

Social Enterprise mapping project – initial meeting, 13th June 2006

Notes prepared by Oliver Maxwell

In attendance:

<u>Name</u>	<u>Organisation</u>
Hannah Corbett	East Communications
Clifford Conway	University of Brighton
Eoywin Towers	BPEC (Brighton Peace and Environment Centre)
Judith Badger	University of Brighton
Steve Lawless	Brighton & Hove community initiatives
Charlotte Clow	PCT (Primary Care trust)
Oliver Maxwell / Lorraine Bell	Business Community Partnership

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1. *Objectives of the project*

Participants identified key objectives for the mapping project. These are summarised in table 1 below.

Common objectives for the development of a social enterprise mapping and research were identified as:

1. To facilitate **more effective networking** between local social enterprises and social entrepreneurs, through the sharing of resources, information and best practice on the Routes to Social Enterprise email group and through events and training by any organisation.
2. To provide an evidence base that will **identify the support and training needs** of social enterprises and estimate the capacity of

the sector to absorb work-placements. This will inform for project delivery, identify potential clients, and enable better targeting of social enterprise support.

3. To **promote the social enterprise sector** in Brighton and Hove by estimating economic impact and collecting data for a directory. This will encourage increased procurement and purchasing from local social enterprises.
4. To **clarify the characteristics of social enterprises** in the Brighton and Hove context.

2. **Questions for research**

Research questions were identified and grouped into six categories. These are summarised below, according to the discussion and re-organised for greater clarity.

1. *Location:*

- a. How many social enterprises are there in Brighton and Hove?
- b. Where are they located? (How many in deprived areas etc)

2. *Legal form + Governance*

- a. When were they constituted?
- b. How are they constituted? (CIC, Company limited by guarantee, co-operative etc)

3. *Social Aims/beneficiaries*

- a. What social aims / objectives are represented in Brighton and Hove social enterprises? (Beneficiary group or theme)

4. *Income source and business activity*

- a. What services / products do they deliver?
- b. What proportion of income comes from which source (e.g retail, contracts, grants etc)?
- c. How much surplus are they making?
- d. Do they expect trading income to increase in the next year?

5. *Staff and Volunteers*

- a. How many staff do they have (full time, part time, volunteer)
- b. How many staff from a disadvantaged group (Full time, part time, volunteer) (specify group)
- c. Do you offer work-placements or work experience? How many places per year?

6. *Partnerships, Networking, directories*

- a. Which professional bodies are they members of? (chamber of commerce, BCP, Co-ops etc)
- b. Are they interested in joining a Brighton and Hove social enterprise network?
- c. Are they interested in involvement in a social enterprise directory?

3. *Support needs*

These were not discussed in detail in the meeting. However, it was agreed that identification of support needs should be general. Individual organisations will be able to follow up to ask about the potential for ITC training, support to employ people with mental health problems or other specific questions.

I propose that we divide support needs according to the categories used above. These would potentially be:

1. Do you need support to engage with procurement and contracting from the public sector?
2. Do you need support on developing appropriate governance structures?
3. Do you need support on social accounting?
4. Do you need support on business planning?.
5. Do you need support to provide or manage work placements?
6. Do you need support on engaging cross-sectoral support and networking?

4. *Criteria for involvement*

Finding appropriate criteria for participation is essential, as the database will need to include organisations that may not yet consider themselves to be social enterprises, as well as established organisations. It should also be flexible enough to be filtered according to the various definitions used by other agencies and government.

This was not covered in detail at the meeting – but we could use the following criteria for organisations wishing to participate. These are combination of the criteria used by the Social Enterprise Coalition, criteria recommended by the DTI in the guidance on mapping social enterprise.

Are you a social enterprise?

If you can answer yes to at least five of the following six criteria, we would like to include you in the mapping of social enterprises:

- ✓ **Trading activity** – Are you directly involved in producing goods or providing services to a market?
- ✓ **Social Aims** – Do you have explicit social and/or environmental aims such as job creation, training or the provision of local services? Your ethical values may include a commitment to building skills in local communities.
- ✓ **Trading surplus re-invested** - Are your profits are principally reinvested to achieve your social objectives?
- ✓ **Partnership based** – Are you currently engaged in or intending to develop partnerships with businesses, statutory organisations or community groups.
- ✓ **Enterprise Orientation** – Are you intending to increase your trading activity in the next 3 years?
- ✓ **Local** – Are your social beneficiaries and business activities in the same geographical area?

5. Other Networks, databases and groups.

- BCP network
- CVSF network
- University of Brighton Network
- Ecosys network
- Brighton Peace and Environment Centre network

Actions:

- Oliver will check with the CVSF to ensure that there is no replication and discuss the possibilities for combining the research.
- Eowyn will follow up with Ecosys to find out about their database.

6. Methodology

At this stage the methodology is flexible, depending on the cross-over with the social audit being conducted by the CVSF.

The initial proposal was to develop a e-mail questionnaire, that would feed back to an on-line database. We would individually take responsibility for e-mailing a template to our networks, and encouraging them to fill in the questionnaire.

This would ensure wide coverage and open access to all those of us involved in collecting the data. It should be feasible provided that we keep the questionnaire as simple and short as possible, and write a very tight covering email outlining why organisations should fill it in. This would include access to training, participation on a directory for procurement and the general public.

We would not at this stage, promote a website for public use, but we would all be able to extract the information necessary to achieve the objectives outlined in this document.

7. Next steps:

1. Circulate notes.
2. Incorporate feedback and suggestions
3. Discuss possible collaboration with CVSF audit
4. Write data specification
5. Organise data compilation tool and access
6. Write template email
7. Further meeting to agree survey methodology

Attachment 1 - Table of objectives

Name	Organisation	Interest in Database
Hannah Corbett	East Communications	-Networking with community network -Be a powerful group -Procurement directory, - network promote social enterprise
Clifford Conway	University of Brighton	- Gain a greater understanding of the sector, - Needs assessment - Recruitment to training
Eoywin Towers	BPEC (Brighton Peace and Environment Centre)	Building links with Social Enterprise in Brighton, Supporting, Networking, d Directory mainly for consumers
Judith Badger	University of Brighton	Profit net Social Enterprise learning network. East & West Sussex – Sussex mapping, opportunities of working with facilities needs. Feed in what they know & how to engage them
Steve Lawless	Brighton & Hove community initiatives	Expand through adopting more projects & develop more social enterprise generating work. Social Care agenda, Advice, weak on market research and marketing/publicity -Gaps – need to survey
Charlotte Clow	PCT (Primary Care trust)	Developing opportunities for people with mental health problems, have places where people can work in a supportive environment
Oliver Maxwell / Lorraine Bell	Business Community Partnership	Build a network Identify needs for engaging business support Evidence base for future work with SE in Brighton and Hove