

APPLIED SOCIAL ENTERPRISE & PROJECT MANAGEMENT

Evaluation Analysis: Autumn 2009

Course Outline: A short course in applying the principles of social enterprise to a specific project

Background - the course was originally proposed as a follow-up to the introduction to Social Enterprise offered as part of the Business Skills training programme provided to unemployed Southwark residents by Elephant Enterprises and as an addition to the capacity building services of the Aylesbury Access Centre project. The course was promoted among the existing networks of community and voluntary services in Southwark with priority to new individuals involved in new and emerging unfunded groups in the Walworth area and local unemployed considering social enterprise.

The course informed applicants that they needed to have a basic understanding of social enterprise and a project idea as a minimum prerequisite for joining the course since the fundamental thread running through the course related to 'applied social enterprise' rather than pure theory..

A total of 18 Southwark residents registered, 12 women & 6 men with all 18 from the BME community. A first course for 8 applicants (4men & 4 women) ran from September to November 2009.

1. Course Structure

Preparing to Start and Run Your Social Enterprise
1. Be able to outline the project plan & social benefits for your social enterprise
2. Be able to describe your plan for starting and running a social enterprise
3. Know about advice and support available for starting and running a social enterprise
Planning for Marketing and Funding
1 Be able to collect, collate and research marketing information for a social enterprise
2 Understand potential customers, partners & key stakeholders and how to reach and retain them
3 Be able to calculate the cost, cross subsidy and pricing mechanisms for a product or service in a chosen sector
4 Know how to promote and sell a product or service to both customers and stakeholders.
Plan for the Financial Needs of a Social Enterprise
1 Know about the finances for a social enterprise
2 Understand how to forecast cashflow for a social enterprise
3 Understand systems for recording the finances of a social enterprise
4 Understand systems for measuring the financial success of a social enterprise.

The course was structured to allow for a rolling delivery based around a folder of material with on-line and supplementary one-to-one key exercises and assignments.



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- 2 Evaluation** - the following evaluation was designed to test the qualitative effectiveness of the structure and material. The form was completed by the 7 participants who completed the course.

Can you describe what you imagined would be the main benefits of this course

- 1. A better understanding of what social enterprise is all about and how it works*
- 2. Being able to write out a simple social enterprise project plan*
- 3. How to prepare your Business plan securing funding from organizations and make your business to benefit the community.*
- 4. This training can be beneficial to the society by applying the knowledge gained.*
- 5. The management of the building how to tender for contract.*
- 6. The benefit would be able to help me to start and run a social enterprise.*
- 7. Understanding what a social enterprise was and how I could set up a social enterprise.*

Phase One:

- 1. Be able to outline the project plan & social benefits for your social enterprise**
- 2. Be able to describe your plan for starting and running a social enterprise**
- 3. Know about advice and support available for starting and running a social enterprise**

Were you able to do items 1 & 2 when you started the course? YES 5 – NO 2

Did you find the websites and other resource material useful? YES 7 – NO 0

Please explain how

- 1. They provided necessary information and kept updating me with what's going on in the market*
- 2. They were so useful as they give wide knowledge of social enterprise.*
- 3. There are free 2 budget software and analysis.*
- 4. The website helps me to connect to other social enterprise and learn from what they do.*
- 5. Website giving information was very useful as well as website of funders and software to support running projects and preparing proposals*

Were you able to use any of the sources

YES 6 – NO1

Please explain how

Not yet but will do

Was able to know and subscribe to the third sector website where more information on "SE" is available.

Log on to the websites.



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I was able to find out some information about funding and help that I will need when I start. Funding websites to see funding criteria. Social enterprise bodies for information on what is the sector.

Have you been receiving further useful information

YES 6 - NO1

How will you be able to use the information?

- 1. To plan deliver project successfully.*
- 2. By going through the training handouts putting down what I need to do and contacting trainer for their guidance.*
- 3. Mr Andy had been sending useful information on e. mail.*
- 4. The non for profit, social enterprising.*
- 5. The project proposal, project funding where good information.*
- 6. Signed up to website relevant to my social enterprise idea and social enterprise Groups.*

Have you had contact with any other organisations so far?

YES 1 – NO 6

If YES – what was the main purpose of contact?

If NO – please explain

- 1. My project /organization is still in the early stage.*
- 2. Because I am current not in need of them.*
- 3. I have not contact any organization as at now.*
- 4. I would like to contact the Southwark office for volunteers.*
- 5. I got more information from them about their organization.*
- 6. Not yet as I am still in the process of putting my idea together. I am more in contact by way of reading information printed or on websites.*

Phase Two:

- 1. Be able to collect, collate and research marketing information for a social enterprise**
- 2. Understand potential customers, partners & key stakeholders and how to reach and retain them**
- 3. Be able to calculate the cost, cross subsidy and pricing mechanisms for a product or service in a chosen sector**
- 4. Know how to promote and sell a product or service to both customers and stakeholders.**



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Has this stage helped you to understand how to prepare a project proposal? YES 7
- NO 0

Explain what particular element(s) were important

*Understanding of calculating project costs & connecting with potential customers
The format given is quite helpful as it the questions contained in it brings out ideas.
Yes, especially what are the necessary/ important aspects of the project.
Preparation of profit and loos on spreadsheet and preparation of business plan.
To analyse the cost, key stakeholder, partners.
All the elements were very important.
Planning, budgeting, accounting, stakeholders and most importantly working out each costing
for items on projects/budget/ activity.*

Phase Three:

- 1. Understand how to forecast cashflow for a social enterprise**
- 2. Understand systems for recording the finances of a social enterprise**
- 3. Understand systems for measuring the financial success of a social enterprise.**

Are you now better able to prepare a budget and a project report YES 6 - NO

Explain what particular skill you have learned

*Understanding the systems for recording the finance of a social enterprise.
Income, expenditure, the gantt chart: project element, various budgeting, profit & losses
How to prepare a budget & recording finances
The art of preparing social enterprise business plan and spread sheet
Anticipate the direct and indirect cost for my organization.
How to use the excel spread sheet and adjust the colons to fit with my requirement
Aware of different method to measure success. Again, breaking down each cost for duration of
project*

Did the course achieve what you imagined at the beginning/ YES 7 – NO

Please Explain

*I joined the course because I needed to understand the structure of a social enterprise costing
/budgeting & project planning &all this was achieved.
More than I thought.
Yes, I can now prepare my business plan and manage my acct.
I gain through the course.
Yes and more that I imagined before I started.
It covered what I was expecting.
This course has truly given me a cutting edge in writing project proposal, budgeting and
running a project.*



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Any other comments that may significantly lead to improvement for future courses/students.

Provide refreshments

Keep it up and keep updated.

If in future it can include book keeping.

More time required on some subject areas.

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