

HOW TO SET UP AND MANAGE A CREATIVE SOCIAL ENTERPRISE OR BUSINESS



<https://future-communities.org.uk>
@FutureCommunit1

FUTURE COMMUNITIES



Your facilitator today is **Gary Parker**

- Chair of Future Communities
- FC is a SE London based community engagement, consultancy and training organisation – www.future-communities.org.uk
- Works regularly for many organisations delivering community support, training courses, partnership development project researching funding sources and writing applications

Introduction



Your facilitator today is **Gary Parker**

- Working in business support and fundraising for over 15 years
- Director of CNT Associates
- Member of Institute of Fundraising
- Formerly Approved Consultants – NCVO & NAVCA
- Based in London & North West
- Works regularly for many organisations delivering funding courses, researching funding sources and writing applications

The Objectives of This Workshop

1. Support and development of your business or business idea
2. Identify your appropriate trading status
3. Clarify the relevant legal, structural and financial issues
4. Focus on digital media needed to develop your services or products
5. Help you identify sources of funding, including grants and loans
6. Maximise advertising, promotion and publicity
7. Compete effectively in the market
8. Help you and your business be sustainable through skills and business development



What is a social enterprise?



- A social enterprise as defined by Social Enterprise UK -
- ‘In essence, social enterprises are businesses that are changing the world for the better’.
- Like traditional businesses they aim to make a profit but it’s what they do with their profits that sets them apart – reinvesting or donating them to create positive social change.

What is a business or SME?



- *A business or small or medium sized enterprise is -*

Business generally refers to **organisations that seek profits by providing goods or services in exchange for payment.** However, businesses don't need to turn a profit to be considered a business. The pursuit of profit, in and of itself, makes an organisation a business.

For more info

<https://entrepreneurhandbook.co.uk/starting-a-business/>

My Top Social Enterprise/ Business Related Websites

- **Social Enterprise UK** - <https://www.socialenterprise.org.uk/>
- **School For Social Entrepreneurs**
- <https://www.the-sse.org/>
- **The UK Govt** <https://www.gov.uk/set-up-a-social-enterprise>
- **Federation of Small Businesses** <https://www.fsb.org.uk/>

<https://entrepreneurhandbook.co.uk/starting-a-business/>

<https://www.gov.uk/set-up-business>

IT'S IMPORTANT TO GET ADVICE IF YOU ARE UNSURE ABOUT THESE ISSUES FROM AN ACCOUNTANT, SOLICITOR OR OTHER BUSINESS ADVISER OR JOIN A BODY LIKE FSB or another organisation that support people in the Creative Industries

Creative Industries Council - <https://www.creativeindustriesfederation.com/>

Creative Industries Council - <https://www.thecreativeindustries.co.uk/about-us>



Legal & Financial Issues Trading Status

- <https://www.gov.uk/set-up-a-social-enterprise>

You must choose a business structure if you're starting a business that helps people or communities (a 'social enterprise').

- a [charitable incorporated organisation \(CIO\)](#)
- [co-operative](#)
- community interest company (CIC)

If you want to set up a for profit business , you can set up as a:

- [limited company](#) <https://www.gov.uk/limited-company-formation>

[Sole Trader](#)

<https://www.gov.uk/set-up-sole-trader>

- Steps to be becoming self employed



Setting Up As A Sole Trader/ Being Self Employed

<https://www.gov.uk/set-up-self-employed>

If you start working for yourself, you're classed as a sole trader. This means you're self-employed - even if you haven't yet told HM Revenue and Customs (HMRC).

Running a business

You're probably self-employed if you:

- run your business for yourself and take responsibility for its success or failure
- have several customers at the same time
- can decide how, where and when you do your work
- can hire other people at your own expense to help you or to do the work for you
- There are other factors that may mean your self employed too –check the link abou

Incorporation

- Become a Co Ltd by shares or guarantee
- For:-
 - A company is a separate entity which can employ you – a limited company has limited liability
 - A private company can employ people and pay all of their legal expenses including tax
 - The public sector prefers corporate organisations – their risk is lower
 - If you want to set up as a sole trader- the process is different, see below

Social Enterprise



- A company not for profit with social objectives
- For:-
 - Growing area for opportunities – able to incorporate
 - You / your SE contributes to community/charitable objectives
 - Government(s) support these objectives
 - Can grow significantly whilst retaining charitable objectives – can also benefit from grants

Who you register with for self-employment or to set up a company/SE

- Self-employed – HMRC and others – www.gov.uk/set-up-self-employed
- Company – Companies House
www.gov.uk/government/organisations/companies-house
- Social enterprise – depends on legal structure
www.gov.uk/set-up-a-social-enterprise
- More info and support – www.fsb.org.uk – Federation of Small Businesses
- London Business Hub – www.businesshub.london

Health & Safety - www.hse.gov.uk



- www.hse.gov.uk/pubns/priced/hsg268.pdf
- Managing health and safety is an integral part of managing your business.
- You need to do a risk assessment to find out about the risks in your workplace, put sensible measures in place to control them, and make sure they stay controlled. Covid 19 is also an issue you need to risk assess for yourself and any colleagues/clients
- The HSE guide provides information on what you need to consider when managing health and safety and assessing the risks in your workplace. It shows how you can follow a 'Plan, Do, Check, Act' approach.

GDPR - General Data Protection Regulation

- A new set of data regulations which became law in May 2018:
<https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>
- Data protection is about ensuring people can trust you to use their data fairly and responsibly.
- If you collect information about individuals for any reason other than your own personal, family or household purposes, you need to comply.
- The UK data protection regime is set out in the DPA 2018, along with the GDPR (which also forms part of UK law). It takes a flexible, risk-based approach which puts the onus on you to think about and justify how and why you use data – www.ico.org.uk



Funding for Your Business or SE



- There is no one source of info and it depends on your legal status
- Being a sole trader is the most difficult status to get funding for
- Entrepreneur Handbook: www.entrepreneurhandbook.co.uk/grants-loans/
- My Funding Central – any type of organisations
- www.myfundingcentral.co.uk/
- Social enterprise: www.sibgroup.org.uk/funds

Entrepreneur Handbook

www.entrepreneurhandbook.co.uk/grants-loans/

- A comprehensive list of UK business grants to find and apply for. The best grants for your business, with details on each grant including funding amount, grant criteria, coverage and more
- Further research is required to match your requirements against the funder requirements and priorities
- Over 60 pages of grants

Department For Business, Energy & Industrial Strategy

www.gov.uk/business-finance-support

- This is a government website on which you can do a customised search
- There is a range of funding opportunities detailed here depending on the size and type of business you are

Funding For Women Led Businesses

- There is now a range of funders for women led consultancies, businesses and social enterprises; some are featured below.
- For more sources of funding and information in this area, please contact us directly.
- We can provide significant assistance and/or refer you to one of our many partner organisations.



Enterprise Nation Female Start Up of the Year

www.enterprisenation.com

- The applicant's start-up must be a UK based company with no more than 10 employees that has been trading for up to three years.
- Previous offers/prizes were as follows:
- £500 Facebook advertising credit
- Quarterly business mentoring for a year from KPMG
- £200 Treatwell voucher to spend on a beauty or spa treatment from Direct Line for Business
- Two Dua Lipa tickets at an O2 Academy of the winner's choice from O2 Business
- Signed cycling top by Laura Kenny, the most successful female British Olympian, from HSBC
- 'Power your business with Square' which includes a Square reader and Dock (worth £58+VAT) plus £1,000 worth of free processing
- A one hour consultation and lunch with Clive Lewis, head of enterprise at ICAEW, and a £100 voucher to spend at PC World
- Profile on the Enterprise Nation blog and social media
- The title of Enterprise Nation Female Start-up of the Year

ARTS COUNCIL

<https://www.artscouncil.org.uk/funding>

The Arts Council are the national development agency for creativity and culture.

They have set out our strategic vision in Let's Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish.

We invest public money from Government and The National Lottery to help support the sector and to deliver this vision.

Paul Hamlyn Foundation

ARTS ACCESS AND PARTICIPATION FUND

The Fund addresses inequalities of opportunity to access and participate in the arts. We want to support change in the way the arts are created, presented, accessed and experienced.

- Grants from £30,000 – £400,000 and lasting between 12 months and 4 years
- Rolling application cycle – no deadlines. Decision making panels meet approximately 5 times a year.



Charitable & Trust Funding



Often with a specific remit – many trusts and charities finance specific projects or groups of people – approx. £5 billion per year in grants given.

How do you locate these organisations?

There are many sources but the following should help:

www.myfundingcentral.co.uk part free/ part paywall

<https://www.dsc.org.uk/funding-websites/>

Directory of Social Change

<https://www.charityexcellence.co.uk/Home/FundingFindersResources> Charity Excellent- good free site

Global Fund for Women

Global Fund for Women

The Global Fund for Women aims to support organisations – led by girls, women or trans people – which are making changes to advance gender equality and human rights in their communities.

Awards

Flexible cash grants which support with operating and programme expenses, and/or grants to help with travel and event organising.

Entry Criteria

Your organisation must be:

- Based outside the US
- Dedicated to improving women's equality and/or human rights
- Governed by a group of women, girls or trans people (Global Fund for Women awards grants to groups, not individuals)

www.globalfundforwomen.org

Jerwood New Work Fund

The Jerwood New Work Fund provides funding for artists, artistic groups and artist-led organisations to undertake research, development and creation of new work to enable a step-change in their practice and profile.

It aims to advance artistic practice by encouraging applicants to investigate their creative process and take risks that lead to the development of unique new works.

New funding opportunities are expected on their website in due course.

<https://jerwoodarts.org/our-funding/>

Wellcome Trust

The UK's largest pharmaceutical company and also the largest charitable grant funder in the UK - over £700 million per year distributed.

They have a range of funding and grant programmes including:

Public Engagement Fund

Funding for organisations, companies and individuals in any sector who have the ability to engage the general public through health-related research and science, throughout the UK - this can be illustrated using any creative methodology- i.e. film, art, digital media, drama, animation etc.

Grants range from £5,000 to £3,000,000

For information about this and other programmes: wellcome.org

Other Support

- British Library – www.bl.uk/events
- Small Business – www.smallbusiness.co.uk
- Start Up Donut – www.startupdonut.co.uk
- London Business Hub – www.businesshub.london
- School For Startups – www.s4s.international

Crowdfunding

- UK Crowdfunding Association - www.ukcfa.org.uk
- Crowdfunder - www.crowdfunder.co.uk
- Funding Circle - www.fundingcircle.com
- Crowdcube - www.crowdcube.com - £16 million raised for businesses since inception
- Kickstarter - www.kickstarter.com
- Funding started in creative industries, now others, check site for details



Funding Guide

Your Funding Guide will help you:

- Clarify the main steps to writing a successful funding application
- Identify the skills you need to develop
- Access further information about sources of funding
- Help you identify your next steps



Establishing a Niche Market

- You can think of a **niche market** as a narrowly defined group of potential customers that have specific needs your business can address

7 Niche Marketing Ideas for Specialized Businesses

- Know Your Target Niche Market Inside Out. ...
- Solve Your Customers' Problems. ...
- Rethink How You Spread the Word About Your Business... ...
- ...And market your services. ...
- Keep Tabs on Your Niche Marketing Competitors. ...
- Be Open to New Opportunities. ...
- Listen to Your Customers – REALLY Listen.

Establishing a Client Base



The first steps to establishing your client base are:

1. Write a good quality business plan
2. Write associated marketing/action plan
3. Identify target market & how to access it
4. Web-based marketing/person 2 person networking – use who you know/business networking/tendering/LinkedIn/Mailchimp/Instagram and others

Establishing a Client Base cont.



Points for consideration:

- How can you hold on to existing clients, while sourcing new ones?
- Your first year of consultancy may be your most successful - why is this?
- Business development needs to be continuous?
- How can you communicate regularly with clients and prospects?

Business Development

- Why do you need to do it?
- Generating business leads and sales - how do you do it?

Some examples:

- LinkedIn profile, Facebook ads, Facebook Live, Google Ads
- Partnership work
- Interim management



Income vs Expenditure



How do you work out what to charge?

- Doubling/tripling your hourly wage
- Using a daily rate for consulting
- Setting consultant fees by the project
- Find out what others charge and do that!
- Setting consulting fees based on performance
- Setting consultant fees strategically using real-life data
- Charging what everyone else charges
- Moving to solution-based fees

The Characteristics of Successful Consultancy

These include:

- Well-organised, structured but flexible service
- Visible presence - web/social networks
- Diverse range of clients or niche market
- Established as an 'expert in your field'
- If you have a speciality, ensure that your social media and other marketing reflect this
- Established supply chain

Extending Your Client Base

- Offline marketing
- Who You Know - trade associations, events, presentations and networking
- Some business networks - CNT business network, SELBN, SELCC
- Perfect an elevator or 1-minute pitch
- Can you think of any way to market yourself?



Marketing and Promotion



- **Invest/Produce** business cards/folders/website and a common design throughout
- Use leaflets, posters and other printed material as appropriate
- Utilise social media - Twitter, Facebook and Instagram
- Attend all **free** events offered by business networks or community organisations
- If you are community-based, attend local meetings and events by local authority, NHS, GLA and others

Marketing and Promotion cont.



- Include LinkedIn, Facebook, Twitter, Instagram
- Pinterest
- Use your website for payments – PayPal
- Shopify - www.shopify.co.uk
- Get linked to other websites – networks
- Consider membership of trade bodies – Thamesmead Business Forum, SE Chamber of Commerce, FSB, SELBN
- Capture and record recommendations, endorsements, testimonials – case studies

Marketing and Promotion cont.



- Speak at events or conferences
- Write articles for trade journals/respond to letters/other articles
- When possible, stands/displays at exhibitions/conferences
- Plan 'Lever' events – to 'upsell' potential clients – 'free' training or research findings or dissemination – sponsor events
- Organise your own networking event at a venue or location that suits you

Marketing and Promotion cont.



- Carry out online evaluation and customer satisfaction surveys regularly:
www.surveymonkey.com
- Build a customer database – offer incentives for them to view and interact with your site
- Ensure excellence in customer care – capture and distribute evidence – provide snap surveys
- Busy people get things done – always BE busy!

Hone Your Skills - Develop an Action Plan

Write Your Goals Down

- The act of writing down what you are going to do is a strong motivator. Writing down goals prevents you from leaving your goals vague. Be specific. Also record what your reward will be for achieving the goal. Make a contract with yourself, then read it each morning and night. This will help you to be more committed to your goal as each day passes.

List The Barriers To You Achieving Success

- Think of everything that might stand in your way. Then decide what you can do about each obstacle. Design a plan to reduce the influence of each obstacle and increase the chances that you will be successful in reaching your goal.



Hone Your Skills - Develop an Action Plan cont.

List The Achievements of Reaching Your Goals

- Knowing exactly what you will gain from reaching your goal is a strong motivator.

List Subsidiary Goals

- Break down complicated plans into manageable chunks. Be specific about what has to be accomplished. Decide what you are going to do, and when.

Improve Your Skills

- If information or skill is keeping you from achieving your goals, determine ways to fill in the gaps and build this into your action plan.

Get Support From Others

- Find someone, a colleague or friend, with whom you share a common goal. Or you can pay for it.



Expanding Your Skills and Knowledge Base



- Professional development is important
- Skills need to be constantly updated
- Marketplaces can change rapidly and you may need to acquire new skills
- How can you update your skills and knowledge?
- Where are the sources of help & support?

Expanding Your Skills and Knowledge Base cont.



- Check out any sources of free support - these might include:
 - London Business Hub – www.businesshub.london
 - Government Funding:
www.gov.uk/business-finance-support
 - Your local Enterprise Agency
 - Your local Chamber of Commerce
 - Your local authority: www.xxxx.gov.uk

Future Communities contact info

Call us on 0778 6628512 or email us on info@future-communities.net

Or join Gary Parker on LinkedIn: www.linkedin.com/in/gary-parker-cnt1/

For more information on any of our workshops please visit:

<https://future-communities.org.uk>

See our YouTube channel:

<https://www.youtube.com/@futurecommunities9383>

X: [@FutureCommunit1](https://twitter.com/FutureCommunit1)