

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Lornshill Academy

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 building greater community in our school and local area. We are working towards this vision through the opening of our Citizenship Café five days per week. Partnerships with local businesses such as the Dunmar Hotel have helped to provide training and resources. Initially started by a group of S6 students, this enterprise has expanded and includes students from across the other year groups. A percentage of our profits go towards a local charity of the students' choosing, with funds this year going to Strathcarron Hospice.

Our customer base consists of students, staff and visitors to the school and the café is used as a hub for activities that seek to engage parents and other organisations in the life of our school.

As part of our ongoing project, we have amended our procurement strategy to help the school achieve its Green Flag status.

It is highly likely that our social enterprise will continue to grow and go from strength to strength. Staff, visitor and student awareness is high and student ideas are taken forward for how to improve the café, leading to a real feeling of inclusion. All of our other local authority secondary schools have visited the café to hear me about our venture.

Section Two: Leadership

| | |
|--|---|
| <p>Who will lead the enterprise and where does it fit within the school's structure?</p> | <p>Richard Burrell, Principal Teacher of Social Subjects, and Julie Connelly, Principal Teacher of Learning and Teaching, will support senior students in leading the enterprise.</p> <p>S6 students make up the café workforce and they are supported during study leave and the school year by S3 volunteers and students from our Learning Centre on their ACHIEVE award.</p> |
| <p>What leadership skills will you gain or begin to develop through the enterprise?</p> | <p>Creativity and enterprising skills – planning, team work, decision making, influencing, communicating, using social media effectively, marketing and advertising.</p> <p>Employability skills – customer service, hospitality, food hygiene, numeracy, literacy, confidence building and esteem building.</p> <p>Students can gain accreditation for voluntary work through Saltire and are also working towards gaining their N5 SQA Employability and Enterprise Awards.</p> |

Section Three: Objectives

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

| | |
|---------------------|--|
| <p>Objective 1:</p> | <p>Develop the leadership and customer service abilities of our young team of staff so that they can feel better prepared about taking on customer facing roles when they leave the confines of Lornshill Academy. They will develop relevant, transferable skills that they will be able to utilise in a wide variety of roles.</p> |
| <p>Objective 2:</p> | <p>Create a social enterprise that makes a real difference to local organisations and building our school community. It is intended that the café develops to become the school's social hub and it has already hosted intergenerational events for various groups within our local area. By supporting local groups in our area, we want to open the eyes of all within our school community.</p> |
| <p>Objective 3:</p> | <p>Enhance all opportunities for all of our students to participate in the ongoing improvement of the café. This will be investigated through art-based activities and assessing the suitability of the café as a performance area for our music and drama students.</p> |

Section Four: Products/Services

What is the product(s) you are selling?

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

The product is a café that provides low cost hot and cold drinks in a relaxed and mature environment. Musical performances will be provided by senior students and the café will regularly used by other classes throughout the year.

Section Five: Analysis of your market

a) How do you know there's a need?

Recent media coverage highlights a worrying lack of transferable skills being developed in our young people, especially in a real life setting. We aim to address this.

Consultation with our S6 students showed they wanted an area to study in and yet be treated like young adults, our café meets this request.

When consulting with local charitable organisations, it was clear that ongoing support is always necessary and they are happy to liaise with us in making the business a success.

b) Who are your customers?

All community users including staff, visitors, students and parents.

c) Who are your competitors?

The school canteen provide hot and cold drinks, however we are not intending to promote our business to all year groups at the present time to ease their concerns.

e) What prices will you charge?

Hot drinks are generally between 50p-£1 with cold drinks being generally charged at 50p. We believe that up to £1 for a bean-to-cup high end coffee is a reasonable charge.

f) What image are you trying to project?

A caring environment where young people lead the way. Our strap line is "Helping others by serving you" and we believe this fits well. Our young workers are very aware of how their work directly benefits others around them.

| | |
|--|--|
| g) What methods will you use to promote and sell your product? | <p>We use social media to promote our business but need to get better at doing so. Within school, the café is well known and has already established a loyal customer base.</p> <p>Parents are invited into the café regularly through our Celebrating Success mornings and this word of mouth publicity helps to promote our cause.</p> |
|--|--|

Section Six: Social, Environmental & Economic Impacts

| | |
|-----------------------|---|
| Social Impacts | Promoting local citizenship by supporting local charitable organisations; creating an environment for students and baristas to develop their social skills. |
| Environmental Impacts | Reducing negative impacts on the environment through the use of recyclable materials and working in conjunction with our Eco-Schools Group to make sustainable choices. |
| Economic Impacts | Donations to local charitable causes from café profit. |

Section Seven: Start Up Issues

| | |
|--|---|
| When did the enterprise start? Or when will it start? | The enterprise started in August 2017. |
| Number and age group of pupils working on the project? | Fourteen students aged from 16 to 18 years old. |
| Where will it run? | Lornshill Academy Flexible Learning Area |
| How often will the enterprise run? | Every day, serving from 9.05am-2.10pm |

Section Eight: Finance

| | |
|---|---|
| <p>INCOME:</p> <p>Where will you find money to start up the enterprise?</p> | <p>Initial funding provided from school budget.</p> |
| <p>EXPENDITURE:</p> <p>What expenditure will be incurred in running the enterprise?</p> | <p>Stock such as, but not limited to, drinks, coffee beans, milks, cloths and cleaning products.</p> <p>There will be annual cost in maintaining the machine.</p> |
| <p>Explain how you will make a profit and what you will do with your profit.</p> | <p>Income to the café will be in excess of the expenditure on food and drink.</p> <p>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>£3900</p> |