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Social Value: Measuring & Reporting for Competitive Advantage

The new Public Services (Social Value) Act 2012 requires public authorities to take into account social and environmental value when they choose suppliers, rather than focusing solely on cost.

This ambitious act should give VCOs and social enterprises an edge, but are civil society organisations ready for this opportunity?

Our recent Social Value Measurement Made Easy workshop introduced the myriad of tools and techniques that can be used to demonstrate social impact and emphasised the importance of taking a strategic approach to marketing the results - tailoring findings to different audiences - for commercial success.

Impact measurement trainer, Dave Lane, says: "My advice is to measure what matters, think about what commissioners and customers want to know. Start off small, focusing on one



'Social Value Measurement Made Easy' workshop at Chelmsley Wood Library

service, then build up from there. Most importantly, have a go. Impact reports will become a standard requirement so get ahead of the game and access free help and advice from Community Enterprise for Success if you need it."

i Get up to speed with Social Value by registering for our Community Enterprise Toolkit: <http://communityenterprise-solihull.org/toolkit>

Solihull organisations can also book an appointment to see a member of our business advice team on 0121 704 8097.

Tailored business package

Community Enterprise for Success can offer your organisation:

- Drop-in business advice surgeries - a chance to informally discuss your ideas in commercial confidence
- Enterprise awareness workshops - see if social enterprise is right for you
- Business workshops and training - develop your skills, knowledge and meet new people
- One to one business advice sessions - working through a tailored action plan for your organisation
- Regular newsletter and website - information, updates and inspiration to keep you on track.

i For all the info visit:
<http://communityenterprise-solihull.org>

Solihull Partnership Assembly

Say hello to the Community Enterprise for Success team at the **Solihull Partnership Assembly** on 1 May, 5.30pm-8.30pm, Solihull College Conference Centre (Blossomfield Campus).

The event provides an excellent opportunity to find out more about partnership working in Solihull, network with colleagues, and hear from keynote speaker, Louise Casey CB, Director General, Troubled Families Team, from the Department for Communities and Local Government.

Our advisers will be on hand to provide more information about our services, book appointments and make connections.

See you there!

i You can register for the event at: <https://www.surveymonkey.com/s/partnershipassembly2013>

Grants for businesses ready to expand and create jobs

Comprehensive business support is available to existing SMEs in the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) areas until May 2015.

Grant awards between £10,000 and £15,000 are available to businesses trading for more than six months, with less than 250 employees, who have a clear expansion and business plan in place.

New jobs must be created or safeguarded as a result of the

proposed project and eligible revenue costs include expansion of existing premises, rents and rates associated with moving premises, marketing and branding, and up to three days of accredited business adviser support.

The grant is equivalent to 45% of eligible costs and subject to satisfying criteria and approval by an awarding panel.

i Further details of the Business Development Programme can be obtained from www.birmingham.gov.uk/bdp. Funded by ERDF.

Events

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From VCO to Social Enterprise - is it for you?

Introduction to enterprise workshops
10am-12pm | 15.05.2013
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 | 15.05.2013
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
Excellence in the Community Learning Centre, Smith's Wood Primary School

Book your place...

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



What delegates say...

“The workshop informed us of useful tools available. These will be considered further.”

Linda Bonfield, Solihull Carers Centre

“I came away with some fresh thinking and enjoyed the networking opportunity.”

David Russell, Renewal Christian Centre

Drop-in surgeries

Want to talk through your ideas with a professional business adviser? Free of charge? Book an appointment to see an adviser at a venue local to you:

Three Trees Baptist Church Centre
10am - 1pm | 30.04.2013 / 14.05.2013
28.05.2013 / 11.06.2013

St John's the Baptist, Smith's Wood
10am - 1pm | 07.05.2013 / 04.06.2013

i Book your appointment, call 0121 704 8097 or email business@solihull.gov.uk

Lynncare 2000 Ltd

First class residential care for people with complex needs

Linda Nicholls set up Lynncare 2000 in 1998, a small family run residential home for people with severe learning disabilities and impairments. With 15 years' experience under her belt, Linda is preparing to open a second home offering transitional living for young people, as a social enterprise!

Located on the Chester Road in Kingshurst is a family home to eight residents with highly complex needs ranging from speech and visual impairments, autism, depression and epilepsy. Lynncare 2000 takes pride in providing personalised care that enables service users to lead enjoyable, active and fulfilling lives in their local community. From one service user, to three, then five and now eight, Lynncare 2000 has grown steadily and is ready to spread its wings; Community Enterprise for Success has been helping along the way.

"Our accountant had quoted thousands to produce a business plan for the new place," says Linda. "By chance my daughter picked up some information about free business advice, we followed it up and arranged to see an adviser and it all took off from there."

With the premises already secured, Linda needed a fully worked up business plan to convert from a residential to commercial mortgage and convince the bank of the viability for the new proposition, which will house young people and develop their skills and

confidence to live independently as adults.

"Other than our accountant, we'd never worked with a professional business adviser before," says Linda, "and it's been a really positive experience, which I highly recommend to any small organisation."

"We accessed hands-on help to produce a solid business plan and financial projections – something that we ourselves had not previously attempted – drilling into the detail of staffing, wages, income, cash flow and profit. Our adviser was so easy to talk to, very knowledgeable and understood the health and social care sector, offering fresh ideas, opening up new avenues for the business."

"The support has been a tremendous help financially too as we've saved on professional fees which have instead been used for the refurbishment and decorating costs of the new premises due to open in June."

The new home, which will accommodate four tenants, will be set up as a community interest company and operate as a trading subsidiary of Lynncare 2000 which itself operates as a privately owned care home.

"We have a renewed sense of confidence to explore areas such as domiciliary care and working with personal budget holders. To move forward we've had to take a risk – one that we feel positive about thanks to Community Enterprise for Success."



Community Enterprise for Success assisted Lynncare 2000 with business planning, financial forecasts, market testing and marketing.

Pictured above: Lynncare 2000 service user

Key facts

Mission: To deliver exceptional housing and social care services for disadvantaged people, encouraging their independence and providing opportunities to lead fulfilling and happy lives, respecting their dignity, choices and wishes at all times.

Services: Residential care home for adults; Social activities for service users and other supported housing residents across the borough; Holiday breaks for residents. Lynncare 2000 is contracted by Solihull and Birmingham local authorities.

Established: 1998

Legal structure: Company Ltd by Shares

Business challenge: Develop a business plan to open a new transitional living home

lynncare2000@blueyonder.co.uk

“Our adviser was so easy to talk to, very knowledgeable and understood the health and social care sector, offering fresh ideas, opening up new avenues for the business.”

Linda Nicholls,
Lynncare 2000 Ltd

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

0121 704 8097 | business@solihull.gov.uk

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

