

Good Business Sense

Edition 5

March 2013



asian resource centre
croydon

Social Enterprise Hub

6th February 2013

This event was held at Scratchley Hall, Thornton Heath. Three inspiring speakers gave the audience their accounts of what they are doing to make a social impact. Gwenton Sloley of Crying Sun's Trust works with young offenders to turn their lives around.

Hina Shah from Croydon's Beanies cafe spoke about the hard work it takes to run a successful cafe and activity centre. Also Shivang Patel of the I-Genius Academy explained how the academy brought together social entrepreneurs in the UK and globally.

Our hub is growing so please spread the word. It is an excellent opportunity to network for good.

For further information please contact Nicky Torode via email nicky.torode@arccltd.com



Grow Your Own Income Workshop

The National Council for Voluntary Organisations (NCVO) were invited by ARCC to deliver a one day workshop to Charities and Social Enterprises looking to find out about how to grow their own income.

The seminar, held at the Holiday Inn Express in East Croydon on Saturday 9th February 2013 looked at legal forms for trading arms, pricings and pitching your trading idea.

Each delegate received the manual "The Good Guide to Trading: Getting ready for enterprise".



Prevista, the business support agency, have a range of free workshops for those who are in the process of setting up or growing a business, dates are as follows: -

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2nd April 2013 - 10.30am to 2.30pm
HMRC & regulatory requirements
Tariq Shabeer

9th April 2013 - 10.30am - 2.30pm
SEO
Adiel Khan

16th April 2013 - 10.30am - 2.30pm
Raising Finance
Stephen Kain

23rd April 2013 - 10.30am - 2.30pm
Green funding & Procurement
Tariq Shabeer

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For more details please contact Prevista on 020 8760 9726. All the sessions will be held at Croydon Park Hotel.

Creative Payroll Solutions

CPS Payroll Service - Long established expertise in voluntary sector payroll



In 1993 Sutton Centre for the Voluntary sector (SCVS) developed a payroll service for the charity & voluntary sector due to an increasing demand from its members. During the following years the payroll service was recommended to other charities and voluntary organisations because the service was of such an excellent calibre. Not only were payrolls being produced but advice and support were also available as a priority.

The SCVS annual statistics always indicate that this service is extremely popular and the feedback that we get from our clients is always excellent. The annual payroll value is now around £13 Million pounds a year. The service that we offer is a high quality bespoke service that can be adapted according to each company's individual needs. We also help with salary budget forecasts and generally assist our clients in any way we can to make the headache of paying staff as easy as possible.

On 12th March 2010 the SCVS payroll service became "CPS Payroll" which is a "trading Arm" of SCVS the parent company. As a trading arm CPS Payroll can offer the service to any company although our expertise is in the voluntary sector which will always be of importance to us. At the end of each financial year the money that is made by CPS Payroll is channelled back to SCVS to assist with its on-going charity work. CPS Payroll has produced a 3 year business plan and a marketing & advertising strategy has been also been produced. Although our aim is to primarily service Charity & voluntary organisations, CPS Payroll can actually produce payrolls for any small to medium size organisation and is very involved with local Social Enterprises.

We have developed a website www.cpspayroll.co.uk which gives a very comprehensive 4 step guide to setting up your payroll with CPS Payroll. We are currently conducting "health Checks" on our clients information to ensure full compliance with the Real Time Information (RTI) legislation which will commence in April 2013. If you are concerned about RTI please contact our fully trained staff, Julie Jarratt or Karen Adorjan on 020 86442867 or e-mail creativepayroll@suttoncvcs.org.uk.



www.healthyplanet.org

*Interview with Shaylesh Patel
Founder of Healthy Planet*

What prompted the Charity Healthy Planet to set up a CIC (Community Interest Company) subsidiary? When did both start up?

The CIC subsidiary and charity were both set up at the same time as we have always been clear that we wanted to generate an income through enterprise as this would give us the freedom to deliver initiatives in a way that would give the greatest impact in local communities.

How does the Charity and CIC complement each other?

The income generated via the social enterprise is in line with the charity's goals and any surplus funds generated are also used to fund the charity's objectives. The ownership of the CIC by the charity and its goals are helpful in signing up partners and corporate sponsors to support the CIC.

What is the organisation's social purpose?

We want to make it easy for everyone to make small changes to their daily lives that will add up to make a big difference to the planet. As an added benefit from these changes it often results in more sharing & connecting which saves people money and also makes them feel good. We want green behaviours to enhance people's lives and be fun. For example, we would love a world where a book is never binned again, it can be given to others or repurposed into something else.

What did you need to start up the social enterprise?

Registered in late 2007/early 2008. The social enterprise started as the commercial arm of our online conservation sponsorship programme and since 2010 has become the delivery arm of our offline work, including activities like www.booksforfree.org.uk across 32+ retail centres.

What is your most successful activity (in terms of impact?)

This has to be Books for Free, which started in 2010 as an experiment at the London Green Fair, since then we've rescued 2.5 million books from landfill/pulping at our 32+ centres which utilizes empty retail spaces and are run by our 250 strong volunteer team who are really passionate about the project.

Anyone can visit and take 3 books of their choice, people can't believe they are genuinely being given something for free but the concept is then embraced and it's really flying now. It becomes a community where everyone is welcome and has become a home to several other local initiatives and activities including Surestart, NHS advice, literacy classes and knitting by retired widows, using donated wool, for premature babies!

How are you generating surplus to deliver on your social objectives?

Whilst undertaking work like Books for Free from otherwise unused spaces, we are delivering an environmental benefit and helping worthy social circles simultaneously. Our innovative award winning business model means that we have not had to rely on a single penny of grant funding, but landlords are actually benefitting financially by giving us their space rent-free and 50% of the business rates they would have paid if the property was left empty; because it is cheaper than paying 100% business rates on empty premises. You can learn more about this works at www.healthyplanet.org/property This leaves enough money for us generate a surplus even after the costs of running initiatives like www.booksforfree.org.uk

How are you supporting social enterprises in Croydon?

Our support of social enterprises in terms of space, is free and open to those based in Croydon too. We have recently acquired some workshop space in New Addington and retail space in Caterham. We are excited to share our latest news that the landlord of East Croydon office block www.stephensonhousecroydon.com is offering us space after the success of our initial trial of our 'Healthy Lifestyles' initiative www.healthyplanet.org/croydonhealth, so we are hoping to be able to extend our support to Croydon social enterprises. You can learn more and register at www.healthyplanet.org/healthyspaces

What top 3 tips do you have for those looking to set up a social enterprise?

(1) Ask for help. Whether it is big organisations like the Foundation for Social Entrepreneurs, www.unltd.org.uk, or local networks you have, you will find people who have the time, money or other assets (like their contacts and ideas) to help you build your enterprise for a great social cause.

(2) A lot of grit, determination, persistence & a sense of humour

(3) Make no assumptions:

We are in a time when new opportunities and open-minded ways of earning a living, while being socially conscious, are growing. This means new ways of doing business will be more acceptable than traditional business models would suggest. After all, who would have thought that it was possible to make a surplus; and help the environment and people simultaneously, by giving out Books for Free from spaces donated by commercial landlords!



Women Only Training

Sponsored by Royal Bank of Scotland to includes talks from female entrepreneurs dates: -

- 16th, 17th & 18th April 2013
- 14th, 15th & 16th May 2013

Standard Training

Includes talks from Bank Managers dates: -

- 24th, 25th & 26th April 2013
- 22nd, 23rd & 24th May 2013

All the training sessions will be held between **9.30am to 4pm.**

For further details please contact Croydon Business Venture on **020 8681 8339.**