Students create Oxfam campaign

STUDENTS from Sevenoaks School have created a campaign to help Oxfam appeal to a younger audience.

Sophie Mcinerney, Thea Beadle, Alex Waller and Jonathan Fuchs from the school's sixth form carried out surveys among the target audience for the shop in Sevenoaks High Street to find out where improvements could be made.

Peter Higgs, Sevenoaks Oxfam store manager, said:

"My experience of working with the students was completely positive. The level of skill and enthusiasm they displayed surpassed my expectations. They have provided me with credible analysis and practical solutions to help me grow the appeal of Oxfam's Sevenoaks shop to a younger clientele.

Based on their findings, the students created and tested a social media campaign and suggested a new layout for the shop. The group also made recommendations on the products and brands that will appeal to young people and developed a campaign to encourage donations of these products.

The group is part of The Student Consultancy project, a pilot programme from Oxford University that gives students the opportunity to use their individual skills and collaborate with their peers in a professional environment.

Participants are presented with a real life business problem and tasked with finding a solution, much in the same way that management consultants are.

Sevenoaks School has been part of the pilot programme since September 2016 and has incorporated the activity into the school's voluntary services.