



Student Involvement – Energise Titus Salt School, Shipley

The Energise Scheme was initially designed as a vehicle for involving students in the issues surrounding healthy eating. In particular, we were keen to illustrate the link between a good diet and energy levels. We wanted to put a more positive spin on healthy eating, rather than focussing on traditional messages about the negative consequence of a poor diet.

The Scheme was deliberately designed to be flexible, so we invited every school to nominate one student to become an Energise Representative. We then visited the Reps at each of the participating schools to discuss how we could tailor the scheme to the things they were learning about and the various activities going on in their school. The idea was that healthy eating could be promoted by Innovate

in collaboration with schools, but in a way that students felt was appropriate to their needs. One school where the scheme really took off was Titus Salt in Shipley near Bradford. The School had already made plans to set up an Enterprise Team; for students with an interest in business that were keen to get involved in related projects outside the classroom. With the Energise Scheme in its very early stages, timing couldn't have been better. The Enterprise Team at the School was merged with the Energise Scheme and between the School's Head of Enterprise, Jim O'Connor, and us, a brief was put together to give students a mission to carry out over the course of the year. It was decided that the project would use the students' passion for business and, in particular marketing, to promote healthy eating at the School.



CASE STUDY

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Jim O'Connor and Innovate were adamant that students were to lead the project and that their own roles would be limited to support and guidance. The students were first taught about the importance of market research in any promotion, and decided to survey students at the School, asking about their views on healthy eating, their opinions of the Innovate café and their ideas for student involvement.

The teams of five students, aged between 11 and 13 divided up roles so as to work efficiently through the tasks ahead. James Slater, aged 12, led and motivated the group, supported by some enthusiastic and very bright staff including his deputy manager Megan Carson, Sam Cross, Cortnie Fenton and Sasha Brown.

The Team decided that the best way to draw more customers into the café and to promote their key messages was to hold an event. After much deliberation and consultation with Innovate's catering manager at the School, Jackie Williamson, the Team decided that the event they would promote would be a Jamaican themed day. As this was something Innovate had previously done as part of an exciting calendar of events each term, it was easy to construct a simple Jamaican menu, and all that was left to do was for the students to decide upon how best to market the event.

Students decided that, as this was the first campaign, they would keep things fairly simple, and try to display basic, catchy posters in pertinent positions around the School and one large banner in the dining hall. They phoned local printers and negotiated price to get the best deal for their banner. They also asked for permission to make use of several plasma screens dotted around the building, to further build upon the message.

As a final touch, Jackie and her enthusiastic catering team agreed to dress in Jamaican themed costume for the day, to help the Enterprise Team draw in the crowds for their big event.

The day was a resounding success, and the Team were pleased to see items on the Jamaican menu almost sold out by the end of lunch.

As a final test for the Enterprise Team, they were asked to put together a summary of their results, and make a 15-minute presentation to members of the School's Senior Leadership Team and some of Innovate's Senior Managers. The presentation was superb, and the students confidently outlined the decisions they had taken and the results of the project. They were extremely professional, even setting up a conference table in the School's fantastic Learning Resources Centre and negotiating a deal with Jackie to provide refreshments for attendees.

The students commented that perhaps one area they would like to improve would be the delivery of healthy eating messages, as they felt the excitement of the Jamaican theme had taken over somewhat, and that their key message may have been missed. They will have an opportunity to look at ways to improve though, as all five members of the Team have committed to continuing the project, even deciding to interview new year 7 students in a bid to find some more entrepreneurial recruits!