



Norfolk Social Enterprise Newsletter

More News http://www.norfolkkrcc.org.uk/wiki/index.php/Norfolk_Social_Enterprise_Network

September 2009

Dear Colleague

Taste the View

A Norfolk social enterprise is using British Food Fortnight to highlight how eating local food and drink can help sustain rural communities and the countryside, in a "Taste the View" campaign. Jane Miller Director of Produced In Norfolk, who will launch the campaign on 19th September at the start of British Food Fortnight says "We work to protect rural skills and jobs from being lost. Taste the View, which is forming part of the Norfolk Food Festival, is all about recognising local skills and how we can support rural communities, by championing genuine local produce."

Produced In Norfolk - Taste the View offers opportunities to try over twenty different free samples of Norfolk produce; from award winning trout pate, to a sip of real ale. Invitations to see ice cream being made, take a deer safari and feed farm animals are also on the menu during the two week long event.

The social firm Wholefood Planet Norwich, who provide work and training for people disadvantaged in the labour market, are supporting the campaign. Further information about Taste the View events, which are taking place in all parts of the County, can be found at http://www.producedinnorfolk.com/news_363.php

Norfolk Social Enterprises Benefit from Future Jobs Fund

More than 350 new jobs for young people and jobseekers in deprived communities will be created in Norfolk from October this year following the successful Norfolk County Council's bid for a £2,314,000 share of the Future Jobs Fund. The 356 entry level jobs will become available from October this year through Job Centre Plus for people aged between 18 and 24 who have been claiming Jobseekers Allowance. The jobs, which will run for six months and be fully subsidised at the minimum wage for 25 hours per week, will offer valuable work experience and a regular income.

Around half of the 356 jobs will be created within Great Yarmouth with over 100 jobs at The Grow Organisation, a social enterprise that will use its funded employees to help refurbish a hotel and leisure development in the town. Other Norfolk social enterprises that will have jobs created through the Future Jobs Fund include Future Radio in Norwich, and moped loan scheme Kickstart in Fakenham and Dereham

New Strategy for Personalisation Agenda in Health and Social Care

Norfolk County Council, together with the county's two PCTs, launched a commissioning strategy on 30th July to take forward the personalisation agenda for health and social care.

In Putting People First, the government's landmark protocol on personalisation, the goal was '... to be the first public service reform programme which is co-produced, co-developed, co-evaluated and recognises that real change will only be achieved through the participation of users and carers at every stage.' In Norfolk, the County Council say they have gone further than what traditionally passes as 'participation' by from the onset having the Norfolk Coalition of Disabled People (NCODP) take the lead role in devising the commissioning strategy in partnership with Norfolk Adult Social Services, Norfolk NHS and NHS Great Yarmouth and Waveney.

David Harwood, Cabinet Member for Adult Social Services at Norfolk County Council, said: "Norfolk County Council is fully committed to working closely with disabled people...as we transform into a service that is personalised and meeting all the needs of those who use our services."

Personalisation calls for a completely new commissioning framework, one that allows social and health care services to be fitted around individuals' needs rather than fitting those needs, around a structure of predetermined services. In short, in the new personalised world, service users will be the ultimate commissioners. The Norfolk commissioning strategy seeks to accommodate this by establishing a set of strong principles, including a social model understanding of disability and a firm grounding in human rights. James Bullion, Assistant Director Community Care at Norfolk Adult Social Services said: "The Joint Commissioning Strategy offered here is Norfolk's unique response to this need for a fundamentally different approach to commissioning. We want to be held to account for its delivery"

The strategy is built on research carried out by the NCODP. The purpose of the research was to discover the aspirations and desired life outcomes of disabled people. The resulting report "To go in a hot air balloon" https://www.engagespace.co.uk/engage/norfolk/uploaddocs%5CConsult666%5Cncodp_hotair-summary.pdf

For information on the Joint Commissioning Strategy <http://www.norfolk.gov.uk/adultsocialservices>
Putting People First information <http://www.idea.gov.uk/idk/core/page.do?pagelId=8261282>

New Social Enterprise Café for Thetford

Projects sharing a £10m fund to help young people from poorer communities to unlock their talents have been named and include Saxon and Abbey Wards (Thetford). Activities include running a community café as a social enterprise that will act as a vibrant community focal point and provide training opportunities, voluntary and work experience placements and information and signposting services. Intergenerational gardening programme, a school and community radio station, and skills swaps are some of the other activities on offer.

NWES - Enterprising Britain Winner

In July the great and the good of Lowestoft came together to celebrate NWES being hailed the East of England Enterprising Britain winner! As part of the official national judging day, Maurice Helfgott, CEO of Amery Capital and former Executive Director of Marks & Spencer, visited the town.

Included in the day were visits to Riverside Business Centre, where NWES has helped to transform the business and enterprise potential of the area, Lowestoft Enterprise Park and The Venue of Performing Arts. After a visit to The BodyChef, an innovative company who supply people with tailor-made diets, the final stop was at OrbisEnergy, a focal point for investors, suppliers, large utilities and small and medium enterprises. Good luck to NWES in the National Final

Need a Loan?

- What is Futurebuilders England?

Futurebuilders England is the largest social investor in the UK. Our aim is to improve substantially the capacity of Third Sector organisations, helping them to play an ever greater role in improving the lives of the people and communities they serve.

We manage a number of different funds, each with a different focus, meaning we can support a broad range of proposals. These can include: restructuring or changing ways of working to become more sustainable; building capacity to win public sector contracts; or the delivery of health or social care outcomes.

We also understand that loan finance is a new approach to funding for many organisations and are committed to tailoring our support to suit each organisation's circumstances.

Why should I contact Futurebuilders?

Futurebuilders is a mission investor. We want our investments to make a positive impact on the organisations and their capacity to deliver a permanent change for the better.

We are also an engaged investor- we work together with our applicants to ensure an investment is viable and will make a sustained change to their organisation. Our team can help organisations gain the skills and systems needed for sustainable development, and we continue to work with our investees throughout the life of an investment.

We are happy to discuss your ideas, regardless of how developed they are at. Our Business Development team will listen to your needs and try to tailor an investment option that suits you. Don't be hesitant to give our Business Development team a call.

Working with us is easy

There are no application forms and there is no 'typical' applicant. Our Business Development team will work with you to develop the information needed to make an application. Starting the process requires nothing more than a phone call or an email to discuss your project.

We invest in projects that banks will not. All organisations and ideas are considered on their own merits, although the project must benefit people living in England

Business support is integral to our process to help applicants and investees reach a level of sustainability that ensures the investment is a success for your organisation.

How do I find out more?

You can contact the Business Development team on 0191 269 5200 or by email at info@futurebuilders-england.org.uk

Online Support for Social Enterprise Start-ups

A section of the Business Link website has been set up to provide advice and information for people thinking of starting a Social Enterprise.

<http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1079870761&r.lc=en&r.s=s>

UnLtd Awards

UnLtd provides individuals with an idea to improve their communities and environment with seed funding and support to make their ideas a reality. For more information you can go to www.unltd.org.uk

Should you have any queries Claire Stewart will be pleased to have a chat on 020 7566 1104

Micro Coach Helps Bestdeal4baby CIC

On 27th July 2009 the Bestdeal4baby CIC Retail Outlet was officially opened and commenced trading as a CIC thanks to the support they received from Tim Smith in his capacity as a Micro Coach.

Bestdeal4baby Community Interest Company is one of a growing number of CIC's in the region. The social enterprise which offers parents and carers on low incomes a way to exchange unwanted baby items for items they do need couldn't have been launched at a better time.

Ruth Bell of Bestdeal4baby CIC said "The Micro Coaches sessions we had helped us make sure that the legal structure changes we had planned would enable us to secure maximum revenue for the next phase of our development". Bestdeal4baby are already planning their next support sessions to make sure that their Best4Skills venture benefits from the knowledge and experience of a social entrepreneur who know the field that they planning to trade in.

CCORRN who manage the Micro Coaches Programme which is funded by Capacitybuilders (the new incarnation of the Inspire East funded project delivered by SEEE in 2007- 8) is launching a series of IGNITE Events beginning in October 2009. These will be themed events open to anyone interested/ involved in promoting or developing social or environmental beneficial projects within the Social Enterprise model. Nikki DiGiovanni the programme manager for Micro Coaches said of the events: "We have a series of themes that we are seeking partners to work with; whether that's a social enterprise that wants to host an event, provide the catering or has skills or knowledge to share as part of the events programme, we would like to involve as many people as possible to ensure that as much of the funding we have ends up supporting social enterprises in the Eastern Region.

The Dates of the events are: October 6th, 8th, 13th, 15th, 20th, 22nd. November 3rd, 5th, 10th, 12th, 26th, 27th, January 2010 - 26th, 28th, February 4th, 5th, 9th, 11th.

Some of the event themes are: Wild About Food, Creative Arts, Finding Your Voice, End to Waste, Sustainable Community Buildings, Trade2Aid, Managing Volunteers, ChildsPlay, Micro Coach training and anything else that there's enough interest in. Contact Nikki or Mary on: 0845 6027144 or email admin@ccornn.org.uk. Further Updates will be confirmed regularly to the website www.microcoaches.org.uk

CIC 's – Growing

The national CIC association has launched a new website <http://www.cicassociation.org.uk/> and has announced there are now over 3,000 Community Interest Companies; over 35 are in Norfolk.

Co-operative Diversity Action launched

Co-operativesUK has launched a new initiative, Co-operative Diversity Action, to help engage people from Black, Asian and Minority Ethnic (BAME) communities in co-operative enterprise.

The new website provides strategies, resources and guidance to encourage more people from BAME communities to get involved in co-operatives. <http://www.diversityaction.coop/diversityaction>

Mindful Employers Charter

The Mindful Employer initiative aims to offer information, advice and support to employers in the public, private and third sectors and invites employers to sign up to an inspirational Charter demonstrating a commitment to the mental wellbeing of staff and work towards the aims of it through recruitment and staff retention.

To support the interest of employers, a series of seminars and individual meetings have been held across the region to offer employers the opportunity to consider how they can achieve mentally healthy workplaces, therefore seeking to become Mindful Employer charter signatories.

Since the beginning of this year networking forums have started to develop per county, with Suffolk Business Minded being the first to be launched. The programme lead from the Eastern Development Centre supports the planning of these network forums, primarily as a point of contact, and to identify the hosts in taking the Mindful Employer campaign forward. Further information and local contacts can be found at <http://www.mindfulemployer.net/eastern.html>

Social Marketing - FREE half hour taster sessions

If you missed the inaugural Social Marketing East Conference in Norwich and want to know more about the subject visit http://www.socialmarketingeast.org/sme_conference.asp Social Marketing East are on a mission to bring the benefits of social marketing to all organisations involved in addressing social and health inequalities in the East of England. To facilitate the spread of knowledge they are offering a limited number of free half hour taster sessions. Call 01603 251754 or email info@socialmarketingeast.org to discuss your requirements.

Social Enterprise Awards

The Social Enterprise Awards are now open for applications. Run by the Social Enterprise Coalition, the UK's national body for the social enterprise movement, in partnership with The Office of the Third Sector; Department for Children, Schools and Families; and the Department for Communities and Local Government.

Schools wanting to compete for the Best Social Enterprise in Schools award have until **26 October 2009** to submit their application forms. All other applications for Awards must be received by **28 September 2009** <http://www.socialenterpriseawards.org.uk/pages/enterprising09-about-the-awards-255.html>

Bursary to Visit Another Organisation

OnlyConnect is a visit scheme sponsored by Triodos Bank which enables you to visit another organisation to learn about their experiences.

We pay successful applicants £150 for their time and travel to visit another organisation to learn how they have diversified their income through trading, public service delivery or by using loan finance. We will pay the host organisation £200 as a consultation fee for their time spent with you.

So, if you would like to: pursue a new trading idea, learn about the delivery of public services under contract or how to use a loan to increase the capacity of your organisation, then apply to Only Connect and learn from colleagues in the sector.

To learn more about the scheme and to download an application form please visit <http://www.ncvo-vol.org.uk/sfp/onlyconnect>, email onlyconnect@ncvo-vol.org.uk or contact them on 0207 520 2519. Closing date **11th September**

New Funding Available Through Young Offenders Programme

Charities that work with young offenders will be able to apply to a new £1m fund from the Lloyds TSB Foundation for England and Wales.

The foundation's Young Offenders Programme is open to local, regional and national charities of any size that have a proven track record of working successfully with young offenders in areas including accommodation, skills training, drugs and alcohol and employment mentoring.

The deadline for applications to the fund is **25 September**.

<http://www.lloydstsbfoundations.org.uk/FundingProgrammes/Pages/YoungOffendersFundingProgramme.aspx>

Media Projects Wanted in the East of England

Mediabox is actively encouraging applications from areas of England who were under-represented in the last rounds. This includes the East of England.

Mediabox offers 13-19 year olds the chance to create their own media projects and get their voices heard, by enabling organisations working within the community to apply for grants (£5,000 - £20,000) for youth-led media projects that explore the theme of **community cohesion**. The strand is particularly looking for organisations that bring young people from diverse ethnic, economic backgrounds, faiths or areas together, to work on a media project, providing young people with the opportunity to explore issues around identity, diversity, sense of belonging in their community and in doing so, tell their own stories and experiences in a creative way. <http://www.media-box.co.uk/>

Secret Millionaire Fund

The Channel 4 TV Secret Millionaire has teamed up with the Big Lottery Fund's Awards for All programme to launch the £1m Secret Millionaire Fund. Grants ranging from £300 to £10,000 are available for local community groups, schools, parish councils and health bodies that work to improve the lives of disadvantaged people. Apply online until **21 December 2009**

http://www.biglotteryfund.org.uk/prog_secret_millionaire_fund.htm?regioncode=-uk&status=theProg

25% off the Social Enterprise Mark Fees

The Social Enterprise Mark is a label which tells customers that a product or service comes from a social enterprise and is creating a social or environmental benefit.

The Mark offers social enterprises a simple way to inform customers about the wider social or environmental impacts they offer and to take advantage of the business opportunities presented by an ever growing trend in ethical consumerism. Social Enterprises outside of the South West of England, where the scheme was developed, can now take advantage of a 25% discount off the annual fee until **November 2009**. Fees start from £100. For more information visit the social enterprise mark website

<http://www.socialenterprisemark.co.uk/> or email DelphineGuillemoteau@rise-sw.co.uk

Invitation to Visit a Norfolk Social Enterprise

A message from Co-operatives East

You are warmly invited to our Annual General Meeting, networking opportunity and visit to award winning Anglia Farmers Limited Honingham Thorpe Norwich on **Tuesday 22 September 2009**

Speakers will include Clarke Willis, Anglia Farmers Limited and Sally Chicken Rainbow Saver Anglia Credit Union. It's all free! To book your place please email austen@can.coop

UK's inaugural 5 Ways to Wellbeing Conference .Norwich

Foresight's Mental Capital and Wellbeing Project has drawn on state-of-the art research from across the world to consider how to improve everyone's mental capital and mental wellbeing through life. Evidence

suggests that a small improvement in wellbeing can help to decrease some mental health problems and also help people to flourish. The Project commissioned the centre for well-being at nef (the new economics foundation) to develop 'five ways to wellbeing': a set of evidence based actions to improve personal wellbeing.

Speakers include:

Professor Felicia Huppert – Co-author of Foresight's 'Mental Capital and Wellbeing' Report and Director of the Wellbeing Institute, Cambridge University

Nic Marks – Founder of the New Economics Foundation Centre for Wellbeing

16th September 2009 9.30am – 4.30pm at Conference Centre, Carrow Road Football Ground, Norwich

Anyone interested in Wellbeing will benefit from attending and participating in this event.

Funding from Foresight and the Big Lottery means places at the 5 Ways to Wellbeing conference are FREE.

To book Email general enquiries to stuffstigma@rethink.org or call 07785 240598

Norfolk Mental Health Alliance Fair

Connect - Be Active - Keep Learning - Take Notice - Give

Every year the Norfolk Mental Health Alliance holds a fair promoting Positive Mental Health

This year it will be at the Norwich Forum and will promoting Ways to Wellbeing; the New Economics

Foundation model for mental wellbeing. **Sunday 4th October 2009**

360° View of Social Marketing - a Practical Introduction

This course will-

Introduce the theories, principles and techniques of SM; to understand what SM is and isn't in the context of your work. Provide an overview of SM tools and how they can be applied to achieve behavioural goals in target client groups. Plus an opportunity to practice applying the tools in a workshop style environment and an opportunity to share experiences and learning with like-minded professionals

29th Sept or 21st Oct 2009 9.30am - 4.00pm. Henderson Business Centre Norwich.

£150 for the first person from each organisation, £90 for accompanying delegates.

Register or get more information at www.socialmarketingeast.org or call 01603 251754

Global Entrepreneurship Week Meet-ups

Exchange ideas, make contacts and learn from the experts!

These regional Meet-ups will introduce you to Global Entrepreneurship Week 2009 (formally Enterprise Week) and are packed full of inspiring content

- Meet other organisations taking part in Global Entrepreneurship Week in your region
- Learn from past event organisers
- Hear the inspiring story of a successful entrepreneur
- Attend a workshop on how to promote your activities using PR, digital and partnerships
- Attend a workshop where you'll walk out full of great ideas about what activities to run during Global Entrepreneurship Week.

East of England Event is **Monday 21st September** at Duxford. <http://gew2009eofemeetup.eventbrite.com/>

Thinking about social enterprise? News from SEEE

A series of introductory one-day training sessions on social enterprise, repeated across the East of England in September and October 2009. The nearest one to Norfolk is Tuesday **22 September** at Green Light Trust Lawshall, near Bury St Edmunds. Cost £25. Please email joanne.taylor@seee.co.uk for further information

Project Management Course

This innovative course has been specifically designed to enable participants with an idea for a Social Enterprise or any type of organisation in the social economy / voluntary sector to carry out a feasibility study to create pathways to ensure its success.

Project Management is a 3 day course and participants will need to attend all the sessions to receive an OCN accreditation. The course is taking place in Norwich on **Fridays 11th 18th and 25th September 2009**. This course is fully funded for participants in Norfolk and includes lunch. For participants outside Norfolk the course fee is £75 + VAT per person per day.

For more information please call 01603 615200 or email services@the-guild.co.uk

Mental Health First Aid Courses

Mental Health First Aid is a first aid approach to mental health. Originally conceived by Betty Kitchener and Professor Tony Jorm in Australia, the introduction of Mental Health First Aid (MHFA) has become an international activity. MHFA is the help given to someone experiencing a mental health problem before professional help is obtained.

One in four British adults will experience at least one diagnosable mental health problem in any one year. The intention of this programme is to promote awareness of mental health issues amongst the general public, and to train non-professionals to recognise those affected by mental health problems and offer initial help and guidance towards professional support. By training these 'mental health first aiders' within the community and the workplace, it aims to tackle the prejudice and stigma traditionally associated with mental health problems, and to improve the outcomes for those affected and their families, friends, colleagues and employers.

MHFA does not teach people to be therapists. However, it does teach people how to recognise the signs and symptoms of mental health problems, how to provide initial help and how to guide a person towards appropriate professional help. MHFA is an accredited training programme through the Royal Society of Public Health. For further information on where MHFA 12 hour course & Instructor cohorts are being delivered in the East of England visit <http://www.mhfaengland.org.uk/> or contact Lesley Bailey, National Trainer, lesley.bailey@easterndc.org.uk

Many thanks to all of you who have contributed news to this month's newsletter

Please keep all your news coming in; this newsletter is circulated to over 160 people involved with social enterprise in Norfolk.

Kind regards
Jane

The next copy deadline for the e-newsletter is **25th September 2009**. Please send any news you would like to share with network members to Jane Taylor at alewifebrewery@yahoo.co.uk. To unsubscribe just email and you will be taken off the list.

The Norfolk Social Enterprise Network is an organisation run by social enterprises themselves; dynamic businesses with a social purpose working to deliver lasting social and environmental change. We are pleased to offer mentoring and other support to encourage more social enterprises to flourish. To discuss this further please email Jane as above. NSEN publishes regular news about network members at. http://www.norfolkrcce.org.uk/wiki/index.php/Norfolk_Social_Enterprise_Network.

What's over the border? For information on social enterprises in Suffolk: visit <http://www.sens-suffolk.co.uk>

Norfolk Social Enterprise Network is supported by  Norfolk RCC