

# Good Business Sense

Edition 6

May 2013



asian resource centre  
croydon

## Social Enterprise Training



ARCC invited the trainers from "Shape and Cre8te" to run the workshop on Business Plans for Social Enterprise.

Whilst a Social Enterprise Business Plan follows the structure of a commercial business plan it is emphasising the social aims and impact are essential.

The workshop used a role play between an investment manager and applicant to practise communicating succinctly key information about your business and focusing on what you want.

"Shape and Cre8te" will be back again on 18th May 2013 to deliver a follow up session on Presentation Skills. If you are interested in attending the session please call us on 020 8684 3784 or email us at [info@arccltd.com](mailto:info@arccltd.com) to book your place.

## 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. ARCC is planning to hold some of its events and training and supporting some of the newly formed social enterprises to take up this fantastic opportunity.



Photo: Andrew Dickinson, Green Croydon and Nikki Fishman Collage Network at Healthy Planet space.

For further information please contact Nicky Torode on 020 8684 3784 or via email:- [nicky.torode@arccltd.com](mailto:nicky.torode@arccltd.com)

## Meanwhile Space in Croydon Town Centre

With 19.8% of the total retail space being vacant in Croydon Town Centre (which represents 154 vacant retail units) it makes economic sense to bring back into use - even on a temporary basis - these units. Having vacant premises leads to what the British Retail Consortium calls the 'negative feedback loop' the reduced footfall leads to further shop closures.

Croydon Council intends to work with the Town Team, landlords and other partners to collaborate to address this issue. One of the potential solutions is to offer market testing opportunities for new independent entrepreneurs and retailers.

Some of the specific ideas being considered to deliver a meanwhile programme include: -

- Recruit a project manager to work with Croydon Town Team retailers, landlords and community groups to establish a Meanwhile Use Partnership for the Town Centre.
- Organise an event to promote the opportunities to potential projects and new enterprises
- Identify a number of premises (6-8) for a co-ordinated programme of meanwhile uses over a 2-3 month period as a market testing exercise to gauge what works and develop a toolkit for residents and local organisations that can organise their own meanwhile uses in their local area.

For further information please contact Alex Murray by email on [alex.murray@croydoncouncil.gov.uk](mailto:alex.murray@croydoncouncil.gov.uk)

## Croydon Green Fair - Saturday June 15th 2013

Newly created Social Enterprise "Green Croydon" is holding its Annual Fair on Saturday June 15<sup>th</sup> 2013 in the heart of Croydon Town Centre. Please come along to the pedestrian area of North End to get inspiration for a greener lifestyle. Meet the growing environmental groups from around the Borough who will give you all the advice you need.

For further information please contact Andrew Dickinson on 07905417821 or email: [greencroydon@hotmail.co.uk](mailto:greencroydon@hotmail.co.uk)



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## Interview with Paul Funnell

### 1. What is your social purpose?

To help people from disadvantaged communities and individuals start their own business. We also work with housing associations helping them to build social enterprises.

### 2. Why did you set up?

I had a company which I sold. And I wanted to get into a business with a social aim so to make social profit rather than financial profit.

### 3. What are you achieving?

We are achieving good outcomes. We are helping individuals who had nothing now own businesses. We are seeing that housing associations are more interested in their residents as individuals rather than stock and how they can create social enterprises to benefit their residents.

### 4. How are you re-investing your profit?

We are starting an enterprise centre in the City in the next week, where we can house up to 50 businesses plus run training programs from there to create more impact.

### 5. Where do you see the business in 3 years time?

I see the business going national. We are fully booked until January 2014! Next step is how do we stage it, keep control, do we get more trainers? How do we develop it and take it to the next level to achieve this national goal?

### 6. Anything else you would like to Add?

I have a passion of seeing people change their life through enterprise. We see a lot of people through our training programs, and we expect 1 in 4 to go on to start their own business. What we do is give individuals the confidence to start their own business.

[www.enterprisecube.org](http://www.enterprisecube.org)

Mobile: - 07803 238971

Email:- [info@enterprisecube.org](mailto:info@enterprisecube.org)

# Collage network

## The Age of Collaboration

Collage Network is an essential new social enterprise which helps people in Croydon discover and create their own work opportunities.

Collage Network recognises the fundamental change in the traditional world of work and offers a new and innovative solution. We work on the basis that those in search of work - be they ex-employees, retired, or even people seeking their very first opening - are stronger together rather than struggling on their own.

Through our workshops which we call Collage Collaboration Clubs, and one-to-one coaching and a dynamic online community, we enable and teach people to collaborate - linking with each other and utilising their complementary skills to develop earning possibilities.

Our new approach has already attracted the support of UnLtd (the Foundation for Social Entrepreneurs) and the Big Local Trust.

Nikki Fishman, co-founder of Collage said: "Collaboration is a skill which, once learned, can provide a lifeline to those desperate to provide for themselves and their families."

To further information visit:-  
[www.collage-network.co.uk](http://www.collage-network.co.uk)

Or email: -

[nikki.fishman@collage-network.co.uk](mailto:nikki.fishman@collage-network.co.uk)



We are a new local social enterprise. Our aim is to support families within the community with quality affordable childcare. Currently we are running a breakfast and after school which we opened in April at the Queen's Community Centre, off Pawsons Road in Croydon.

We provide an excellent range of stimulating activities to keep your child entertained including sports, music, dance, arts and crafts as well as tuition in maths, English and 11+ preparations.

We are also looking for staff to join our setting. We are able to offer apprenticeships for those wanting to become qualified Play workers NVQ Level 2 and 3.

#### Our Address:

Queens Community Centre  
1 Turner Crescent  
Croydon, CR0 2NP

#### Opening Times:

Monday to Friday: (Term-time)  
7.45am-9.00am  
3.00pm-6.00pm  
Summer club coming soon!

#### Contact:

07974 663 239 / 07706 120 663

#### Email:

[info@jollyjuniors.org](mailto:info@jollyjuniors.org)

#### Website:

[www.jollyjuniors.org](http://www.jollyjuniors.org)