

DATE

1/9/18 onwards

SCHOOL

Rigby Hall Special School

EVENT/ACTIVITY NAME

Community Café Enterprise

WRITE UP

Initial Idea: Rebranding our Community Café

During the initial workshop the students took Nisha Withers (DRP Group—Comms Manager) to their community café business to show her the current set up. They then sat together to brainstorm ideas for rebranding with the aim to increase the number of customers visiting the café each week.

The team then had a monthly meeting to workshop ideas and also used skype to communicate progress in between meetings. Students have also had opportunities for work experience at the company to work alongside their staff. The plan is for there to be an ongoing link between the Post 16 at Rigby Hall and the DRP.

Launching Café Magique

Since beginning work with DRP the students at Rigby Hall have relaunched their café under a new name 'Café Magique'. Two students have been on work experience with the design team at DRP where they went to have a design session in their studios and came up with their logo and colour palette. Since attending they have then continued to work on designing a new menu which has been printed in the print department at DRP. Two other students have had the opportunity to work with one of the DRP photographers to hold a photo shoot in school, one student in particular has decided that it is something he would like to pursue further. The photographs have since been used for the café flyers and pull up banner for the café itself. The students are very proud of what they have created.

Since relaunching the café in October 2018 all students in Post 16 have had a role to play. Some students shop for ingredients, others are responsible for the social media each week. We also have two teams, one responsible for setting up the café including counting the takings and organising charity donations. The other teams are responsible for catering, stock rotation and ensuring that the correct items are ordered. In the afternoon the café team experience jobs such as taking orders, serving food, making lunches and hot drinks and being responsible for taking money. Every student has something to offer and the business allows each student to play to their own strength and understand that they play a part in the whole team within Café Magique. The students have been in the local paper promoting the café and as a result they now have a core base of customers from the local area. We have had excellent feedback from people who are happy to support the students as well as the local church and nearby homelessness charity which are supported through donations. We are very grateful to be supported by Waitrose who have agreed to supply ingredients for the café and also to DRP would have supported us in extending our initial vision into a thriving small business which our students can be proud of.

Rhian Smith
(Rigby Hall Careers Lead)

DISTRICT

Bromsgrove

NUMBERS ATTENDED

14 Post 16 Students

PHOTOS



CREATING OUR FUTURE WORKFORCE