



STARTING YOUR SOCIAL ENTERPRISE

21 & 27 SEPTEMBER 2011

19 & 26 OCTOBER 2011

8 & 17 NOVEMBER 2011

CONSUMER FOCUS SCOTLAND

100 QUEEN STREET

GLASGOW

10 am – 4 pm each day

Three two-day modules for community food and community health organisations that want to establish a social enterprise or new income generating idea.

Starting Your Social Enterprise (SYSE) is an essential programme for community food and community health initiatives that want to set up a thriving and sustainable social enterprise or new income stream.

The programme is ideal for community food and community health organisations that are at the stage of exploring the feasibility of their business ideas and preparing a business plan OR exploring new ways of generating income for their organisations. You will be given business start-up knowledge and tools and skills to help you create, develop and sustain your social enterprise or new income stream.

The programme includes three two-day modules, delivered over eight weeks. The programme is fully funded by CFHS.

Places are available for the whole programme OR individual modules.

Module One – **Understanding Social Enterprise**

On: 21 September and 27 September
At: Consumer Focus Scotland, Glasgow
From: 10 a.m. to 4 p.m.

Understanding Social Enterprise (USE) will introduce you to the concept of social enterprise, the challenges established enterprises currently face and what the future holds for this emerging business model. USE is ideal for organisations interested in learning about social enterprise and its potential within the community food and community health fields.

The module's content includes: an introduction to social enterprise; business models; legal structures; governance; strategic vision; mission and objectives; and input from a social enterprise.

Module Two – **Marketing Your Social Enterprise (day one) & Introduction to Finance (day two)**

On: 19 October and 26 October
At: Consumer Focus Scotland, Glasgow
From: 10 a.m. to 4 p.m.

Marketing Your Social Enterprise (MYSE) will provide you with an ideal setting to test your social enterprise business ideas, or your ideas for new products and services that will generate income for your organisation. In this highly participative session you will be able to assess your ideas and their sustainability. MYSE is suitable for organisations interested in developing a new social enterprise, whether this is a start up social enterprise, a new trading arm for your organisation or a new product or service.

The content of the day includes: market research; product and service ideas; your Unique Selling Point; pricing; and promotions.

Introduction to Finance is an ideal starting point for your financial learning. In a competitive environment it is imperative that you understand the dynamics of finance and have the awareness to spot new opportunities for income streams. This session is useful if you are interested in exploring and understanding the trading potential for your organisation, or new to financial management.

The day will include: an introduction to financial concepts; improving financial performance; income sources.

Module Three – Leadership and Strategic Planning

On: 8 November and 17 November
At: Consumer Focus Scotland, Glasgow
From: 10 a.m. to 4 p.m.

This module explores the importance of leadership within organisations whilst considering the responsibilities of strategic business planning within your social enterprise. This highly engaging module will allow you to share and reflect upon your experiences amongst peers, and develop practical skills to take back to your organisation. The module is suitable for individuals who are, or expect to be, in a position of responsibility in the near future, and who are keen to explore the importance of successful leadership for their social enterprises.

The module’s content includes: business planning; peer support; leadership skills; review, reflection and evaluation; next steps.

Fifteen places are available for all three modules. Completed applications would be welcomed by:

Whole programme / Module One	Tuesday 6 September
Module Two	Wednesday 28 September
Module Three	Tuesday 18 October

Please note

If you book a place at one of our events and do not attend, CFHS reserves the right to impose a cancellation charge to cover some of the costs incurred. If implemented, we will charge you unless we have been notified that the place will not be used at least 10 days prior to the event and/or we are able to fill the place. This cancellation charge will be £50, or 50% of the cost to CFHS for providing this place, whichever is greater.

Your contact details will be forwarded to the Social Enterprise Academy, which will be in touch with you before the programme starts.

APPLICATION FORM

STARTING YOUR SOCIAL ENTERPRISE

Your name:

Organisation

Contact address:

Contact email address:

Contact phone number:

Which modules do you want to attend? *(please tick)*

- All three
- Module one (21 and 27 September)
- Module two (19 and 26 October)
- Module three (8 and 17 November)

Please return your completed application form to CFHS, c/o Consumer Focus Scotland, 100 Queen Street, Glasgow, G1 3DN or fax no 0141 221 9695 or email anne.gibson@consumerfocus.org.uk by **the date shown on opposite page.**