

Social Enterprise Ambassadors Implementation Guide



Implementation guide

Provider name	Longden Ltd
Project summary	We aimed to build our own capacity by creating a Social Enterprise and refining the work that we do within the five Local Authorities so that it becomes self sustaining and means that everyone can do more for less. We trained as a Social Enterprise Ambassador which served to increase our understanding of, and ability to become a Social Enterprise. We have created the beginnings of a new Social Enterprise “Go Enjoy”
What did you do?	What is involved? (list actions as bullets points) We carried out the following actions: <ol style="list-style-type: none">1. Attended the Social Ambassador Training2. Identified potential partners for our SE3. Met with our partners to investigate the benefits of working together as a social enterprise4. Explored the options for creating a new SE business5. Agreed a legal entity for the new SE6. Planned a process for set up with our accountants and solicitor7. Employed a temporary SE project Manager8. Employed a temporary web designer to create the new website9. Mapped out the vision and direction for the new SE10. Set up the website with new content http://shop.goenjoy.co.uk/11. Reviewed the process

What did the project cost, including LSIS funding?	Social Ambassador Training (staff time and travel)	900
	Identified potential partners for our SE	500
	Met with our partners to investigate the benefits of working together as a social enterprise	1800
	Explored the options for creating a new SE business	500
	Agreed a legal entity for the new SE	450
	Planned a process for set up with our accountants and solicitor	450
	Employed a temporary SE project Manager	3600
	Employed a temporary web designer to create the new website	1800
	Mapped out the vision and direction for the new SE	450
	Set up the website with new content	1200
	Reviewed the process	600
	Total	£12,250
Impact: what difference did the project make to:	<ul style="list-style-type: none"> • It has made us more open to new ways of working and ways of attracting new business. • We have created a set of options for delivering non-funded sustainable provision. • Increased our capacity to promote and support those learners and colleagues who may wish to establish a Social Enterprise in their own community. • Created a wider network of contacts and supporting our sustainable growth programme. • Gained knowledge and experience of social enterprise and able to signpost colleagues and learners to additional support and resources. • Generated ways that social enterprise could be embedded within our mainstream curriculum with Support Workers in the Public Sector. • Identified sources of funding and support for creating a Social Enterprise • Gained a greater understanding the business model of the host Social Enterprise. • Provided an opportunity for a member of staff to develop themselves and their skills in a new area. • We are making our learners more aware of other business 	
Your organisation		
Your learners		
The community		

	<p>options</p> <ul style="list-style-type: none"> • We will launch the business later in the year (2011) and will • Increased and improved communication amongst the local voluntary, public and voluntary sectors. • Made recommendations for how work and training can be commissioned to mutual advantage with reduced costs. • Created an opportunity to develop an ongoing relationship with our local voluntary organisation members including Shakespeare Birthplace Trust and Stratford Town Trust • Identified apprenticeship opportunities within voluntary members and ways that work can be found for young unemployed in the town. • The project will inform our future plans by giving us a range of options and a template for how we can act as Social Enterprise Ambassadors along with creating our own Social Enterprise.
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<p>How will the work inform your future plans?</p>	<p>We now have the blueprint for our new SE. See below. This will shape our future plans.</p>  <p>goenjoy.co.uk</p> <p>We deliver bespoke;</p> <ul style="list-style-type: none"> •Corporate Teambuilding •Conferences •Charity Events •Celebration Events <p>Social Responsibility Supporting our clients to do something different and give something back!</p> <p>Partnerships Our work directly supports:</p> <ul style="list-style-type: none"> •Charities •Local communities <p>"A social enterprise delivering conferences & events for discerning, socially responsible groups who want to enjoy new experiences, do something different, learn in inspiring venues, and give something back to the community</p> <p>Do good – feel good! - We are committed to:</p> <ul style="list-style-type: none"> •Donating 5% of our profits to charity •Generating income for local & community businesses •Promoting the charity and voluntary sector as our conference and event locations •Sourcing all lunches and refreshments from local suppliers and fair-trade organisations •Providing local job and training opportunities
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<p>What were the lessons learned?</p> <p>What tips do you have for other providers?</p>	<ul style="list-style-type: none"> • Get enthusiastic and look at what others are doing. • Identify what added value you can give to clients and partners • Work with positive people who share the vision • That Social Enterprises are “for more than profit” • It’s not easy to get things off the ground! • Everything takes a lot longer than you think! • We have learnt about the value of the Social Return on Investment as a measure <p>It’s worth getting involved as a Social Ambassador</p>
<p>Further information and key resources</p>	<p>http://shop.goenjoy.co.uk/ http://www.socialenterprisewm.org.uk/ http://www.neweconomics.org/projects/social-return-investment http://www.thesroinetwork.org/sroi-analysis/the-sroi-guide</p>
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