

Social Enterprise Coalition

Black, Asian and Minority Ethnic social enterprises
– the business of opportunity and empowerment



Women making a difference through business

Wednesday 21 October 2009

London

10.00 - 15.30

The Social Enterprise Coalition is hosting a free event designed to inform women from the Black, Asian and Minority Ethnic (BAME) communities about the social enterprise business opportunities available to them.

Social enterprises are businesses driven by a social or environmental purpose. According to the most recent government survey, there are at least 62,000 social enterprises in the UK with a combined turnover of £27billion per year.

As the movement continues to grow, the Social Enterprise Coalition is committed to developing and supporting its growth, as well as ensuring that the benefits are enjoyed by all. Building community cohesion is at the heart of the social enterprise agenda, therefore the need to empower BAME groups has been identified as a priority.

A research project carried out by Social Enterprise London found that BAME women play an important role in their local communities but there is significant underrepresentation of this particular group within networks and start-up social enterprises.

Barriers highlighted by the project included:

- a lack of awareness of social enterprise among BAME women
- the difficulties faced due to family obligations and limits on time
- a general lack of knowledge of finance and business development
- low confidence
- the role of cultural stereotyping inside and outside of their communities

The event aims to bring together individuals, groups and organisations, who are considering starting a social enterprise. It will examine the barriers faced and offer possible solutions, provide opportunities for delegates to learn from each other, develop partnerships and identify opportunities for working together, and provide a platform to find out more about the different forms of social enterprise.

Programme

- 09.30 - 10.00** Registration and coffee
- 10.00 - 10.15** **Creating business opportunities for women: The challenges faced and the success stories**
Claire Dove, CEO, **Blackburne House** and Chair, **Social Enterprise Coalition**
Vandna Gohil, Director, **Voice4Change England**
- 10.15 – 10.30** **Key note address: Angela Smith MP**, Minister for the Third Sector, **Cabinet Office**
- 10.30 – 10.45** **Questions and answers**
- 10.45 – 11.00** **Ready to grow: Supporting minority lead social enterprises**
Tanzeem Ahmed, Director, **Olmec**
- 11.00 – 11.15** **Creating a self-sufficient and sustainable social enterprise**
Claudine Reid, Director of Operations, **PJ's Community Services**
- 11.15 – 11.30** **Creating a successful social enterprise: The lessons learnt**
Saeeda Ahmed, Co-Founder, **Trescom**
- 11.30 - 11.45** **Questions and answer**
- 11.45 – 12.00** Break
- 12.00 – 12.45** Breakout sessions
- Level one:** Considering setting up a business
Level two: In the process of setting up a social enterprise
Level three: Developing your social enterprise
- One: Managing time effectively**
This session will provide tips and advice on making the most effective use of your time whilst developing your business idea and testing its feasibility.
Sharon McClean, Business Consultant, **Business with Excellence**
- Two: Funding your social enterprise business and making strategic decisions**
This session looks at the difference between grants and contracts. It also examines the correlation between the governance and legal structure of your business and how this impacts on your organisation.
Lynette Grant, Head of Sustainability, **BTEG**
Erica Crump, **Bates Wells & Braithwaite London LLP (TBC)**
- Three: The importance of updating your business plan**
Your business plan is vital to winning agreements and support. This session will provide information on how to develop your plan as your business grows, and how to adapt it to changing market conditions.
Petal Miller, Director, **PLM Development Services**
- 12.45 - 13.45** Lunch
- 13.45 – 14.00** **Creating opportunities in the current economic climate**
Sonita Alleyne, Chief Executive, **Somethin' Else**

14.00 – 14.15 Challenges for female social entrepreneurs

Rosa Goncalves, Guarida Community Café

14.15 -15.00 Breakout sessions

One: Effective budgeting

How effective budgeting can ensure the sustainability and growth of your business.

Shola Lana, Project Director, **Nexgen Initiatives**

Two: Turning contacts into clients and building lasting relationships

Tips and ideas on how to increase your contacts, generate sales, and segment customers for marketing. The session would also provide tips on networking, and how to build lasting relationships from your contacts.

Elsa Caleb, Chair, **SFEDI**

Three: 2012 Olympics - A unique opportunity

This workshop will discuss:

- How social enterprises can take part in the delivery of the games.
- What the legacy of the Games will be on BAME communities.
- Experiences of winning Olympic contracts.

Richard Startari, **Social Enterprise Coalition**;

Kevin Ma, **London Business Network**

15.00 -15.25 PanelSession: Going forward and making it happen

Claire Dove, Chair, **Social Enterprise Coalition**

Vandna Gohil, Director, **Voice4Change England**

Claudine Reid, Director of Operations, **PJ's Community Services**

Sonita Alleyne, Chief Executive, **Somethin' Else**

15.25 – 15.30 Closing remarks

Hosted by:



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