





Event Summary: Social Franchising Workshop at Voice10, Cardiff

Workshop Session – Social Franchising	Workshop Format	Latest news	With thanks to speakers
<p><u>Working title</u> Scaling up in the social enterprise sector; why aren't there more social franchises?</p> <p>In light of the impending cuts to public spending, it is increasingly important that social enterprise explores opportunities to support the ongoing growth of the movement from within. One way of doing this is to support the franchising of existing social enterprise models which are successfully supporting themselves and achieving growth.</p> <p>This session looked at organisations that foster, cultivate and incubate new enterprises - organisations that have on the whole developed despite of, rather than because of, public sector support - and look into what we need to learn from them in order to grow our movement for ourselves.</p>	<p>Format: Panel presentations followed by a Q&A session.</p> <p>Key questions, areas explored:</p> <ul style="list-style-type: none"> • Personal experiences of social franchising: <ul style="list-style-type: none"> ○ What have been the benefits and what have been the challenges? ○ How have you coped with the challenges? ○ Replication strategy and lessons learnt • Practical advice, recommendations, knowledge and good practice on social franchising • Thoughts and views on social franchising and benefits/challenges in the wider social enterprise context 	<p>The Social Enterprise Coalition will be working with a number of partners across the social enterprise sector over the coming three years to:</p> <ul style="list-style-type: none"> • Collate case studies on good practice and knowledge for all aspects of social franchising • Develop clear information and guidance on the subject • Disseminate the information to the wider third sector • Build capacity to support future franchises • Business advisor training • Develop a UK wide social franchising network • Develop new programmes that will add value to the social enterprise movement <p>More information to follow over the coming months.....</p>	<p>Alastair Wilson - Chief Executive of the School of Social Entrepreneurs (SSE) www.sse.org.uk</p> <p>John Bennett - Managing Director of the Pack-IT Group www.pack-it.com</p> <p>Andrew Croft - Chief Executive of CAN www.can-online.org.uk</p> <p>Colin Crooks - founder and Chief Executive of Green-Works www.green-works.co.uk</p> <p>For information on the Social Enterprise Coalition, please visit – www.socialenterprise.org.uk</p> <p>and for more information on the project included here please contact craig.carey@socialenterprise.org.uk</p>

Tips, areas to consider and comments from the speaker's presentations

Alastair Wilson: School of Social Entrepreneurs	
	
Franchising strategy	Lessons learnt from franchising
<p>Quality</p> <ul style="list-style-type: none"> • Independent Quality Audit • Best Practice • Evaluation (measurable) <p>Identity</p> <ul style="list-style-type: none"> • Licence • Branding, Press, Web etc • Policy work <p>Sustainability</p> <ul style="list-style-type: none"> • Delivery consortia • Capacity Building consortia 	<ul style="list-style-type: none"> • Network of independent equals (best practice club) • Experience (keep running it yourself!) • Rigour (Meaningful, valuable services) • Relationship and values (build trust through generosity) • Currency flow (carrots and sticks) • Team (skills and innovation) • Difficult (franchising must have mission aligned to added impact to be worth it!) • Ongoing Value
	

John Bennett: Pack- It Group	
	
Key things to consider	
<ul style="list-style-type: none"> • Get people with business acumen, product knowledge, a passion for social business and access to start up funding. These are the people we want. They usually come to us. • Test the business acumen of potential franchisee. Look at track record and get the bank checks done. • Taking on the Pack-IT's model is hard bloody work! Those that want to take it on need to be excited by the model and see it as a sustainable way of helping disadvantaged people. • Embed the right leadership and governance structures right from the start. • Put the right people in the right roles and with a clear business idea - it's all about the right people. Not complicated really. 	

Andrew Croft: CAN Mezzanine



Why Franchise?

Franchisor perspective:

- Lower risk expansion
- Lower capital outlay
- Income
- Local knowledge /skill
- Brand enhancement
- Accessing sweat equity
- Skin in the game
- Expand social benefit



Franchisee perspective:

- Lower risk start-up / proof of concept
- Easier to finance
- Income
- Own boss / flexibility
- Established brand
- Support and codified knowledge
- Create social benefit

Franchising Pitfalls!

Franchisor perspective:

- Clarification of role
- Selection criteria
- Control mechanism
- Reputational risk
- Lack of innovation
- Communication

Franchisee perspective:

- Clarification of role
- Selection / quality
- Core competence
- Realistic expectations
- Desire to tailor Communication



Colin Crooks: Green-Works



Things to Consider when franchising

- Be clear about what you're actually offering.
- Make sure you have the necessary capacity internally to offer it.
- Understand that in franchising you are stepping away from actually doing the work yourself.



Social Enterprise Business Support Programme www.socialenterprise.org.uk

