

Planting the Social Enterprise Seed – Seeing what can grow

Workshop Strand 1

Brave New World Revisited 2016 – VCSE Conference

Workshop Speakers:

Kalima Patel, Salford CVS

Kimberley Bond, Visit from the Stork CIC

Paula Maguire, Cowherds Café

Fay Selvan, Big Life Group

Kalima Patel, Salford CVS Development Worker, introduced the workshop by starting with an introduction to Social Enterprise and why Salford CVS supports Social Enterprises...

Social enterprise isn't a legal structure – it's a way of doing good business.

Social Enterprises exist to fulfil a social mission – as do charities and other voluntary and community organisations

Social Enterprises reinvest the majority of their profits in doing social good - as do charities and other voluntary and community organisations

Charities traditionally aim to fund their social mission through grants and donations. Social Enterprises traditionally aim to fund their social mission through trading activities - selling products and services to customers.

Kalima Patel – Workshop Presentation

Kalima introduced Salford as a 'Social Enterprise City' and explored some of the local Social Enterprises currently trading in Salford.



Kalima introduced the first workshop speaker.

Kimberly Bond, Managing Director and Editor in Chief, Visit from the Stork CIC

Kimberly introduced herself giving an overview of the company and its key projects as follows:



National Website and digital magazine reaching over 16,000 parents between 16 and 28 each year– www.visitfromthestork.co.uk

L.E.A.P (Live, Eat, Achieve, Play)

A new partnership between Visit from the Stork CIC and Ordsall Community Café focusing on improving the health and lifestyles of local residents and families in Ordsall, Langworthy and Eccles.



Training academy offering a Journalism course, blogging course and Photoshop course. Previously funded by The Big Lottery, now supported by sponsors and charging fees. www.storkacademy.org.uk



A Breastfeeding support group aiming to empower more women to talk about their experiences and inspire others to breastfeed.

Kimberly described VFTS as a Social Enterprise for young parents and parents-to-be under 25. We aim to create opportunities for young parents to be inspired and empower them to do the best for themselves and their children.

After giving an overview of the organisation, Kimberly discussed the beginning of VFTS as ‘fulfilling a need’ in the local area, specifically in supporting women through their breastfeeding journey.

The more women I talked to, the more convinced I was there is a massive need for support locally, before and after birth, for a mum who decides to breastfeed.
www.visitfromthestalk.co.uk

Kimberly discussed the journey of VFTS, the development of the key projects and the involvement of local people across the VFTS team from the Board of Directors to the websites key contributors.

Kimberly introduced one of the VFTS Stork Academy students who spoke briefly of the opportunity Stork Academy gave her in furthering her learning of English and developing her skills, leading her to write for the VFTS magazine.

Kimberly presented an overview of what VFTS had learnt so far and their future plans...

- ▶ **Gaining the trust of statutory organisations and influencing key people is very important and takes time!**
- ▶ **Stand your ground and believe in what you do and why you do it.**
- ▶ **Now starting a new campaign – ‘BOOBS Approved’.**
- ▶ **Holding a ‘BOOBS on tour’ week in June for National Breastfeeding Week.**
- ▶ **Holding a BUMP & BOOBS baby show to get more mums involved and fundraise as part of the LEAP project and World Breastfeeding Week on the 1st August.**
- ▶ **Our stats show we are fulfilling a need and going to continue growing.**
- ▶ **Careful to work together with partners and make sure values stay the same and feed into the rest of VFTS.**
- ▶ **Key for 2016 – Education, Empowerment, Engagement.**
- ▶ www.facebook.com/breastfeedinginsalford
- ▶ www.visitfromthestork.co.uk

Kimberly invited the workshop attendees to visit the website to find out more about VFTS and the upcoming events. VFTS have a key aim to continue to and increase their work with statutory groups across Salford. Kimberly also reported that the Bump & Boobs event will be engaging associated organisations to hold stalls to promote local services to attendees.

Workshop attendees were invited to ask questions...

The group discussed the upcoming events.

Kimberly promoted the B.O.O.B.S calendar, available to buy via the website.

More information about Visit from the Stork can be found here:

www.visitfromthestork.co.uk

Kalima thanked Kimberly and introduced the next workshop speaker:

Paula Maguire, Founder, Cowherds

Paula introduced herself as the Founder of Cowherds, a café with a conscience, located in Greengate Square, Salford.

Paula discussed the journey which led to the development of Cowherds, from personal experience of veganism as positive for her health, Paula wished to promote veganism and healthy lifestyles to the local area.

Cowherds has two main strands, a food wagon café based in Greengate Square Salford – offering vegan meals, snacks and juices, and a community focussed healthy eating engagement programme and juice delivery service which seeks to promote and support people to access healthy diets to support their wellbeing.



The Lunch Wagon, Greengate Square

Paula explained that although the Café and juice cleanse business are profitable, the enterprise and focus on community engagement in healthy food options, came first and are key to Cowherds.

The free juicing demonstrations are part of 'Let's get Salford Juicing' a project designed to promote the benefits of juicing and provide practical demonstrations to help people create delicious, healthy and affordable drinks at home.

Paula reported that the Cowherds team host regular events allowing people to explore healthy eating options and aim to be an integral part of the Salford and Manchester community offering support and advice.

GET YOUR JUICES FLOWING WITH COWHERDS

We're offering free juicing demos in and around Salford every Wednesday from September. Discover the benefits of juicing as we show you how to create delicious, healthy and affordable drinks at home.

At each event we will also be giving away a juicer to one lucky winner.

23/9/15	St Phillips C of E Primary School, Islington 2:30-4:00
30/9/15	Ordsall Community Cafe 4:00-5:00
7/10/15	The Hub Car Park, Broughton 4:00-5:00
14/10/15	Want us to visit you? Get in contact and tell us where and why for a chance to be our next stop.

For more information visit our Facebook page
CowherdsCafe cowherds_cafe
@cowherdsvegcafe cowherds.org.uk

Cowherds

Let's Get Salford Juicing

Paula introduced the next steps for Cowherds:

- A new 'pod' café for Greengate Square; a more permanent home and a new strand of vegan dining; allowing the Lunch Wagon to travel out to the community.
The 'pod' is due to arrive in May 2016.

- To find well positioned land within Salford to further develop the services they offer and reach the wider community.
A key element of this is the 'Farmery'...



The Farmery would be a place for all the community to engage in food production and healthy eating.

Workshop attendees were invited to ask questions...

The group discussed the Farmery and suggestions for potential land within Salford were discussed.

Paula confirmed that the new café 'pod' will be arriving in at the Greengate Square site in May this year.

After discussing the café side of the organisation, Paula confirmed that the Social Enterprise model is key and came first for Cowherds.

Paula explained the link of Cowherds to Salford, as Paula was born in Salford and the history of vegetarianism within Salford by Rev. Cowherd and his vegetarian congregation.

The café takes its name from Reverend William Cowherd who lived in Salford over 200 years ago. His church group held congregation in the ironically named Beefsteak Chapel, which was located on what's now Queen St. It was from the church sermons that the first ideas of vegetarianism in Britain were formed, as Cowherd's congregation were meat free from 1809.
www.cowherds.org.uk

Paula referred to the Cowherds website for more information about the café and events – www.cowherds.org.uk

Kalima thanked Paula and introduced the next workshop speaker:

Fay Selvan, Chief Executive, The Big Life Group

Fay introduced The Big Life group by starting from the beginning with the Zion Centre, a small community centre in a derelict area Hulme, Manchester and as the first Social Enterprise in the UK.

Explaining the journey that has led The Big Life Group to become what it is today, a group of 7 businesses and 3 charities and the largest social business in the country.



Fay explained her personal experience of working with people across Manchester to develop a group offering services and support to people who were not accessing mainstream or other available services.

Fay reported the importance of working directly with people and the challenges the individuals have faced to develop the Big Life venues and services. Fay spoke to the group about individuals who have been key to her personal journey within the development of the Big Life Group.

The Big Life group is one of the largest social businesses in the country and every day we demonstrate the added value that social businesses can offer whether that's in working with people to help them earn an income through [The Big Issue in the North](#), establishing health and community resource centres through [Big Life Centres](#), offering employment and training opportunities through [Big Life Enterprises](#), offering locally based childcare through [Big Life Nurseries](#), helping families in needs with [Big Life Families](#), running a health and resource centre in partnership with the PCT in Grimsby with [Open Door](#) or helping people start up their own self-help groups through [Self Help Services](#)
www.biglifegroup.com

Fay explained the make-up of Big Life Groups income, with 40% of their income coming directly from trading enterprises such as the Big Issue North, and the remaining 60% from public-sector contracts.

Big Life Group aims to develop services and support for people not accessing Department of Health or Local Authority services. Alongside this Fay explained the importance of partnership working in order to influence public-sector policies and services.

Big Life Group seeks to help develop alternative solutions, innovate to create change and looks at gaps in order to sure up and strengthen services for all. From the Sanctuary, open all night, 7 days a week as a primary mental health support unit to the exploration of life choices as a key solution to drug and alcohol dependency.

More information on the Big Life Group can be found here: www.thebiglifegroup.com

Workshop attendees were invited to ask questions...

The group discussed the services offered by the Big Life Group and Fay confirmed the partnership working key to their services including working alongside the NHS and local authority health care providers.

The group discussed The Sanctuary, Fay confirmed its location in Manchester and its evening opening hours of 8pm to 8am, with a telephone support service throughout the day.

Fay confirmed the importance of the enterprise as the backbone to allowing the group to explore and innovate.

Kalima thanked the three speakers. Discussions with all three speakers and the group continued after the session.

Kalima returned to a discussion of Salford as a Social Enterprise City, presenting the support that Salford CVS offers for Social Enterprises as part of its role as Salford's city-wide infrastructure organisation including:

	Funding support		Grants and Investments
	New groups		Mailings and forums
	Information, advice, and guidance		Training
	Admin support – including DBS checks		Volunteer Centre
	Finance support – including payroll		Advertising and promotion

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The group discussed the Social Enterprise City status and what it means for Salford.

The group agreed that people had heard of it and knew others who knew of the status but weren't aware of what effect it had on Salford as a place and for Salford people.



Kalima presented the key elements people can get involved in as part of the Social Enterprise City:

1. Your Shout:

Hold a series of events with residents across the city to see what they view as the challenges in their local area and how these can be tackled by Social Enterprises. This can also be used to garner people's understanding of Social Enterprise and Social Value.

2. Social Knowledge Exchange:

Set-up an ideas bank; an online repository where people can add ideas for social enterprises or interventions and then these can be worked on / carried out by those with the resources to make an impact. This will also provide a way for social enterprises to share information on best practice.

3. Enterprise History Trail:

Build an enterprise history trail, looking at how historic businesses, people and events have shaped (and can shape) social impact throughout Salford.

Kalima invited the group to attend the next Social Enterprise City event would take place Wednesday 13th April, 6-8pm, Salford CVS Board Room.

Kalima thanked the speakers and attendees. The workshop concluded.