

# SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Broughton high School

## Section One: Introduction and Background

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

We have created an enterprise with an aim of tackling social isolation in the community. We are working towards this vision by providing an inclusive social café on Friday afternoons and interactive and intergenerational workshops for young and older. The workshops offer opportunities for crafts, storytelling and conversation. We have a partnership with the Cyrenian's Fareshare movement which enables us to provide low-cost food to customers. We have also registered as part of the Cooperative movement. Initially started by a group of S6 students, the enterprise has grown and now has students from S3-S6 volunteering. Our profits support local initiatives that meet our social goals. We supported Social Bite and donated to the Sleep in the Park event set up to eradicate homelessness.

We have a regular customer base of adults and children and we have done some collaborative work such as crafts, getting to know you activities and a community concert, which were very successful. We plan to do more work based on ideas gathered from young and old.

We have recently appointed a café manager with expertise in the food industry. She will work with students to develop stage two of the café and hospitality enterprise.

We are currently in the early stages of creating a community garden as part of the enterprise. Food grown will be used in our salads and soups, as well as being sold at local markets and events.

The Social Enterprise has a good chance of continuing to grow and be successful. All staff know about it, students have heard about the work at assemblies. We are using social media effectively to get out messages on Twitter, Facebook and Instagram.

## Section Two: Leadership

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

Ruth Salako, student director supported by Pauline Cumming DHT, and Moira Paton, librarian, leads the social enterprise. Volunteering opportunities for students to work in the café or in the workshops are open to young people from S3 to S6.

S4 JET students have placements with Chartwell Catering (the school kitchen) and make the soups. We plan to increase the JET placements next academic session to offer placements in early education in addition to catering and hospitality.

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

Creativity and enterprising skills- planning, team work, decision making, influencing, communicating, using social media effectively, marketing and advertising.

Employability skills- customer service, hospitality, food hygiene, numeracy, literacy, building confidence and esteem.

Students can gain accreditation including volunteering for DoE, Saltire Awards, SQA Volunteering and SQA Leadership

### Section Three: Objectives

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

Objective 1:	Develop confident and caring young people who want to be the change-makers of our local communities and foster positive “can do” attitudes. Develop opportunities for all students to gain relevant, transferable skills for work and develop confidence and self esteem.
Objective 2:	Create a vibrant, sustainable social enterprise which improves the lives of all those involved, and provides opportunities for people to meet, take part in intergenerational activities and have fun. Tackle social isolation and loneliness in our community by putting on events open to everyone.
Objective 3:	Develop and produce a signature product which can be sold to generate profit for the social causes we want to support.

### Section Four: Products/Services

<p>What is the product(s) you are selling?</p> <p><i>If it is a service, outline this as clearly as you can.</i></p>	<p>A social café- provides simple low cost soup and salads in a relaxed environment. We have a weekly musical performances by students of the City of Edinburgh Music School.</p> <p>Interactive workshops- which encourage reading and crafts.</p>
--	---

## Section Five: Analysis of your market

<p>a) How do you know there's a need?</p>	<p>There has been a lot of media press recently about social isolation and we wanted to respond to this We gathered student concerns from meetings with the pupil council. We agreed that many people in our society feel socially isolated at some time in their lives. This doesn't just affect the elderly.</p>
<p>b) Who are your customers?</p>	<p>All community users including child minders, the elderly, staff, students, parents.</p>
<p>c) Who are your competitors?</p>	<p>There is a local church group which runs a lunch club on a Friday attended by elderly people. There are also many cafes in Stockbridge.</p>
<p>e) What prices will you charge?</p>	<p>Our prices will be kept affordable: £2 for soup and a roll, or a salad and bread. Up to £1 for homebaking. Hot drinks 80p. Often fruit is provided free of charge. Our workshops are free, although people may make donations to support the cost of carft materials.</p>
<p>f) What image are you trying to project?</p>	<p>Inclusive and welcoming. Our strap line is " Together good things happen"</p> <p>We use a lot of images of people interacting and having fun together</p>
<p>g) What methods will you use to promote and sell your product?</p>	<p>We already use social media to promote the café and workshops. We have a large banner outside the school gate and we have pop ups and signs advertising the café. We also have fliers telling people about our social enterprise.</p> <p>When we design our chocolates, we will carry out surveys and tastings to involve the community and encourage interest in our product.</p>

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

Social Impacts	Tackling social isolation by providing an inclusive space where all are welcome.
Environmental Impacts	Reducing food waste by our partnering with Cyrenians Fareshare movement.
Economic Impacts	None.

### Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	The enterprise started in November 2017.
Number and age group of pupils working on the project?	Twenty five students aged from 14 to 18 years old.
Where will it run?	Broughton High School Hub
How often will the enterprise run?	Most Fridays 1.00-3.00pm

## Section Eight: Finance

<p><b>INCOME:</b> Where will you find money to start up the enterprise?</p>	<p>£1,000 from Firstport which supports the set up of social enterprises.</p>
<p><b>EXPENDITURE:</b> What expenditure will be incurred in running the enterprise?</p>	<p>Craft materials, monthly payment to Cyrenians Fareshare, café chairs, crockery, plants, soft furnishings.</p>
<p>Explain how you will make a profit and what you will do with your profit.</p>	<p>Income from café is in excess of our expenditure on food and drink. We intend to use our profits to support local groups and initiatives that tackle social isolation and support inclusion.</p>
<p>Anticipated Annual Turnover:</p>	<p>Unknown at present</p>