



CITRUS SATURDAY

EASTBURY SCHOOL CASE STUDY



www.CitrusSaturday.org



Citrus Saturday is a project in the Open Innovation initiative part-funded by the European Union's Interreg 4b NWE programme. The Citrus Saturday programme was developed by UCL.



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In July 2013, Barking's Eastbury School ran their Citrus Saturday taster event alongside their Insight into Management programme, giving their students the chance to learn simultaneously about business, work, entrepreneurship and management – while making money! Two teams competed to acquire resources, and to achieve the biggest profit margin.

The young people from Eastbury school visited the Citrus Saturday team in Bloomsbury at the University College London campus to learn more about the project. The students expertly negotiated with our staff to source the very best equipment and resources for their lemonade stands. Both teams spent the day at UCL deliberating upon budgeting and resources. One team opted to buy two-hundred bottles from Citrus Saturday for their citrus drinks, which they consequently designed a brand logo for – Mr. Citrus.

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The other team, comprised of students Saeed, Ethelbert, Shane, Daniel, Usmani and Simranjeet were more cautious about their budget and paid just a little over £16 for all of the materials they needed to set-up their Citrus Saturday lemonade stand.

By making the lemonade in advance, the Eastbury students cleverly manipulated the contours of the programme to guarantee themselves an easier and more sale-focused project. One team sold on their own school campus, while another sold at home-time at a local primary school, where parents were likely to dispense of their money for their children. The students reported that they learned how to estimate and manage the levels of stock they needed in a business environment, and the factors which might affect such estimates – the location of their pitch, the customers that they interact with, and the time in which they had to make and sell their product.

The teams sold one hour per day across the whole of the “Insight into Management” week at Eastbury, using the school’s email system as well as leafleting to publicise their Citrus Saturday businesses. Each team made a sizable income; £130 and £150 respectively. The students described the experience as ‘Daunting, challenging, rewarding and very enjoyable’.

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