



BUSINESS AT SHC



SHOOTERS HILL
SIXTH FORM COLLEGE

Inspiring Young People



SHC Enterprise

Employability

Community
Hub

Short Version

- The college has several under utilised areas that we believe could use our expertise and professionalism to improve.
- Once they are in a better position this will help our marketing efforts considerably and improve our recruitment, retention and hopefully revenue, as well as create further opportunities via college growth.
- Are you not busy enough? Yes, we are stretched to the limit, however, our students deserve better and so do our staff. Ultimately the improvement of these areas would have a positive knock on effect to our main areas of responsibility.

Marketing & Admissions

- To be clear, there is still a lot of work to be done in terms of marketing to potential students. However we are over-subscribed and at capacity at enrolment. We are waiting to see how we fit into the PolyMAT before implementing any major marketing & admissions revisions.
- Regardless, the challenge we now face is customer satisfaction. Word-of-mouth remains our key recruitment influencer, so the better the experience for our current students the better for our potential recruitment.

Management and direction

We need to establish an SHC business steering group meeting each term to review and maintain SHC business efforts.

Key Members - Jan, Geoff, Mary, Danville, Georgia-Rose, Andrea, Fred

Rotating members - Rose, Sarah Wells, Viv, Ian, Sarah Stocking



Fitness Suite

MARKETING BRIEF

Written by
DANVILLE BERBECK & GEORGIA-ROSE BEAHAN



Whole College – Student Engagement

MARKETING BRIEF

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Food Services

MARKETING BRIEF

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Studio 16 Salon

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Whole College –Recruitment

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A Fresh Look at the Business Side...

- Introduction - 5 Mins
 - The (administrative) gap – 5 Mins
 - Your thoughts - 10 Mins
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- College – 5 mins (Retention and IP team etc.)
 - Food Services – 20 mins
 - Salon – 20 mins
 - Fitness Suite – 20 mins
 - Lettings*
 - GSSP*
 - PolyMAT*

Visibility and Dissemination

In order to encapsulate and better display our unique offerings we should also:

- 1) Create a small service pamphlet, outlining SHC services, rough costs and service times.
- 2) Advertising for additional events like, summer fair, art auction etc.
- 3) Create a dedicated area on the website for these services
- 4) Ensure a rotation of service advertisements on screens that see external foot traffic. (Sports Academy, Main building during Cityview nights and open events etc)
- 5) Organise regular events for fundraising, art auctions, fairs etc.

SHC Partner Pass*

- We are not going to touch on the work employability or the SHC enterprise groups are doing in this discussion, but there is a lot of room for crossover and beneficial cooperation – despite this, none of our plans rely on said partnerships.
- The one thing we would like to implement however, is a SHC Partner Pass, essentially a digital membership card that gives organisations who wish to work alongside us benefits such as:
 - Cityview discounts, gym membership discounts, free/discounted salon and beauty sessions on site or at their location