

Setting up and working in a Social Enterprise

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What is a Social Enterprise?

- There are 62,000 in the UK
- The government defines social enterprises as "businesses with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners."
- As with all businesses, Social Enterprises compete to deliver goods and services. The difference is that social purpose is at the very heart of what they do, and the profits they make are reinvested towards achieving that purpose
- Examples of social enterprises include *The Big Issue*, Jamie Oliver's restaurant Fifteen, and the fair-trade chocolate company Divine Chocolate.

(Social Enterprise UK)

My backgroundis it relevant to setting up a Social Enterprise?

- ◉ RGN
- ◉ RM
- ◉ General Practice
- ◉ BSc (Hons) Nurse Practitioner Diploma
- ◉ NiP
- ◉ MSc

What did our Social Enterprise Do?

- Developed services that provided Londoners with rapid home visiting services for acutely unwell patients, services for those presenting to urgent care centres and also those with long Term Conditions.

Setting up a Social Enterprise

○ Attributes

- > Tenacity
- > Commitment
- > Can do attitude
- > Need to 'do something differently!'
- > Ability to have 'blue sky thinking'
- > Ability to develop skills outside your comfort zone

○ Skills

- > Business skills
- > Finance
- > Communication skills
- > Focus on what you want to achieve
- > Recognition of others assets!
- > Confidence

Considerations

- ◉ Medmal insurance
- ◉ Lawyers
- ◉ Appropriate staff (support, development, encouragement)
- ◉ Acquisition of contracts
- ◉ Marketing
- ◉ HR support, accountancy support,
- ◉ CPD/Mandatory and Statutory training
- ◉ In and OOH support
- ◉ Complaints /

Making the Transition

- ◉ Difficult
- ◉ Strained interpersonal relationships
- ◉ Commissioners – Staff- Patients
- ◉ Waking each day with positive thought about what the day would hold!
- ◉ Support to staff

Training Resources and Support

- ◉ Social Enterprise UK (www.socialenterprise.org.uk)
- ◉ Social Enterprise Unit (DH)
- ◉ Social Enterprise Ambassadors
(www.socialenterpriseambassadors.org.uk)
- ◉ The Roffey Park Institute
- ◉ HEI's
- ◉ Social Enterprise London (www.sel.org.uk)
- ◉ RCN!

Tips for budding entrepreneurs

- Have confidence in your idea
- Remain focussed
- Talk to as many people as you can and listen to their advice
- Buy in support for those areas you struggle with
- Have supervision
- Be open and honest with colleagues

And Finally!

- Any questions?

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