

## Our *BRIGHT STARS* Social Enterprise Business Plan

School Name:

Kingmoor Nursery and Infant School

Social Enterprise Business Name:

Kingmoor Engineering

What are you raising money for (cause/charity)?

Carlisle Key

### 1. Business Description

What is your business idea?

We are supporting childrens mental health and wellbeing

Our School is near the woods and we want children and their families to go and explore the woods and take exercise there

This is supported by the Five ways of wellbeing (NHS)

Is it a product or a service?

We are going to use materials from the woods to create crafts to sell



## 2. Production

What do you need to be able to do it?

We will need sticks, glue, googly eyes, wool, material, seeds, clay and card

## 3. Finances

What will you do with your £50?

Think creatively. Remember you can write to organisations to ask for free donations and can reinvest at any time

What will you spend your £50 on?

We will spend the money on wool and material, googly eyes, sweets and seeds

What will you charge for your product or service?

Worry sticks - £1

wild flower seed packets - 50p

Woodland creatures £1

sweets - 50p

Clay hedgehogs large £1 small 50p

raffle £1 strip



## 4. Marketing

Who are your customers?

parents and children

How will you advertise/ raise awareness of your social enterprise?

posters around school and social media and school newsletter

Where and when will you sell your product or service?

Friday 14th June

In the school hall

Will you design a logo or have a mission statement?

We will host a logo competition within school

## 5. Job roles

Who is going to do what? Who is in charge?

We will work collaboratively and the school ambassadors will lead



## 6. Make a difference

What difference will your social enterprise make to your school or your local community?

We will donate money to a local homeless charity

We will invest some to keep the woodland wellbeing concept going

We will use some for a our school summer event KINGFEST

What UN Global Sustainability Goals does your social enterprise best fit with?

3 - ensure healthy lives and wellbeing

16 - peace justice and strong institutions