, tumblers etc which we wash helps to keep the cost of equipment down.

This approach has proved successful and has sustained the cafe over many years.