

# UVC

(Ulverston Victoria Careers)

Created by Bethany Johnson, Patrick Cush, Grace Callaghan,  
Louis Dent and Tash Beattie

# SUCCESS



# Our Business

- UVC (Ulverston Victoria Careers) is an employment service

## Aim:

- To encourage and support students in year 10 to develop employment skills and work experience for the future.
- Supports the local business community. Small local businesses who have limited or no budget to support recruitment.
- To provide UVHS students a head-start when it comes to work experience
- To promote the need to develop skills that are transferable to their future education or careers.

# Why did we choose this?

- Based on our local area – social enterprise idea.
- Extremely difficult for people our age (15-16) to find a long term job.
- Businesses are small and the overall area is very isolated – leading to fierce competition.
- Geography and transport problems the job would be too far away or all jobs nearby are taken and year 10 are still too young to drive.
- Year 10 work experience and Career choices are taking place.

# What is our social enterprise purpose?

- To provide a newsletter advertising potential jobs or local employers between students and businesses.
- Target year 10 and promote the importance of independence, developing new skills for their futures
- Offer a fair market – access to all for employment.

# Our research findings

## Survey

- We wanted to collect some data about how many students in year 10 already had a job and how they found out. By doing this, we created an online questionnaire. During our form registration period, we had all 8 forms complete the questionnaire individually.
- Whilst looking through our data, we found that the majority of people preferred to have an online newsletter compared to a paper one. This was because most people found the online newsletter more eco-friendly and more accessible to them. This would be easier for us too, as it means printing costs are going to decrease dramatically compared to if they were all paper.
- We then collected that data and we made pie charts with the data. We discovered that not many people had jobs, but those who did found out from a friend or family member.

# How unique is our service?

- We feel that our service is extremely unique. There are very few existing projects that encompass young adults / older teenagers, employability and the local community. Most local job centres only focus on those who are over 18 or adults who have been jobless for a while. Our service is unique because it targets those under 18 and who are ready to start working, even if it's only part time for the time being.



# Our strengths

- We feel that we all work really well as a team, as our communication skills are ever improving. We are also of the same year group, so we understand the needs and demands of the people around us.
- The local job centers around us (such as Inspira) target adults, meaning the students that we are trying to help will not be affected by them.
- Small businesses are usually incapable of purchasing lots of advertisement due to lack of funding. This will give those businesses a chance to advertise for a cheap price to a large market.





# Our weaknesses

- Our area is very isolated, meaning there is limited transport. This could lead to a difficult schedule of going from school to work. Because of this, working hours for our customers may be reduced to fit their schedule. In turn, this could reduce payment for the employee.
- Due to us being in year 10, our mock exams are quickly approaching. This means that we cannot spend a lot of our time running our business as we have to revise.

# Our prototype

- Our prototype newsletter is nearly identical to the one that we will be publishing. The jobs advertised will change over the course of the year, meaning our letter will be changing constantly.

[Newsletter](#)



# U.V.C. News Letter

**A Dependable Source of Employment**

Ulverston Victoria Careers aims to bring local job offers to the students of Year 10 and 11.

*Giving local businesses affordable advertising and ways of recruiting young people for their businesses.*

*Giving young people opportunities to learn new skills and gain independence.*

## Featured Jobs

- [Sales Assistant – Brambles Gift shop](#)
- [Waitress/waiter – Abbey House Hotel](#)
- [Brocklebanks Grocery – Saturday help](#)

# Overall printing cost

- Each term we will be printing 11 2-sided copies of the newsletter in colour. The cost of doing this in school is 4p per page. With 11 2-sided pages, this will cost us a total of 88p.
- We will also be printing posters to go up on notice boards around school. We will print 3 every term. The cost of this is 4p per poster, meaning it will cost us 12p.

The total print cost per term adds up to £1 exactly!

- The additional costs may support postage or phone calls to the local business to help identify any jobs for our newsletter.
- We have also considered a payment to some staff in case of expenses in seeking out employment opportunities or a payment for their time.



# Main Budget and profit

- Due to our newsletter being mainly located on the school website, costs are extremely low.
- Local small businesses will be donating or sponsoring us to advertise their company and hire new staff.
- Also, we have predicted that as our service grows, more companies will be interested, meaning our profit from sponsorship and donations will increase.
- We have included staffing after our initial set up costs and contacts are being made, marketing our business is successful.

Budget	Month 1	Month 2	Month 3	Total	
	£	£	£	£	
Income	30	50	70	150	
Sales	0	0	0	£0	
Sponsorship/donations	30	50	70	£150	£10 per business donation (ideally). Free advertising for business' that donate also able to recruit for any jobs available
<b>TOTAL INCOME</b>	<b>£30</b>	<b>£50</b>	<b>£70</b>	<b>£150</b>	
Variable Costs (costs which increase the more you sell)					
Staff	0	15	30	£45	month 1 we run it ourselves and use Dofe volunteers. Staff roles will identify potential jobs, seek donations and sponsorship, liaise with business' via email/in person and get feedback from readers. Once we make money we can pay people to help run it.
Materials	5	10	15	£30	printing costs (£1 term) to cover a small paper based version of the newsletter - encouraging sharing of paper newsletters via Form groups and using Registration times to go and check the website. Also for letters and postage o business' asking for them to advertise, copies of the newsletter to show advert examples.
Transport/distribution	0	0	0	£0	internal so there is no cost for distribution other than time. If the newsletter becomes popular we could incorporate distribution around town and in local business'
Other (eg travel expenses, food)	0	0	0	£0	
<b>TOTAL VARIABLE COSTS</b>	<b>£5</b>	<b>£25</b>	<b>£45</b>	<b>£75</b>	
Fixed Costs (remain the same regardless of how many you sell)					
Premises	0	0	0	£0	In school so there is no premises cost. If traffic to the website causes problems to the school server or compromises safe guarding the business will look towards hosting its own website.
Utilities	0	0	0	£0	As above
Marketing	0	0	0	£0	Internal marketing within school via posters, assemblies,school newsletters, but paper copies could be sent into town. (paper copy cost is in materials)
Other	0	0	0	£0	
<b>TOTAL FIXED COSTS</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	
<b>TOTAL COSTS</b>	<b>£5</b>	<b>£25</b>	<b>£45</b>	<b>£75</b>	
<b>Gross profit = Total income – Total costs:</b>	<b>£25</b>	<b>£25</b>	<b>£25</b>	<b>£75</b>	Profit will be put back into the business.

# Service labour

For this service to run smoothly, we need 5 people to run it. We would need:

- A website and IT support officer
- A marketing and advertising officer
- A business and administration manager
- 2 recruitment consultants.

We know we have both Short Term and Long Term Labour needs for our business to be successful.

We have ideas to help make this sustainable and future proof.

# The main risks



- We have mentioned that word of mouth is a big threat to us. This is the biggest threat to us currently, as it means job vacancies are disappearing fast.
- To combat this, we could include a blog which provides jobs with short term deadlines for temporary and less known jobs that our community may have for offer. A link to this blog could be easily added to our newsletter.
- Co-ordination and future proofing.

- Our Reflections

- Any Questions