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## Making the most of community assets

Many organisations overlook the value locked up in their assets - buildings and land are often underutilised. A bit of vision, passion and entrepreneurial spirit can go a long way.

Local charities, faith based organisations and social enterprises are increasingly looking at how they can make better use of their assets and approaching us for help.

To this end, this month's BULLETIN features two examples of organisations 'working their assets'. First is a case study on our work with Renewal Christian Centre, who are moving forward with a new activity centre at their site on Lode Lane.

The second spotlight's Reverend Neil Roberts and the latest developments at Three Trees. Recent refurbishment works at the community centre have created enterprising opportunities for local groups, including a new community cafe we've supported with

company registration and business planning - Olive Branch Kitchen; they opened their doors on 28th May.

It's great to see new and existing enterprises developing in North Solihull. The new village centres will also provide a boost with retail units for businesses. We hope some of these will be taken up by community enterprises run by local residents.



**If you live or work in North Solihull and have big ambitions for the area, tell us about your project. We might be able to help.**

**i** Drop us an email [business@solihull.gov.uk](mailto:business@solihull.gov.uk) or call 0121 704 8097

## CEFS recognised as social value in action

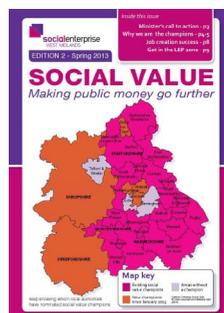
Community Enterprise for Success has been hailed as an example of social value procurement with far reaching impacts for clients, delivery partners and Solihull Council.

*Social Value - Making Public Money Go Further*, published by Social Enterprise West Midlands, profiles local authority social value champions and case studies demonstrating how the Social Value Act is igniting new approaches and developments for commissioners as well as the social enterprise sector.

The article (page 8) comes as the CEFS programme celebrates 18 months of delivery resulting in:

- 66 organisations engaged
- 13 business assists (12 hours support or more)
- 34 jobs created / safeguarded
- 104 training attendees
- 3 business cases developed.

Download your copy of the Social Value Ezine here [www.socialenterprisewm.org.uk](http://www.socialenterprisewm.org.uk)



## Santander backs social enterprise for third year

Santander's Social Enterprise Development Awards opened on 3rd June with an increased number of prizes available this year for social enterprises seeking a financial boost to help them expand.

The scheme, now in its third year, offers social enterprises the opportunity to win funding and business support to help them grow and increase their social impact. The Awards feature three prize funds - £50,000, £20,000 and £10,000 - dependent on turnover, for organisations working to improve social inclusion, support employment or create a greener environment

To enter the competition, social enterprises are required to complete a short entry form detailing how an

award would be used to grow their business to benefit the community. The deadline for applications is the 1st July and the winners will be announced in September 2013.

In the West Midlands there will be seven awards for the £10,000 prize, eight for the £20,000 and one for the £50,000 award, providing £280,000 of support in total.

Alongside the prize money, winning social enterprises receive a business support package from Santander including fully funded internships, consultancy days and the opportunity to network with other enterprises and small businesses.

For more information visit: [www.santanderseda.co.uk](http://www.santanderseda.co.uk)

## Events

### From VCO to Social Enterprise - is it for you?

Introduction to enterprise workshops  
10am-12pm | 17.07.2013  
FCT Training, Marston Green

### Social Media Marketing Made Easy

Hands-on interactive session  
- ideal for beginners  
1.30pm-4.30pm | 19.06.2013  
Chelmsley Wood Library, IT suite

### Being Contract Ready

Improve your chances of securing contract opportunities from the public and private sectors.  
2pm-5pm | 17.07.2013  
FCT Training, Marston Green

### The Fundamentals of Social Enterprise Business Planning

Whether you're starting a new enterprise or updating an existing business plan, this workshop will guide you through all the core components.  
2pm-5pm | 18.09.2013  
FCT Training, Marston Green

### Book your place...

All our events are free to Solihull VCOs and social enterprises and available to book online at: <http://disecic.eventbrite.co.uk>

## The best bits: Promoting your organisation



If you missed April's marketing workshop, here's a quick summary of the key points:

- Promotion is all about raising awareness, creating interest and encouraging people to choose your product or service
- Key promotional tools include: Advertising, Personal selling, Sales promotion, Social media, Word of mouth, Direct marketing, Sponsorship, PR, Packaging, Point of sale, Merchandise, Exhibitions
- Most of your marketing budget will be spent on these types of activities
- The tools you choose depend on your product/service, target market, stage in product lifecycle, the customer's decision making process, and how much money you have to spend!
- A combination of 'In-bound' marketing (customers finding you through word of mouth, websites, and social media) as well as traditional 'Outbound' marketing (your look for customers through advertising, personal selling, PR) works best.
- All activities should complement each other – they should work as a 'family' of communications; online supporting offline and vice versa.
- Plan your promotions and measure the results to keep on improving!

## Renewal Christian Centre

### A family church at the heart of the community

Having secured planning permission to develop a new multi-purpose sports and leisure complex adjacent to its existing site on Lode Lane, the Renewal Christian Centre has been carefully planning the conversion of the industrial unit acquired for the new facility.

David Russell, Elder and Trustee at the Renewal Christian Centre is heavily involved in the project: "Whilst preliminary work had been done by Church 'working groups' looking at potential users, funding and project management, last year it became clear that a more comprehensive market research exercise was required.

"The opportunity for some assistance and advice was made available through the Community Enterprise for Success programme. A business adviser made a short presentation to our Trustee Board which included outlining the potential benefits of adopting a social enterprise approach for future sustainability and subsequently joined our market research sub-group, offering his independent view and expertise.

"We were advised on consultation and survey work and assisted with the drafting of questionnaires which were used during extensive research carried out amongst local schools, residential estates, housing association tenants, youth groups, parent and toddler groups and Renewal partners.

"Under the programme we were able to access support to analyse the survey data and a feasibility exercise was

undertaken for an indoor skate park. It was an excellent piece of work which utilised existing case studies and highlighted the range of issues surrounding viability, including identifying potential alternatives."

The market research has helped David and his colleagues identify key areas for further testing and analysis:

- Pool, table tennis and traditional indoor sports
- Fitness, Gym and Dance facilities/ activities
- 5 a side football
- Skate park
- Lode Health pupils taking part in activities

"We finished the market research study by holding a conference of all the working groups along with the Trustees, which was supported by our adviser - dealing very comprehensively with questions, providing summary papers and guiding on next steps.

"Moving forward, the research will add significant value to funding applications for the Renewal Activity Centre, evidencing need and providing information for the Trustees to make investment decisions. Overall the work has helped the Trustees to more clearly define the use of the new facility, the importance of the link to our Family Centre and strategic decisions concerning the viability of the indoor skate park

and other matters. We hope to receive further help from the programme as we progress to the next phase of the Activity Centre development later this year."

Community Enterprise for Success assisted Renewal Christian Centre with Market Research, Feasibility Analysis and Social Enterprise awareness.



### Key facts

**Mission:** Renewal Christian Centre is a Church in the heart of the nation, reaching our community and our world.

**Services:** The Renewal Christian Centre is home to a Free Methodist Church, Renewal Family Centre, Wilsdon's Coffee Shop, Renewal Conference Centre, Helping Hands food bank, a wide range of sports and leisure activities and many other community services welcoming a congregation of 2,000 people each week. The Renewal Activity Centre is under development.

**Established:** 1972

**Legal structure:** Registered Charity and Company Ltd by Guarantee

**Business challenge:** Undertake detailed market research for the Renewal Activity Centre and feasibility analysis for an indoor skate park.

**i** [www.renewalcc.com](http://www.renewalcc.com)

## A moment with

### Neil Roberts, Three Trees

Our new 'A moment with' feature is all about getting to know local entrepreneurs who are helping to develop North Solihull. In this issue, we say hello to Reverend Neil Roberts. Enjoy reading!

#### Where did you grow up?

To my shame, Weston-super-Mare. I moved to Chelmsley Wood about 20 years ago to work in the Baptist Church. I was drawn by the sense of community and commitment to their area that they had. I've found it to be a great place to live and work, with lots of potential.

#### What was your first job?

My first proper job was making cakes at a Hales Trent factory in Clevedon. I recommend everyone bakes their own cakes. My first Saturday job as a teenager was in a joke shop, strangely similar to my current work.

#### What drives you to make a difference?

I suppose it's a sense of justice and that the world can be a better place. I think a belief that people are important and valuable underlies that.



@CeolmundW

**“My first Saturday job as a teenager was in a joke shop, strangely similar to my current work.”**

*Neil Roberts, Three Trees*

#### What is the most valuable lesson you have learnt so far?

Keep going and don't accept the status quo, even if that means you upset one or two people. A lot of projects come and go, and there are also a few people resistant to change, often to protect their own interests. But working together with others, sticking with it and being determined, will get you there in the end.

#### What's been your biggest achievement?

Keeping (most of) my hair for this long! Serious answer - the strength and unity that is here is our biggest achievement, helping people believe in themselves and surprising themselves

with what they can do together.

#### What are your goals for the year ahead?

I'm still trying to learn the banjo, I'd also like to get the community centre refurbishment completed and it filling up with even more community life and activity.

#### Who do you admire most?

Crikey, these are serious questions. I'm not big on hero worship, my heroes are the people around here who get on with stuff, many of them in the face of great personal difficulties. They don't get any recognition yet they make huge differences to the lives of others. I won't name them here, but I could give you a list.

#### What is your motto in life?

This is where I get all spiritual on you, 'Act justly. Love constantly. Walk humbly with God.'

#### How would you describe yourself in 5 words?

I wouldn't.



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Hedingham grove  
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cwbc.office@blueyonder.co.uk  
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## About Three Trees

- Three Trees is the new name for The Baptist Church Centre in Chelmsley Wood
- The Centre is undergoing a major refurbishment and now has a bright and welcoming new entrance and cafe area.
- More fundraising for the community rooms and multi-purpose configuration of the main hall is underway
- Three Trees is attracting interest from local groups, start-ups and a new cafe 'Olive Branch Kitchen' has just opened as a community business! Open Tues-Fri, 7.30am - 3pm (pictured below)

**Next time you're in Chelmsley Wood, pop into Three Trees, have a drink or bite to eat in the cafe, and say hello to Neil.**

## About Community Enterprise for Success

Community Enterprise for Success is a programme of free support for voluntary & community organisations in Solihull who wish to grow their business for the benefit of the local community.

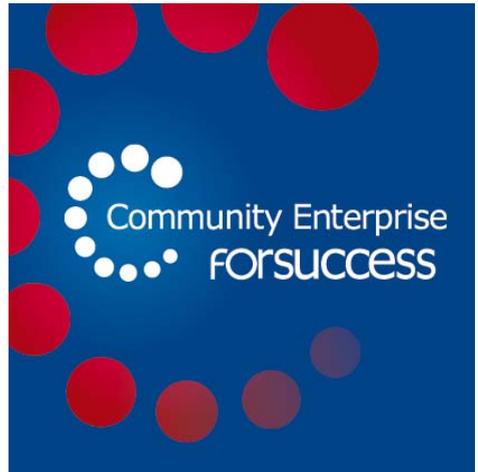
The programme is commissioned and supported by Solihull Council with funding from the European Regional Development Fund.

One to one and group support from accredited advisers is available in areas such as:

- Feasibility and assessment
- Market analysis
- Business planning
- Social impact measurement
- Business modelling
- Leadership
- Sales and marketing
- Contract readiness
- Consortia development
- Entering supply chains

The programme is delivered by a partnership of the BEST Network, Development in Social Enterprise and DYNAMIC Marketing in association with Solihull SUSTAin.

Community Enterprise for Success



is provided free of charge to existing community and voluntary organisations based in Bickenhill, Castle Bromwich, Chelmsley Wood, Elmdon, Kingshurst, Lyndon, Olton, Shirley East, Shirley South, Shirley West, Silhill and Smith's Wood.

**If you would like to discuss ways of growing your business or find out more, please get in touch.**

Community Enterprise for Success is funded by



### GET IN TOUCH

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[www.communityenterprise-solihull.org](http://www.communityenterprise-solihull.org) | [@Solihull\\_ComEnt](https://twitter.com/Solihull_ComEnt)

