



Learn more about social enterprise with Social Enterprise Solutions CIC

Interactive courses, designed bespoke
to delegates' needs, to help better
understand the opportunities available
within the social enterprise sector

Social Enterprise Solutions (UK) CIC
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Social Enterprise Solutions



The team at Social Enterprise Solutions are widely regarded as thought leaders in the field of social enterprise. In addition to advice and support for over 100 existing and developing social enterprises, we have delivered formal training to:

- Local authorities
- RBS and Nat West executives
- CXL
- NHS human resources staff
- The Princess Royal Trust for Carers

The team's experience has been built up over many years, delivering major funded programmes to establish, nurture and assist social enterprises.

Our training policies are simple. We always ask course members what they want and need, then act on it. All our sessions are informal and interactive – no death by Powerpoint. Course members receive hand-outs covering the main learning points. Costs below exclude VAT if applicable, room hire and refreshments.

Ten steps to creating your own social enterprise

Description:

This is a basic introduction to social enterprise. Course members will gain an overview of the issues and will have the chance to work on specific examples including their own business ideas.

Duration: One day

Who should attend:

- People considering setting up their own business
- Chief officers and trustees of charities

What course members will learn:

The 10 essential steps to creating a successful social enterprise including:

1. benefits and risks
2. business planning
3. legal structures
4. marketing
5. funding, grants and loans
6. how these apply to existing and emerging social enterprises

Cost: £50.00 per course member
(Based on a minimum course cost of £500)

Introduction to social enterprise for the public sector

Description:

This course provides the opportunity to think about the growing role of social enterprise in the public sector. Course members will learn how to make the best use of the opportunities presented by social enterprise and will explore the possibilities of spinning out their service.

Duration: Half a day

Who should attend:

- Public sector staff
- Public sector managers and commissioners
- Public sector staff facing redundancy

What course members will learn:

1. Definitions of social enterprise with reference to local examples
2. Types of social enterprises and how they differ from charities and conventional businesses
3. The importance of contracting with social enterprises
4. The benefits and risks of spinning a service out from the public sector

Cost: £25.00 per course member
(Based on a minimum course cost of £250)

Eight steps to a public sector spin out

Description:

This course investigates the pros and cons of social enterprise spin outs and explains all the stages in the process. It provides examples of public sector spin outs and allows time to work on the ideas of course members.

Duration: One day

Who should attend:

- Public sector staff
- Public sector managers and commissioners
- Public sector staff facing redundancy
- Elected members of local councils and governors of foundation trusts

What course members will learn:

1. The benefits and pitfalls of spin outs
2. Transitional arrangements
3. Staff issues including TUPE
4. Statutory and regulatory issues including procurement rules
5. Funding and budgeting in the new social enterprise
6. Risk assessment and control
7. Spin out service development time line
8. The support available

Cost: £50.00 per course member
(Based on a minimum course cost of £500)

Business Planning for Social Enterprises

Description:

This hands-on course uses tried and tested tools to produce an outline business plan for each course member.

Duration: One day

Who should attend:

- Managers of charities and existing social enterprises
- Public sector managers
- Public sector staff facing redundancy

What course members will learn:

1. Ideas generation
2. Revenue streams
3. Market research
4. Personnel issues
5. Managing finances
6. Costs and costing
7. Legal, governance and management structures
8. Running the enterprise

Cost: £50.00 per course member
(Based on a minimum course cost of £500)

Developing a marketing strategy that translates into sales

Description:

Practical steps to develop a marketing strategy that meets your social enterprise's business plan to drive sales

Duration: Half a day

Who should attend:

- Managers of charities and existing social enterprises
- Public sector managers
- Public sector staff facing redundancy

What course members will learn:

1. Innovative marketing ideas
2. Marketing for little or no cost
3. Converting interest in your product or service into sales
4. Planning a rolling marketing strategy

Cost: £25.00 per course member
(Based on a minimum course cost of £250)

Meet the training team

Alistair Clarke BA (Hons)

Experience:

- Associate consultant of Social Enterprise Solutions CIC
- Owns and manages a successful social enterprise
- Undertaken marketing initiatives for some of the world's largest companies.

Specialist expertise:

- Marketing
- Sales strategies

Anthony Carr FRSA

Experience:

- Director and manager of Social Enterprise Solutions CIC
- SFEDI accredited business adviser
- Managing director of a well-known retail clothing company for 30 years
- Co-founder of Radio Wave

Specialist expertise:

- Finance
- Business support

Clive Hirst B.Ed (Hons) FRSA

Experience:

- Chairman of Social Enterprise Solutions CIC
- Member of the Social Enterprise Coalition Council
- Project management at the Council for Voluntary Service
- Teaching and adult education

Specialist expertise:

- Education
- Training
- Social enterprise management

Dennis Langley ACMI FRSA

Experience:

- Director of Social Enterprise Solutions CIC
- SFEDI accredited business adviser
- Engineering and manufacturing
- Management of an enterprise centre

Specialist expertise:

- Funding and bid writing
- Project management
- Business support



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LISTED:
TOP 100 GROWTH
LEADERS 2010

