

# SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

**School name: Bellahouston Academy – BLAZING SQUAD**

## Section One: Introduction and Background

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

Blazer recycling , taking preloved blazers and making them available for other pupils to use, either to swap up a size or give a pupil a blazer who cannot afford one.

## Section Two: Leadership

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

The "Blazing Squad" comprises of Kinza, Fizzah, Nesha And Natasha. We do this voluntary and outwith school hours we do it during intervals and lunches.

It is not timetabled but a whole school initiative.

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

Enjoyment of helping others, making people feel included. Starting to be able to lead a team and lead a project. Thinking through problems and finding a solution. Delivering our message to other people.

Dealing with people , the cleaning company and parents at school visits

## Section Three: Objectives

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

Objective 1:

Helping the environment by recycling the blazers

Objective 2:

Raise the profile of the school in the community

Objective 3:

Let everyone have a chance of a blazer, inclusion

## Section Four: Products/Services

<p>What is the product(s) you are selling?</p> <p>If it is a service, outline this as clearly as you can.</p>	<p>We recycle used Blazers,</p> <p>Pupils swap their blazers for a bigger size or if they don't have one we give them a blazer.</p> <p>Or they donate their blazer when they have finished with them.</p> <p>When we receive a blazer, it gets sent locally to be cleaned, it comes back bagged and on a hanger. We then label the blazer with its size. Then the blazers are ready for pupils to swap up.</p> <p>We also have a stock of blazers and ties that we can lend out to pupils who are representing the school. Recently we have started keeping a small supply of shirts and skirts.</p>
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## Section Five: Analysis of your market

<p>a) How do you know there's a need?</p>	<p>Pupils struggled to afford a new blazer when they outgrew their old one. ( saw pupils with torn , old or small blazers)</p> <p>Pupils coming new into the country needed a blazer to make them feel part of the school.</p> <p>We have supplied over 90 blazers ( and growing) to pupils who cannot afford to get a new one, and pupils who swap up a size because they believe in recycling.</p>
<p>b) Who are your customers?</p>	<p>All Bellahouston Academy pupils and parents/carers</p>
<p>c) Who are your competitors?</p>	<p>New School blazers sold for £25/40 by school or ASDA unbadged blazers are our competition.</p> <p>we compete and supply "preloved" badged blazers for free</p>

e) What prices will you charge?	Pupils who swap get a new cleaned blazer in their size if we have one, pupils can make a donation if they wish, but they don't have to.
f) What image are you trying to project?	We are efficient, effective, get the job done. (minimum fuss) PLUS much more high profile when we deal with the benefits of recycling.
g) What methods will you use to promote and sell your product?	<ul style="list-style-type: none"> <li>• Letters to all parents carers telling them of the service.</li> <li>• Text to all parents carers telling them of the service.</li> <li>• Included in the daily bulletin to all pupils during tutor time.</li> <li>• On the plasma screens around the school.</li> <li>• All staff emailed.</li> <li>• Pupil council given talk through.</li> <li>• Parents council informed.</li> <li>• Stall at all parents night and all parents information nights.</li> <li>• Delivery to Parents/carers information nights.</li> <li>• Delivery to assemblies (still to be done).</li> <li>• Visits to local primary schools to spread our idea.</li> </ul>

### Section Six: Social, Environmental & Economic Impacts

<b>Social Impacts</b>	Inclusion of all pupils, allowing access to a blazer, offering a confidential service to those in need. Also it raises the profile of the school in the community.
<b>Environmental Impacts</b>	Recycling, helping the worlds limited resources go further, using blazers that would end up in a landfill site. Pupils don't need to buy a new blazer.
<b>Economic Impacts</b>	Allowing parents/carers' income to be spent on other necessities.

## Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	June 2017
Number and age group of pupils working on the project?	4 pupils all 15 years old
Where will it run?	In school ,
How often will the enterprise run?	Intervals and lunch, as and when required

## Section Eight: Finance

INCOME: Where will you find money to start up the enterprise?	<p>The teacher applied to SouthYouth Bank and they provided us with £500 grant to help with the washing and cleaning bills.</p> <p>Small holiday based events like Christmas and Valentine's day.</p> <p>We ran Christmas personalised baubles to raise money _ £39.45</p> <p>We ran Valentine's day gifts to raise money _ £80 and raising</p>
EXPENDITURE: What expenditure will be incurred in running the enterprise?	<p>No start-up costs</p> <p>So far cleaning bills are £214.50</p>
Explain how you will make a profit and what you will do with your profit.	<p>We are running small enterprise projects (pop-up projects) linked to holidays like Christmas and Valentine's day, also Eid and Halloween. Plus Face painting at the world cup assemblies. All income from these events will fund the Blazer cleaning</p>
<b>Anticipated Annual Turnover:</b>	<b>£200</b>