



One North East & Social Firms; *Context & Detail*

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WOW!



“Act Not Map”

What strategy is in place?

- ∞ Regional Economic strategy
- ∞ Social Enterprise Regional Action Plan (SERAP)
- ∞ Social Firm North East key development streams

SHINE - This is me winging it

- ∞ Recognition of exclusion
- ∞ Significance of public sector
- ∞ Self reliance
- ∞ Niche market development
- ∞ Party City?

Our Vision

- ∞ To embed social enterprise in the cultural, social, and economic fabric of the North East
- ∞ To build a creative and solid social enterprise support sector which features access for all
- ∞ To develop strong and vibrant social enterprises across the region
- ∞ To act as an agent of cultural, social and economic change, providing exemplars to both private and public sectors that social and financial aims can be combined.
- ∞ To address social inclusion by placing people in control of their economic lives

Evidence Base; The Social Enterprise Support Sector

- ∞ There is no uniformity in access or coherence to development support across the region - it is patchy in nature
- ∞ There is not a strategic regional approach to the promotion of the social enterprise sector
- ∞ The interface between social enterprise and mainstream business development support infrastructures is piecemeal, and under-developed
- ∞ Social enterprise support organisations do not have the capacity to maintain a productive presence on regional, sub-regional and local strategic partnerships
- ∞ Much funding for social enterprise support is not secure, short-term and project-based

Organisation Of The SERAP

Themes

- ∞ Promotion and Animation
- ∞ Development Activity
- ∞ Training and Skills Development
- ∞ Governance

Scale

- ∞ Regional
- ∞ Sub-regional
- ∞ Local

Promotion & Animation

Objective: Raise profile and understanding:

- ∞ Press releases and articles
- ∞ Events
- ∞ Sponsored award
- ∞ Enterprise Show
- ∞ Business Link awareness raising
- ∞ Mapping
- ∞ Getting to the grass roots

Development

Objective: Create an enabling environment

- ∞ Establish regional R & D Unit
- ∞ Public Procurement
- ∞ Support Regional & Sub-Regional delivery agents
- ∞ Build interface with mainstream business support infrastructure
- ∞ Recognise existing activity and expertise
- ∞ Community Development Finance Initiative;
Capitalise

Training

Objective: Meet The Skills Needs Of The Sector

- ∞ Social Enterprise Practitioner ‘Best Practice Events’
- ∞ Social Firms Manager Training
- ∞ Dialogue With LSCs

Governance

Objective: Making Sure Others Recognise Our Value

- ∞ Feed into RES
- ∞ Feed into National Support Structures
- ∞ Establish NESEP Network
- ∞ Social Accounting Project ‘Valuing The Difference’

SFNE Goals

- ∞ SFG #1 Identify & support individuals and organisations & partners & members to establish and develop social firms
- ∞ SFG #2 Raise awareness of social firms
- ∞ SFG #3 Be perceived as the champion of social firms in North East
- ∞ SFG #4 Identify opportunities



Social Firm North East key development streams

- ∞ CASA
- ∞ WPC
- ∞ NECTA
- ∞ Maintenance
- ∞ Recycle IT
- ∞ Soap
- ∞ Aquamacs