

Developing & Delivering Social Enterprise Support

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CASE



Social accounting and audit for the community sector

Learning Outcomes

- Gain an understanding of the CASE model
- How CASE has broadened the Enterprise Education support services through innovative approaches
- Benefits of stakeholder engagement and analysis
- Contributions to an 'Enterprise for All' agenda

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Understanding the landscape

- Changing Political and Economic landscape
- Increased interest in Social Enterprise
- As Enterprise Educators - obligation to respond to new demands and challenges
- Value added student experience

State of Social Enterprise 2015

5% of all UK businesses are Social Enterprises

**70,000 Social Enterprises
Contributing £24bn to UK Economy**

Turnover of Social Enterprises
52% Increased
19% Decreased
28% Remained the same

39% have expanded into new geographic areas

59% have developed new products and services

83% have attracted new customers/clients

**40% Leaders are Female
18% in SME's**

Number of years in business

Up to 1 year	7%
1 / 3 years	29%
4 / 5 years	14%
6 / 10 years	15%
11 / 20 Years	15%
20+ years	20%

14% of Social Enterprises export overseas (11% in 2013)

Introduction to CASE

- Innovative project based in the Duke of York Young Entrepreneur Centre, University of Huddersfield
- Consultancy services to other HEI/FEI/SU's and independent Social Enterprises/Social Entrepreneurs
- Social Return delivered on campus to UoH students/recent graduates (beneficiaries) providing complimentary advice/support
- Specialising in collection, measurement and dissemination of Social Impact - SAN Collaboration

Introduction to CASE

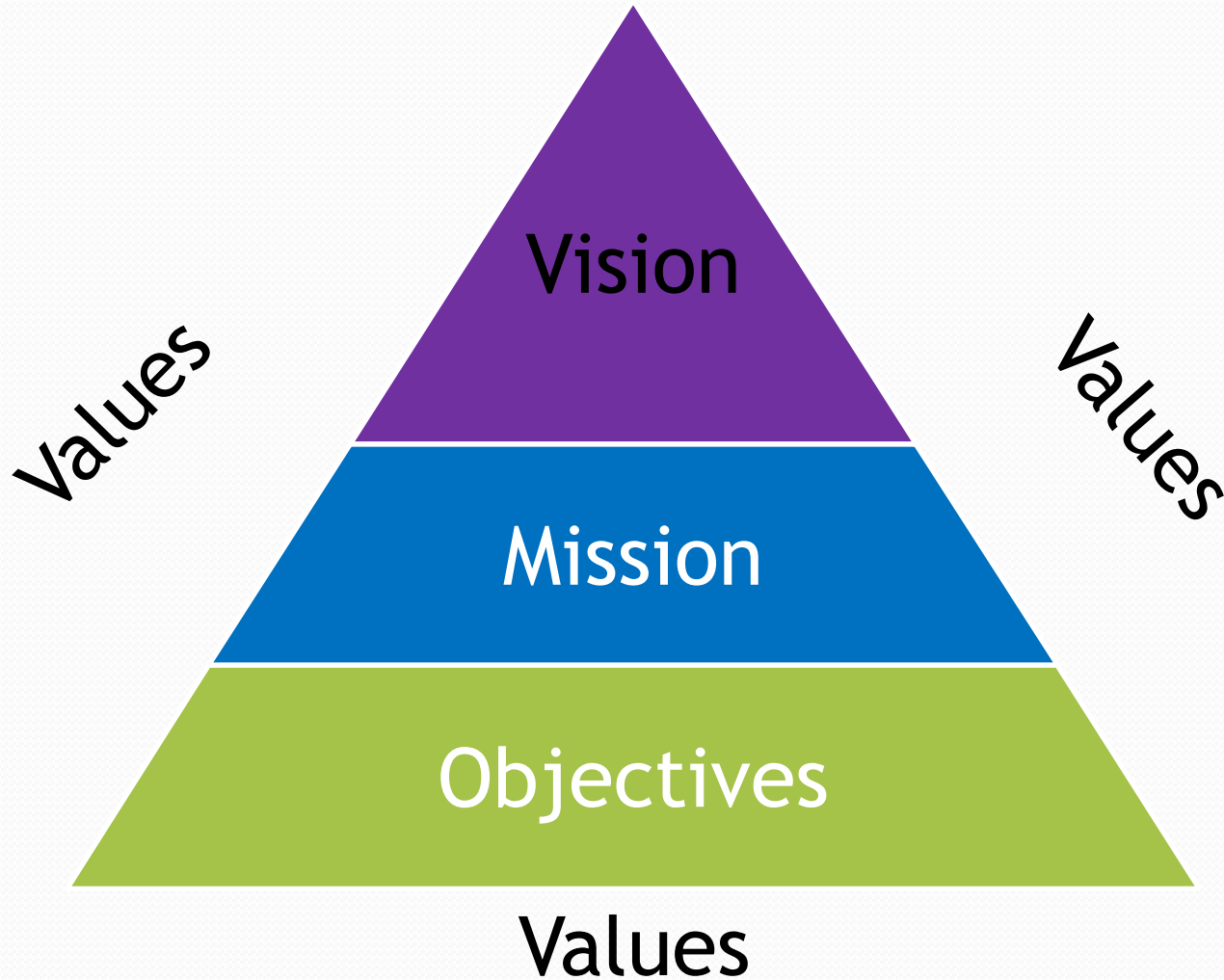
EntD

- EntD is offered by University of Huddersfield as alternative to PhD
- Suitable when research question underpins a new business start-up or diversification
- Business Plan
- Prior to or during start-up

International Perspective

- Research to find ‘best-practice’ model has led to overseas research
- Omsk, Russia
- Ashoka, Washington DC
- Further engagement

CASE Vision/Mission Pyramid



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Types of clients

- More diverse range of students and graduates
- Increase in 'enterprise' engagement
- Change of language

Cross-Campus Initiative

- Hard to reach Schools
- Student Union
- Academics/Support Staff

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Not a battle!

- Commercial V Social
- Employment V Self-Employment

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Group Exercise

Each group to consider benefits and challenges of the CASE concept from differing stakeholder perspectives:
You will represent one of following:

- Enterprise Educators
- The Institute HEI's / FEIs
- External Clients (Trading)
- Students and Graduates (Our 'Beneficiaries')

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BENEFITS

- Potential income stream
- Broadens the offer
- Can attract a different type of entrepreneur / motivation
- Meets the Enterprise for All agenda
- Further embeds enterprise in hard to reach Schools (in/ out of curriculum)
- Raises the profile of enterprise generally on campus
- Personal development

Enterprise Educators

CHALLENGES

- 'Vocabulary' issues
- Misunderstanding of Social Enterprise
- Misunderstanding of this as a solution
- Internal objections
- Internal 'red tape'
- Lack of genuine 'entrepreneurial' culture

Institutions (HEIs/FEIs)

BENEFITS

- In line with HE / FE strategy (or can encourage enterprise inclusion)
- Added value for students / graduates experience
- Adds to overall offer
- Marketing / PR opportunities (positive stories)
- Teaching and Learning opportunity
- Aids community cohesion / schools' liaison agenda
- International perspective / potential (Ashoka)

Institutions (HEIs/FEIs)

CHALLENGES

- 'The Innovation Committee' or equivalent gatekeepers
- Lack of understanding
- Tradition of spending money rather than considering the option of income generation and sustainability
- Culture of doing it 'to students' rather than 'with students' i.e. genuine engagement/empowerment
- Students' Union 'buy in'

External Clients (trading)

BENEFITS

- Credibility of association / endorsement
- Raising the bar (community organisations)
- Potential volunteer / pro bono pool
- Access to broad range of skills
- Specialist and in-depth knowledge
- International reputation
- Access to networks / contacts
- Trusted support

External Clients (trading)

CHALLENGES

- Pricing (top slice – can be prohibitive community orgs)
- Pricing (difficult to understand)
- Perception ‘should be free’
- Institution is rich
- Intimidating / high brow



BENEFITS

- FREE support adds value to student/grad experience
- Access to networks
- Access to potential clients/trading partners
- Credibility of association/support
- ‘One-stop shop’ for Enterprise Education
- Provides opportunities for socially motivated students/graduates



Students and Graduates: Our 'beneficiaries'

CHALLENGES

- Communication / awareness
- Lack of understanding of Social Enterprise – see enterprise activity as purely commercial
- Students' Union 'buy in'
- Confusion between charity and Social Enterprise

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Any Questions?



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