



Driving social change



European Union
European Regional
Development Fund



Sara Pugh
Eight Wire



Helen Opie
Blue Wing Solutions



Helen Vines,
Vinesworks

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



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 Spring 2018 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 16 January 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: Friday 2nd February 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: Thursday 22nd February 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: Friday 16th March 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

or call us on **01872 306130**

