

Howie's Social Enterprise Project: Build your own barista business.

This series of workshops were delivered to the Year 11's in WSAPC Lancing from the 11th-15th December 2023. We are most grateful to the West Sussex and Brighton & Hove Careers Hub for funding this project and for Howie for his inspiration and passion in developing and delivering this project for our students.

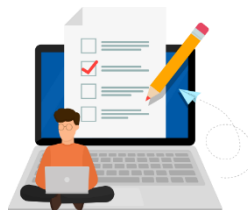
What is it?

A one-week, pilot project for Year 11 students at Lancing APC, delivered by Howie Cobby of Howie & Co, to teach the students barista, branding, and business skills. The project ended with a Christmas Market Day for the students to showcase their work.



The aims

- Build student confidence.
- Raise student aspirations.
- Develop employability skills.
- Achieve Level 1 Food Hygiene certification.
- Bolster CVs to help students access work experience and work opportunities.



Benchmarks:

- **Benchmark 4: Linking Curriculum to Careers** - Branding/Writing a flyer (English / Art), how to price a cup of coffee, develop a business, and make the most profit (Maths) and hospitality skills and practical application through baking and making coffee's/ learning safe food practices (Food Technology).
- **Benchmark 5: Encounters with Employers/Employees** - Working with a local employer to develop their employability skills.
- **Benchmark 6: Experiences of workplaces** - The horsebox barista unit is a real workplace - which is used at festivals and on pitches around the local area.

Skills Developed: This project provided the students with opportunities to develop all 8 of the essential skills set out by the Skills Builder Partnership.

Communicating with staff, peers,
Parents and other customers.

The students used creative skills in designing their business
logo's and their coffee designs and had many practical
practical problems that they had to solve.



This was an ongoing project throughout the week and so, the students would have needed to stay positive and focused on the end goal of the Christmas Market and would have been aiming to make the most profit possible.

The students developed their leadership and teamworking skills by working within their team in both practical barista sessions and in creating their branding/marketing.

The project in more detail.

The project was delivered in five sessions over five days and provided the opportunity for the students to learn various essential business skills including pricing, branding, marketing, and customer service. The students took ownership of the company branding and marketing under the expert guidance from *Howie, Beth Wood* and *Eppie Silverman Leggatt* (West Sussex and Brighton & Hove Careers Hub) and developed their barista skills and self confidence. On the fifth day, the students launched their business during a Christmas Market Event at the centre, where they sold their coffee and cakes to staff, parents and members of the senior leadership team. The monies raised from this event will be reinvested into this project to provide opportunities to offer this out to the wider Alternative Provision College team.

The sessions were delivered as follows:

Session 1: Barista Skills - How to make coffees, latte art, taking payments, serving customers, which cake/biscuits sell best, how to put together a produce range.

Session 2: Branding and Marketing - Students devised a name/brand/logo for their 'business'. Using examples of other coffee/café companies as a launchpad for ideas, students devised a name/brand/logo for their 'Business Day'.

Their logo design was sent to Howie's sister who is a graphic designer who created their logo into a format that can be made into a sign and labels etc.

This was then sent to Howie's contact who created the signage boards for each team to be displayed on the front of Howie's horsebox.

Session 3: Finance - Students developed their barista skills further and whilst they were in the horsebox working Howie talked with them about the following:

How to make a profit on a cup of coffee. Cost of ingredients, how to work out a pricing structure, how to budget when you run your own business. As part of this session, Howie discussed with the students', their ideas on the products they intended to sell and at what price point etc.

Session 4: Practical Skills – The students were in the horsebox once again with Howie, where they learnt about gas safety, how to clean down the barista unit, safe lifting, whilst they further developed their barista skills and confidences.

Session 5: Christmas Market Event - The students were required to encourage people to come and purchase their products and apply their customer service skills by talking with their customers and made coffees, serve and take payments and clear down.

The students who demonstrated a keen interest throughout this project will be offered the chance to complete a food hygiene certificate funded by the West Sussex and Brighton and Hove careers hub.

Positive outcomes for students:

- Build their Skills Builder employability skills portfolio
- Improve curriculum learning - with topics rooted in real-world examples.
- Help to transition into related work placements or part-time/full-time work.

Future aims:

- To use positive, measurable outcomes from pilot to attract funding (e.g. Clarion Housing/Co-op community trust/Princes Trust) to create a sustainable, ever-green careers activity based around barista/business skills.
- To deliver this 5-session activity in all other APC units every academic year.
- To build a sustainable model like the London social enterprise The Feel Good Bakery (www.thefeelgoodbakery.com), with Howie & Co employing students from APCs

Howie's Feedback:

'Successful first day, I believe we have the students engaged and hopefully they are looking forward to the week ahead.'

'Thought I would share a special moment I had today while it is fresh in my mind. Tom was really engaged throughout the session and picked everything up really quick. While I began packing down, he was the remaining student making drinks. He was making a latte and as I was on the other side of the bar, I couldn't physically help him. So with a little bit of verbal coaching I talked him through the process which he had done a couple times now. Only then to present me with a perfectly steamed latte even with a heart latte art pattern on top.'

'This is a great example of a student who choice to stay and make one more drink on his own accord and smashed it out of the park.'



Staff Feedback:

'A successful first day with our year 11's and Howie's Coffee Company, learning how to run a coffee business. Today they were learning how to set up the horse box and coffee machines. Then came the coffee making, this proved to be very popular. Over the week students will be designing their logo's, costing products, looking at profit and loss, as well as learning about care of the equipment and hygiene regulations. The week will end with an opportunity to sell their coffee at our Christmas fair.' (Julie Crickmore)

'What a great experience it was today. All the students really enjoyed it. Both the trainee baristas and the students who had drinks. They enjoyed the experience and are looking forward to the rest of the week.'

What a lovely story with Tom and a great latte! It is a really exciting opportunity for all the students involved, so thank you.' (Julie Crickmore)



Impact:

Before the workshop, students were unsure about career choices and did not see the point in 'learning how to make coffee'. Howie was amazing and connected well with the students. They felt unsure and a little embarrassed about serving people they did not know at the Xmas fair but grew in confidence throughout the morning and enjoyed the experience. Parents came to the fair and supported the event by buying coffee. One parent said, *'it is lovely to see him excelling at something. We are so proud'*.

Student quotes:

TB said, *'I really enjoyed learning new skills. I was surprised how good I was at graphic design and was really pleased with my company logo. I feel confident that I could work in a coffee shop and would love to do this again.'*

PM said, *'It was an exquisite experience'* (practising his alliteration skills!)

Howie's summary: *'It was surprisingly impactful for me and the students. Working with them and seeing their progress was amazing.'*

The students engaged well with the graphic design section, and at least 2 students were able to discuss this as a possible career option that they had not previously considered. They were amazed to see their designs in real print.

One student was very good at milk crafting. He has been discussing possible work experience as a barista, something he had not considered before. He was surprised at his ability to learn a new skill and at his confidence selling to the public.

Over the week, I saw the students grow in confidence, enjoy learning new skills, realise they can be successful, and consider career options they had not previously thought of. They were excellent on the last day. Most had refused to sell to the public, but then, had a go with Howie's encouragement and support, and excelled as they grew in confidence.

This was a very worthwhile experience and I believe it has raised students' self-confidence, encouraged them to look at different career options and raised their own aspirations.

Thank you for allowing us to take part in this scheme and many thanks to Howie who was amazing with our students. Julie Crickmore



Thank you to the West Sussex, Brighton and Hove Careers Hub, Howie Cobby, Charlotte Cobby and Neil from NU Signs and Julie Crickmore and the team in Lancing for making this project happen 😊

Things to consider in the future:

- ✚ Running the barista training sessions and event offsite to maintain focus throughout and provide experience of a working environment.
- ✚ Have experts in from other industries, to provide inspiration to experience and learn about working in the various different roles:
 - ✓ Building a business
 - ✓ Barista training
 - ✓ Social Media Content
 - ✓ Branding/graphics design
 - ✓ Accounting
- ✚ Explore if we can have the students work with Neil to create their sign.
- ✚ Explore when is the best time to run these sessions and the ideal length of time to keep the students engaged and build their confidence.
- ✚ Explore funding options to expand this offer to have the most impact and longer term to buy a premises where Howie can extend this experience to provide mentorship and experience of the workplace to young people that want to develop their skills further.
- ✚ To provide experience of the workplace/ workshops or visits when a particular role/skill has been identified as a strength/interest to the students.
- ✚ Continue to offer food hygiene training.