

# Business Support and Development for New & Emerging Social Enterprises

An opportunity to build, develop and review your business model, planning and delivery, whilst connecting with other like-minded social entrepreneurs

## Engine Room Programme Autumn 2017 Workshops

These EU funded workshops are organised by School for Social Entrepreneurs Cornwall as part of the Engine Room Programme, and are aimed at social entrepreneurs and social enterprises at the pre-start and start-up stage.

Venue: Health & Wellbeing Innovation Centre, Treliske, Truro, TR1 3FF

### Day One: Tuesday 19 September 9.30am – 3.30pm

Mission, values & aims; Building your business model; Testing your ideas; Writing your business plan;  
Managing your business finances: budgeting, cash flow and Profit & Loss

### Day Two: Wednesday 18 October 9.30am – 3.30pm

Legal structure and Governance: choosing the right legal structure for your business; the roles and responsibilities of Directors/Trustees  
Marketing: researching your market; defining your customer; identifying the features and benefits

### Day Three: Tuesday 7 November 9.30am – 3.30pm

Pricing your service/product: what's the market price; what is the true cost of your service/product; how to compete on value not price;  
Best practice bookkeeping, registering as a Sole Trader and making your first tax return or Companies House return

### Day Four: Thursday 23 November 9.30am – 3.30pm

Understanding Social Impact: recognising the social impacts your service/product could/does make, tools for gathering and measuring social impacts, how to use the information you've gathered  
Marketing: Developing your marketing strategy, branding, PR, digital marketing: social media and search engine optimisation (SEO)

This series of workshops is led by business professionals with experience in both the commercial and social enterprise fields. The workshops are interactive, with activities that help you to explore ideas, find out more about the social enterprise approach to doing business and meet other social enterprises. The content of the workshops is carefully crafted to ensure you are supported in developing a sustainable new enterprise.

## How to book:

Whilst these events are free to attend, booking is essential as places are limited. Contact Alice Browning on [alice.browning@ssecornwall.org](mailto:alice.browning@ssecornwall.org) or call us on 01872 306130



European Union  
European Regional  
Development Fund



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Eight Wire



Helen Opie  
Blue Wing  
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Helen Vines,  
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Engine Room is a European Regional Development Fund (ERDF) Programme offering business support designed to help people set up and run their own social enterprises across Cornwall and the Isles of Scilly. It is delivered in partnership by School for Social Entrepreneurs Cornwall, Real Ideas Organisation and Cornwall Neighbourhoods for Change. For more information visit [www.theengineroom.org.uk](http://www.theengineroom.org.uk)