



## Working in partnership with Davison CE High School for Girls

**At Davison CE High School**, a large number of students arrive on site early each morning, well before the first bell rings. The School was keen to provide a strong breakfast service for these students but market it in such a way that made it exciting and encouraged the students to spend time in the dining area before school.

A meeting was held to discuss the best way to pursue this idea and it was decided that a breakfast club could be created, which would be promoted by the student radio station being launched shortly afterwards.

Innovate's marketing department proposed a range of names for the project and 'Daybreak @ The Diner' was decided on, as students had previously selected and named the café 'The Diner' in a name-the-café competition run by Innovate.

The School was keen to ensure the new breakfast service was accessible to everyone, so agreed to subsidise a free bowl of cereal for every student. New toasters were also purchased so that students could make their own toast. Innovate set up a

new breakfast buffet, to compliment the existing breakfast menu, and created signage and posters with the new branding.

Finally, Innovate offered the prize of a brand new iPod Nano to create a real buzz around the project. Students were to be given a ticket at the till whenever they purchased any item from the breakfast menu between 8 and 8.40am. All completed tickets were collected for a prize draw on the Friday of the first week.

The new service was greeted by much excitement, with up to 100 students visiting the breakfast buffet each morning. Hundreds entered the iPod competition, with a very excited winner being presented her prize by the Head Teacher, Della West.

Nimie Bunyard, who is in charge of student enrichment at the school described the project as a tremendous success, forecasting that it will only "gather momentum" as more and more students hear about it.