

# Good Business Sense

Edition 8  
October 2013



asian resource centre  
croydon



## Interview with Mark Hodge

Winner of the Elevator Pitch at the ARCC Social Enterprise Hub event held at Lansdowne Hotel on 5th September 2013, Mark Hodge of Co-Lab Network, tells us about his Social Enterprise idea.

### 1. In a nutshell what is your idea for a social enterprise and why?

My social enterprise aims to aid the artistic community by providing support, resources and employment opportunities whilst at the same time encouraging those artists to use their talents to highlight the good being done by other groups and individuals in the area



Social Enterprise Hub

### 2. What does the term social enterprise mean to you?

One of Ghandi's seven sins of the modern world was "commerce without morality". For me, social enterprise is about the business world finally starting to abide by that.

### 3. What attracts you to the social enterprise model?

Well, firstly I don't believe it is a model, more a moral foundation. I think that's what appeals to me. Charities are very specific and exclusive, but a social enterprise can do good but be different from other social enterprise models and still be linked with other like minded businesses.

### 4. Are there any social enterprises that you draw inspiration from?

Matthew's yard in Croydon is the one I feel most inspired by. Not just it's purpose, creating a space for art and culture, business and community, but the feel of the space itself. It is a very inspirational space, something I never thought could exist in Croydon till I saw it. That's something I'd also like to bring to Croydon.

### 5. Who will you be helping?

I suppose our first priority is to help the artistic community. Funding has been slashed to the arts and this has created an atmosphere that is not conducive to the creation of great art and culture.

That said it is a time where there are many artists living in and around Croydon. I believe helping those people realise their potential will benefit Croydon as a whole, give people something to be proud of in their city. I also intend to encourage those artists to use their skills to help promote other good causes in the area.

### 6. What do you have that will make this initiative succeed?

I think the main thing I have is the vision. I have skills in filmmaking but the vision for this enterprise is what will bring people on board, give them something to work towards. Ultimately it will take many people to build this company so without a greater goal to look toward, I would find it hard to gather the people I need.

### 7. What challenges do you expect to face along the way?

At the moment, it's funding and premises that are top of the list. After that I expect there to be many challenges, ones that I cannot foresee, but as long as I have good people on my side I am willing and eager to meet those challenge.

### 8. When can we expect to hear from you next?

We've got a lot of irons in the fire but over the next few months you'll see more and more of us on YouTube. We've just started posting live music videos, we've got the first of what I hope to be a long running tattoo art web series starting mid November as well as a sketch comedy series. Then we have a sitcom penciled in for spring next year which we hope will air on the BBC. To summarise, if all goes well, you should be seeing and hearing a lot from us soon.

For further details visit: -  
[www.co-lab-net.com](http://www.co-lab-net.com)



Social Enterprise Hub

## ARCC's Social Enterprise Project

Welcome to Edition 8 of our "Good Business Sense" Newsletter, which marks the end of ARCC's Social Enterprise Project.

We are grateful to the Cabinet Office for Civil Society for funding this project under the banner of Transforming Local Infrastructure (TLI). We are also grateful to Croydon Council for supporting this project as well as all the partner organisations including Croydon Voluntary Action, Croydon BME Forum & Croydon Neighbourhood Care Association for working in collaboration with ARCC in making this project a success. Also thanks to the participants for taking part and we wish them well in starting and growing their social enterprises.

Although our TLI funded project has now finished, ARCC continues to help the local community sector to develop. Thanks to Croydon Council ARCC is currently compiling an online Social Enterprise Toolkit which will be ready in early November 2013.

## Space for Social Entrepreneurs



Thanks to the efforts of the charity Healthy Planet ARCC is able to offer on a temporary basis space in an office block in Cherry Orchard Road for social entrepreneurs.



Healthy Planet have invited some health related providers to deliver their services from the space. The space is ideal for holding meetings, putting on training events & showcasing work. Healthy Planet also have access to temporary space which is ideal for storage. If you are interested in either opportunity please contact David Sharman at Healthy Planet via email [david.sharman@healthyplanet.org](mailto:david.sharman@healthyplanet.org) or visit their website: [www.healthyplanet.org](http://www.healthyplanet.org)

# Business Start-Up Resources Croydon



Croydon  
Business  
Venture

## Croydon Business Venture (CBV)

CBV Run regular free half day workshops on business start up as well as a three day workshop. They offer a range of other services including business mentoring, serviced offices and support. Please check their website for details.

Contact:-

020 8 681 8339 | [info@cbvltd.co.uk](mailto:info@cbvltd.co.uk) | [www.cbvltd.co.uk](http://www.cbvltd.co.uk)



## Built to Compete 2

Built to Compete 2 project offers free business support including a range of workshops and one-to-one advice. Its main focus is to assist businesses to tender for contracts.

Contact:-

Bill Marshall on 07884 191719 | [william.marshall@be-group.co.uk](mailto:william.marshall@be-group.co.uk)



## PRIME

PRIME supports the over 50s to set up their own business. Free support includes training, advice and mentoring and networking events.

Contact:-

020 3137 8524 | [www.prime.org.uk](http://www.prime.org.uk)



## GLE Croydon

GLE provides advice and support, including a range of business finance options. They offer free finance advice drop in surgeries on the first and third Wednesday at Matthews Yard (off Surrey Street).

Contact:-

08456032820 | [keith.m@gle.co.uk](mailto:keith.m@gle.co.uk) | [john.r@gle.co.uk](mailto:john.r@gle.co.uk) | [www.gle.co.uk/croydon](http://www.gle.co.uk/croydon)



## CVA Enterprise Hub

Croydon Voluntary Action are offering a range of free business startup workshops and one-to-one advice and support from their enterprise hub team.

Contact:-

Bhupendra Solanki on 020 8253 7060 | [Bhupendra.solanki@cvalive.org.uk](mailto:Bhupendra.solanki@cvalive.org.uk)  
[www.cvalive.org.uk/enterprisehub](http://www.cvalive.org.uk/enterprisehub)



## Enterprise Cube

Training and advice on Starting Your Own Business

Contact:-

07803 238971 | [info@enterprisecube.org](mailto:info@enterprisecube.org) | [www.enterprisecube.org](http://www.enterprisecube.org)