



# NEWSLETTER & ACTIVITIES SHEET FEBRUARY 2006

*Profiting Social Enterprises in Lancashire*

## **SOCIAL ENTERPRISE VISITS PROGRAMME**

### **1. Recycling in Social Enterprise – White Goods - 9.30am to 3.00pm Monday 13 February 2006 Furniture Matters, Morecambe with SECT (Social Enterprise Consultancy & Training)**

Furniture Matters is a Morecambe based social enterprise founded in 1999. Six years later it is one of the North West's leading recycling social enterprises specialising in recycling furniture, paint, bicycles and white goods. It also offers training & employment opportunities for long term unemployed and disaffected people from the Morecambe area. Furniture Matters has just launched the largest white goods recycling in the North West. How has it done this? Where does the start up money come from? How is it meeting its social and environmental objectives? Is it Profitable? Sign up for this VISIT & LEARN event. *First hand input from Furniture Matters management and tour their new white goods recycling centre, plus social enterprise training from SECT – and a free lunch!*

### **2. A Manufacturing Social Enterprise – Recycling - 9.30am to 3.00pm Monday 20 February 2006 Prosperity Recycling, Accrington, with SECT (Social Enterprise, Consultancy & Training)**

Prosperity Recycling is one of Lancashire's few manufacturing-based social enterprises. It combines social, environmental and financial objectives by providing training for disaffected and long-term unemployed learners, by making street furniture and fencing from recycled plastic, whilst making a profit for reinvestment back into their share company and its two charitable owners, Trinity Partnership and Prospects Foundation. In addition to recycling plastic Prosperity Recycling also shreds waste cardboard for animal bedding, and makes bird tables, bat and hedgehog boxes from recycled timber. Prosperity is a good example of a social enterprise striving to meet triple bottom line social, environmental and financial objectives. Sign up and see how it's done. *First hand input from Prosperity Recycling management, plus social enterprise training from SECT – and a free lunch!*

### **3. Enterprising Skelmersdale – Horticulture & Mobility - 9.30am to 3.00 pm Monday 13 March 2006 Midstream, Brighter Futures, Skelmersdale, with Burnley Enterprise Training**

Two Skelmersdale community businesses combine to present an opportunity to learn more about social enterprise in South Lancashire. Midstream is horticulture-based enterprise operating a garden centre and allied activities that provide training & employment opportunities for disabled people. Brighter Futures recycles mobility equipment, including wheelchairs in an enterprise that training & employs disabled people. Come to Skelmersdale to discover more about two successful social enterprises in Midstream's new headquarters which double as their headquarters, plus a training & conference facility, which should be ready for opening early March. *First hand input from Midstream & Brighter Futures managers, plus social enterprise training from Burnley Enterprise Trust – and a free lunch!*

### **4. Coldwell Residential Centre – Nelson – 10.00am to 3.00pm Tuesday 31 January 2006 (?) Coldwell, Nelson - Open Day**

Coldwell is a long established rural-based residential centre deep in the heart of Pendle District. In addition to providing an attractive venue for residential weekend and weekend courses, Coldwell has a café/tea room that attracts thousands of visitors, a horticulture centre, a media unit, and an adventure trail. The Centre has just seen completion of a £400k capital development programme that makes it even more attractive as one of Lancashire's leading residential activity centre. By visiting Coldwell you will discover more about how it achieves its social and environmental targets, and how it maintains its position as a leading social enterprise through 99% trading activity. 31 January is Coldwell's Open Day following its recent building expansion. Sign up for an eye-opener. *First hand input from Coldwell's manager and his staff team.*

Web site - [www.selnet-uk.com](http://www.selnet-uk.com) – Email – [info@selnet-uk.com](mailto:info@selnet-uk.com)

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## **TRAINING**

### **1. in Social Enterprise**

SELNET is collaborating with John Moores University of Liverpool to establish a Lancashire-based MA in Social Enterprise course. SELNET Board of Directors feel that it would be a significant advantage to the social enterprise movement in the sub region for a group of social entrepreneurs to meet together for study leading to personal and professional development. JMU are offering a 3 year part-time course for up to 25 social enterprise practitioners from Lancashire who don't necessarily need to have a first degree. There is a course fee of £5,040, payable in five installments over three years, a reasonable fee for such an investment! This may still be a large commitment for some enterprises, so SELNET is planning to offer bursaries to Lancashire-based social enterprise workers through funding from the Lancashire SE Action Plan.

**Further information on the MA in Social Enterprise, and any other JMU social enterprise training, from Bob Doherty, Senior Lecturer at JMU: - [R.Doherty@livjm.ac.uk](mailto:R.Doherty@livjm.ac.uk).**

### **2. Marketing for Social Enterprises – 9.30 am to 4.00 pm Thurs 16 February 2006 – Preston**

This one day marketing course will be a practical approach to developing a market orientation for social enterprises. The programme will concentrate on how social enterprises can develop their competitive position in both the public and private sector markets with a focus on making the most of the social enterprise differentiation. There will be equal attention paid to services and product marketing. Course participants will leave the course equipped with a range of techniques and frameworks on how to analyse the current position of their organisation, carry out key market research tasks such as designing questionnaires and how to set clear marketing strategy. This course is a must for those social enterprises wanting to become more competitive against private /public sector rivals with more resources. Sign up now! The day course is being presented by Bob Doherty, Senior Lecturer in Social Enterprise at John Moores University.

Number of places - 30

**Further information and course reservation from SELNET. Email: - [info@selnet-uk.com](mailto:info@selnet-uk.com)**

### **3. Introduction to Social Auditing – 9.30am to 12.30pm Weds. 15 March 2006 – NELSON**

The training will look at the concepts and principles of social auditing, identify social auditing networks, and inform through case studies. It will explain how social auditing helps you identify your value-base, and your social, environmental and financial objectives. It should help you to account more effectively to your stakeholders for the impact you make as a social enterprise on the communities with whom you work. The training could lead to formation of clusters of social auditing practitioners operating social auditing processes. This course will be led by Graham Waterhouse of GM Associates.

Number of places - 15

**Further information and course reservations from SELNET. Email: - [info@selnet-uk.com](mailto:info@selnet-uk.com)**

## **TRAINING GRANTS**

SELNET can provide bone fide social enterprises and individuals with substantial grants from the Lancashire Social Enterprise Action Plan towards the cost of learning programmes. SELNET is particularly keen to support applications towards the cost of the MA in Social Enterprise. More information on grant applications can be obtained by contacting SELNET – [info@selnet-uk.com](mailto:info@selnet-uk.com).

## **PROCUREMENT**

SELNET, the Lancashire Social Enterprise Partnership Board, and Lancashire County Developments Limited are collaborating on an innovative 3 year initiative which will see the appointment of a Lancashire-based procurement officer by March 2006. The Procurement Officer will be aiming to help Lancashire social enterprises meet the government's target of winning 5% of public sector procurement budgets. The new officer will cover the whole of the Lancashire sub-region. S/he will be working co-operatively with Heads of Procurement of Local Authorities, Primary care Trusts, and social enterprises to tender successfully for contracts with public bodies, either as individual organisations or via consortia arrangements. The procurement project will liaise with the Social Enterprise Coalition's national social enterprise procurement initiative. Further support for this outstanding initiative is being sought from Blackburn with Darwen and Blackpool Borough Councils. Keep up-to-date with developments through the SELNET web site – [www.selnet-uk.com](http://www.selnet-uk.com). A specific web site for the Procurement Project will be developed by spring 2006.

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## LANCASHIRE SOCIAL ENTERPRISE ACTION PLAN

The Lancashire Social Enterprise Action Plan has been developed as a result of social enterprise development funding from the North West Development Agency – There is £300k available over the next 18 months for capacity building the social enterprise sector. The Action Plan is being developed with the support of NWDA, Business Link Lancashire (Accountable Body), Lancashire County Council – Lancashire County Developments Limited, Blackburn with Darwen Borough Council, Blackpool Borough Council, Learning & Skills Council Lancashire, and SELNET. SELNET has 8 representatives on the Lancashire Social Enterprise Partnership Board. The Chair of LSEPB is Carol Worrell, one of SELNET's representatives.

## SOCIAL ENTERPRISE COALITION

**SELNET** is a member of the Social Enterprise Coalition the lead organisation that advocates and lobbies for the development of social enterprise at a national level. SEC resources will be available at the SELNET Launch Event on 19 January. Currently there are some excellent publications for SEC including: -

- There's more to business – A Manifesto for Social Enterprise
- More for your money – A Guide to procuring from social enterprises for the NHS
- More for your money – A Guide to procuring from Social Enterprises
- There's more to business than you think – A Guide to Social Enterprises
- Match Winners – A Guide to commercial collaborations between social enterprise and private sector business
- Unlocking the potential: A Guide to Finance for Social Enterprises (£8.50 + p & p)

More information about publications and membership of SES from [www.socialenterprise.org.uk](http://www.socialenterprise.org.uk)

Don't miss VOICE 06, the Social Enterprise Coalition's national conference in Manchester – 25 January 2006.

## CONSULTANCY

**SELNET** can provide social enterprises with a grant towards specialist consultancy advice, e.g. in operations, marketing, finance, management & systems, funding, legal structures. A free business diagnostic is undertaken first, and then an action plan is developed collaboratively with your social enterprise. Where specialist support has been identified as a means to move the enterprise forward, an application can be made to SELNET to apply for a grant of up to 50% of the costs.

Contact SELNET for more information or to book an appointment with a social enterprise business advisor – Web site: - [www.selnet-uk.com](http://www.selnet-uk.com) – E-Mail: address: - [info@selnet-uk.com](mailto:info@selnet-uk.com).

## MAPPING LANCASHIRE SOCIAL ENTERPRISES

Debbie Chinn of Business Link Lancashire is responsible for mapping Lancashire's social enterprises. Have you had a visit from Debbie or one of her advisers? If not, contact Debbie by email at: - [DChinn@bllancs.co.uk](mailto:DChinn@bllancs.co.uk).

## MEMBERSHIP

Membership of SELNET is free until 30 June 2006 – There are already 65 SELNET members.

## WEB SITE LINKS

Promote your social enterprise business by having a Link on SELNET's web site. You can also advertise your job vacancies and your products on the site. This is a free service to members. You could have a feature as *Social Enterprise of the Month!* Contact: - [info@selnet-uk.com](mailto:info@selnet-uk.com)

**Geoff Jackson – Chair SELNET – January 2006**

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