

'REPLICATION IN ACTION' PROGRAMME

Are you a charity or social enterprise working with young people? Has your organisation been working in the youth sector for more than 2 years and now looking to grow? Do you have a service you feel is replicable in other areas of the UK?

The 'Replication in Action' programme aims to work with youth organisations on an intensive and practical basis over a period of 9 months to develop their business model so that it can be successfully franchised or licensed.

The programme will include a series of workshops, masterclasses and expert coaching sessions starting from March 2012, and will support youth organisations to:

- make an informed assessment as to whether or not franchising/licensing is the most appropriate model for growing their organisations, and if this is the case,
- develop a pilot franchise or licence package

Social Enterprise UK are holding a '**Replication in Action' Awareness Event in London on January 26th**, designed to increase understanding and awareness of the advantages and risks of growing your organisation through social franchising/licensing.

The event will help you decide if your organisation is ready to further develop a franchising/licensing model and if so, whether you should attend the full "Replication in Action" programme.

Do you want to learn how to:

- Define your social aims, operating philosophy and experience to allow you to develop a successful franchise, with the capacity for sustainable business growth and longevity of relationships?
- Develop a strong brand and a well-developed approach that together provide a worthwhile advantage to a franchisee?
- Become financially strong enough to support a franchise network with enough profit to satisfy both parties?
- Develop robust, proven business systems that can be learned by a franchisee?

Fill in an application form and the Social Franchising Suitability Matrix, and return to holly.brereton@socialenterprise.org.uk by Monday 16th January to book your place at the event.



The 'Replication in Action' programme

Organisations who attend the Awareness Event and are selected to participate in the full programme can expect the follow course format:

- (i) **A 2-day workshop delivered with a week between delivery days – March 2012** - designed to provide participants with:
- The opportunity to consider all forms of replication and assess identify the most appropriate business model for their organisation through analysis of their market(s) and internal capacity
 - An in-depth understanding of key development areas for franchising/licensing provide participants
 - Tools to underpin the process of developing an action plan for replication of their business models
 - An environment for development of a self-supporting network of potential franchisors/licensors from the youth sector
- (ii) **3 Day Masterclasses – May-June 2012** - delivered every 4 weeks over a 3 month period designed to provide expert information and advice on critical areas of development in planning a franchise / licensing strategy, including but not limited to, the following topics, dependent on the specific needs of individual participants:
- Intellectual Property and Asset Management
 - Legal Agreements
 - Governance
 - Operations Manuals
 - Financial Planning / Sources of Funding
 - Branding & Marketing
 - Franchisee/Licensee Profiles, Recruitment & Training

The Masterclasses are an important element in positioning participants effectively to identify and attract high quality pilot franchisees / licensees with whom there is a good organisational 'fit'. In addition to expert, specialist content participants will be involved in further group exercises to support development of their strategic plans offering additional opportunities for peer to peer networking and group interaction.

• **Coaching and mentoring support – July-Nov 2012**

Each participant organisation will also receive **2 days** of dedicated one to one support designed to provide a flexible resource to progress their business strategies and support development of internal capacity to realise their franchising / licensing plans.

'Replication in Action' is delivered as part of **Catalyst** - a consortium of four organisations working with the Department for Education as the strategic partner for young people. The three key objectives over a two year period are to: strengthen the youth sector market; equip sector to work in partnership with Government; and coordinate a skills development strategy for the youth sector's workforce. Catalyst is coordinated by the National Council for Voluntary Youth Services (NCVYS) with three partners: National Youth Agency (NYA), Social Enterprise UK, and The Young Foundation

Replication in Action, SEUK January 2012

