Blogging To Communicate

Ysgol Crug Glas Tuckshop Project Group

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Blog URL:
https://ysgolcrugglastuckshop.wordpress.com/

Part A

Tuck-shop Empire by Heather Jackson

You might think that the tuck-shop in your school corridor has limited potential. However, last spring London school boy Nathan, built himself a £50,000 a year tuck-shop empire. Nathan started selling fruit pastels and cookies baked at home in the boy's toilet at his school in London, which soon turned into a small business turning over £1,150 a week. Nathan was nicknamed the "Wolf of Walthamstow", Nathan's business grew to have eleven employees over three schools.

Inspired by a 'millionaire' speaker who talked about how to make money with money, Nathan decided to try and make more money from the £5 he had on him that day. With most of Nathans customers placing their orders through Snapchat for fruit pastels, Lucozade and Kitkats he began to make £230 a day. Unfortunately, when Nathans school found out they told him he had to stop selling at the school. This has not dampened Nathans spirits and he still has aspirations to be a millionaire in the near future, he told the sun 'I can't sell sweets for the rest of my life' and that he will have to start investing in new things.

Can you believe that?! £50,000 business in year 10, and that's just one success story. Nathans story just goes to show that if you have a goal and will work hard to achieve it then anything is possible, regardless of your limitations. Ysgol Crug Glas work hard to show their students that they are still capable of achieving regardless of their limitations, giving the students a level of self-value they may not have had otherwise.

What Are We Doing? By Samuel Lockley

The children who attend Ysgol Crug Glas currently run their own tuck shop in school, selling sweets, chocolate, crisps and other snacks. We will be helping them to bring it into the Swansea business campus to offer them a busier environment with a wider range of people for them to interact with. The tuck shop will be located on the 3rd floor where the canteen is located to ensure a much larger footfall than the children would usually enjoy in order that they can get plenty of experience.

Although this will be done on a one-off basis, if all goes well we will be helping them to take it further afield. It will be trading from early in the day and working on through lunchtime so the children can be eased in with smaller crowds before it gets busier closer to lunch time. The children will be working in 30 minute shifts to help them remain attentive and focused on the stall.

Their teachers of course will be with us to assist, and to help make sure that the children get the most out of their experience. We will be preparing to cater to each of their specific needs and requirements.

The reason behind this is so the children can take part in something that we all take for granted each and everyday; the luxury of being able to interact with others. A lot of the children struggle to talk to others. This experience is primarily for them to improve their interpersonal skills, rather than having objective of making a profit.

We also hope that from this stall, and various other methods, we can raise awareness of the school and the conditions that these children suffer from, so that people become more aware that they too are part of the much larger community.

Who Are Ysgol Crug Glas by Anika Anjum

Ysgol Crug Glas is a successful special school for pupils with multiple, severe and complex learning difficulties, situated in the heart of the city of Swansea, just a few minutes away from the UWTSD Business Campus.

The school has 57 pupils, aged between 3 to 19 years. Most of the students come from Swansea area, and few come from other local authorities. All the students have intense and multiple complex learning difficulties. Many have associated communication, behavioral or sensory difficulties, and the majority have very particular health-care necessities. Ysgol Crug Glas has a hydrotherapy pool, dark room, white room and soft play room as well as rebound therapy amenities. The facilities are also used by other schools' pupils throughout the City and County of Swansea.

The school strongly believes that all the pupils are unique individuals, with the potential to develop and learn.

Origin of the Tuck-shop by Anoja Param

Did you know 90% of children with disabilities worldwide don't go to school? But Ysgol Crug Glas as a school has put up their time and effort to create one society where everyone is equal with special characteristics, also they help the children breathe the way we feel. The teachers help motivate them to enjoy themselves which is essential for the children. As a group, the staff and teachers run a small tuckshop in the school to help raise money for the children however it is then not much for the children but they are putting all their effort to support them. The happiness of the children frames the teachers to feel proud and rewarding. Rehabilitation helps to maximise support the independence with functional equipment whereas by far research countries with poverty like Africa don't supply the appliances they need. Moreover, particularising the structure of the tuckshop is very sociable as the children are occupied to learn in a more practical way then theoretically. The children inside the tuckshop help out to run the stall by taking different roles such as placing the items, stocking the items, and even calculating the money they raised which is a part of the learning curriculum. The staff motivate the children to perform their best in the future as well the present by introducing different tasks and roles which gets them prepared for later life. The best part is they have a buzzer which is used to ask the kids what they want as some of the kids can't see or touch the products. The money they raise of the tuckshop goes to the children, as every week they take the kids to the coffee shop for some refreshments. Becoming disabled is a burdensome experience which is hard to breathe, some may know there are several who don't which is even difficult to inhale. They need our help so come along to our tuckshop which is happening on Thursday and share your love with them. Further details are in the event section please have a read

Event by Dale Lawrence

Hi everyone,

I would just like to announce that there is going to be an event taking place at the Swansea Business School on Thursday 16th of November.

The event has been organised on behalf of Ysgol Crug Glas, which is a school for children with learning and social difficulties.

We will be setting up a tuck-shop for the children of the school to help with their social skills so that they can interact with other people outside of their comfort zone. The tuck-shop will be run by the children themselves.

Our team from the Swansea Business School will be assisting them at the tuckshop and will also be working with them with future endeavours to help them develop and progress these much-needed life skills that we all take for granted.

It would be greatly appreciated if the local people following our blog can attend the event and also spread the word of this event and future events that will be published here to get behind our project working with Ysgol Crug Glas to assist them and us to combat the obstacles these children face in life.

Hope to see you all

Part B

This is the supporting paper for our blog, Y.C.G Tuckshop. In this paper, we will look at how we planned and managed our blog and how our blog supported our overall marketing campaign. We will also discuss how theories such as AIDA and the marketing mix influenced our blog and our overall marketing campaign.

The Y.C.G Tuckshop blog was created to help us increase awareness for Ysgol Crug Glas a school for children with disabilities in the Swansea area, this increase of awareness for the school was our main objective. If awareness for children with disabilities is increased the isolation they feel within their own community should decrease. We wanted to keep the blog structured but constantly flowing, to do this we created content plans that had topics we would each post about and dates they would be posted, each team member had the freedom to write their own posts the way they felt most important. Our blog was designed to be fun and engaging but still accurate and informative, we wanted to keep people engaged but talk about what can be considered a sensitive topic. It was important we kept our blog simple, we didn't want it to appear cluttered or complex as this could potentially distract from the message we were trying to get across.

Our team originally started as a team of five, however, Dale has since left the team, we have included his only blog post in this submission, but he has not contributed to this supporting paper. Now a team of four we each have a significant role in the overall marketing campaign of our project.

Heather now the team leader, created the blog including the about us and vision, mission and values pages. She also posted the first blog post, 'Who are we?' followed by 'Top Ten British chocolate bars', 'Forgot Breakfast?', 'Our First Tuckshop' and 'Tuckshop Empire'. The reason we chose WordPress as our blogging platform is due to Heather's familiarity with it, as she has a WordPress blog herself.

Samuel posted both 'What are we doing' and '5 Famous People who succeeded in life with Disabilities'. Sam was also responsible for communication with the school regarding what content was appropriate for us to share on our blog, for example, photos and videos.

Anika embraced the creative element of the blog to try and captivate people's attention, Anika Wrote multiple posts starting with 'Who are Ysgol Crug Glas' and continuing to 'What are the Schools Aims', 'What is Your Favourite Chocolate', 'What Have We Learnt From Working with Disabled Children' and 'Lets Bake!'. Anika accompanied by Anoja went on a secondary visit to the school to take photos of the tuckshop for our blog and other marketing campaigns.

Anoja posted both 'Origin of tuckshop' and 'How Will It Continue?', Anoja spent some time speaking to the teachers at the school, both at their school and when they visited the Swansea business campus. This allowed Anoja to further her understanding of the ideas, and origin of the tuck-shop, helping her explain to our readers what the benefits of the tuckshop are and how it is a really creative way to include the children at Ysgol Crug Glas in everyday activities.

As a team we have promoted our blog via our own social media accounts, sharing on Facebook Snapchat and asking friends and families to like or leave a comment on our posts. Not only this but we have actively shared other events and promotions relating to Ysgol Crug Glas, such as the go fund me page the Bright Art Group have set up and their coffee morning event. As the school did not set us a monetary goal we didn't use our blog as a method of raising money but supported the school wherever possible.

When planning our blog posts and other aspects of our marketing campaign we paid particular attention to the AIDA model, Attention Interest Desire and Action. As a team we understand these

four elements are key in any marketing campaign, we had to get peoples attentions and then develop their interests, to give them a desire to help us, then readers may have acted to help the children at Ysgol Crug Glas themselves.

The marketing mix was used when planning our events, and how we would advertise them. We took into consideration the four p's, product, price, place, and promotion. The products at our tuck-shop events being sweets, crisps and drinks the children have for sale. The price of the products was lower than what would be found elsewhere on the university campus, this was possible as the products were bought cheaper using coupons. The place the tuck shop would be held was the third floor of the campus. Finally, the promotion used to inform people of the tuck-shop included the blog, Facebook posts as well as word of mouth.

The Smart Objective model was also used throughout our project and with all aspects of our marketing, making sure all our objectives were specific, measurable, achievable, realistic, and timeable was important to us. The feedback we received on the blog and through Facebook posts allowed us to measure the audience we were reaching, questionnaires will also be used to gauge if our posters are raising awareness within the university.

In conclusion as a team, we have taken into careful consideration multiple marketing strategies, and have attempted to implement them into our project, as a result, our events have been successful with a good turnout. We have had considerable feedback on our blog and have monitored its level of activity after blog posts closely, we will continue to reflect on this. Using the smart objectives model allows us to acknowledge what marketing strategies have worked best for us.