

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Stirling High School

Section One: Introduction and Background

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

We started our community cafe with the aim of bringing our community closer together and adding a new space for senior students to study. Our cafe sells a delicious range of hot and cold drinks and various snacks like crisps, cakes and biscuits. We also serve high quality bean to cup coffee. This cafe also will provide an opportunity for students to volunteer and experience what working in a cafe would be like. This cafe will benefit everybody in the school and the community. Meetings and “Hot chocolate with the Head”. Which is a reward for exceptional behaviour and work. Our cafe will also be open on Saturday mornings for the public. The community cafe also sells honey produced by the bees looked after by our school bee club. You can also buy a bee calendar or adopt a bee.

We think it will work because our senior students want a quiet area to study with drinks and snacks and our community is excited to get more involved in the school. We will advertise our new cafe around the school and the local area, as well as using a variety of social media. We think the social media advertising will help us reach out to a wider range of people who might not see other adverts.

Section Two: Leadership

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

The cafe is a student run but is led by Mr Hamilton. It fits within the school structure by being used for staff meetings, students can study and for visitors of the school. It is also used by the public on a Saturday morning from 9am till 12 noon.

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

Students working in the cafe will gain experience of what working a real job is like and how to lead other co-workers. Pupils who have worked in the cafe before generally teach new volunteers how to work the machines. This teaches them how to explain things in an easy to understand way. This will help them develop their communication skills.

Section Three: Objectives

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

Objective 1:	One of the main things we want to achieve is to bring the community together. We hope our cafe will become a hub where different generations can chat.
Objective 2:	Another thing we would like to achieve with our cafe is provide a space for students to volunteer. this will help them become helpful members of society with good communication skills.
Objective 3:	Our third objective is to create a space for students to study in peace. Away from the rest of the school's busy environment

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>Community Cafe - provides a range hot drinks and cold drinks. From a reverse mocha to a can of Irn Bru. Along with the drinks there are baked goods, various biscuits and crisps are also available to purchase.</p> <p>We support our school bee club by selling the honey produced by the bees, bee calendars as well as being able to adopt a bee for £1.</p>
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Section Five: Analysis of your market

a) How do you know there's a need?	Our community needs a space where they can come together and support a local cause. It's also a place where parents can come and have a coffee after they've dropped their child off at a club on a Saturday morning.
b) Who are your customers?	Our customers range from students and staff to the school police officer and council members.
c) Who are your competitors?	For student customers some of our competitors are the school canteen and lidl's. For other customers our competitors are mainly the cafe's in the town centre like Costa Coffee and Cafe Nero, as students may prefer to study there instead.
e) What prices will you charge?	Our prices will be kept affordable by selling hot and cold drinks and cakes for £1 and biscuits and crisps for 50p.

f) What image are you trying to project?	A calm environment where students, staff and the community feel welcome. We want our cafe to be a space that people can study, relax and interact with others.
g) What methods will you use to promote and sell your product?	We will promote the cafe throughout the school and on social media such as Instagram and Twitter.

Section Six: Social, Environmental & Economic Impacts

Social Impacts	The social impact of our cafe is to bring our community together and create a space for people to go for a coffee and a chat.
Environmental Impacts	Our cafe will use fairtrade coffee. We also use all recycled cups and other packaging. We also try to recycle as much waste as possible.
Economic Impacts	

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	Our community cafe opened in August 2019.
Number and age group of pupils working on the project?	Many seniors students in the school work at the cafe during school hours. Some pupils in S3 business management have volunteered to run the cafe during school hours while the seniors are on study leave. Roughly 20 - 30 pupils aged between 14 and 18 years old.
Where will it run?	It is run in the old community suite near the main entrance hall by the main office.
How often will the enterprise run?	The cafe will run mon-fri during school hours and 9am - 12 noon on a Saturday.

Section Eight: Finance

<p>INCOME:</p> <p>Where will you find money to start up the enterprise?</p>	<p>It started from the school's budget, but we would like it to eventually become self-sustained. Any profit leftover will go back into the school budget.</p>
<p>EXPENDITURE:</p> <p>What expenditure will be incurred in running the enterprise?</p>	<p>Our total expenditure will include the cost for coffee beans, cakes, crisps and other ingredients and food needed. Furniture, crockery, cutlery and general maintenance cost for the machines will also be included. There will also be the additional price for electricity.</p>
<p>Explain how you will make a profit and what you will do with your profit.</p>	<p>We will make a profit by charging slightly more for our products than what we bought them for. We will use some of the profit to become a self sustained business instead of using funds from the school and the rest will go towards improving the cafe and the rest of the school. We will also use some of the money to support our local community and fund events.</p>
<p>Anticipated Annual Turnover:</p>	<p>Unknown at present</p>