

# Micro-enterprise Workshop

Thursday 29th June 2017  
10.15am–2pm

# Welcome

## House-keeping

- ▶ Fire exits
- ▶ Fire assembly
- ▶ Toilets



# Aim

The aim of today is to bring people together who might have an idea or a hobby they would like to develop as a micro social enterprise

To discuss how to plan your ideas, the first steps and where to go to access ongoing support

# St Mary's University

Our vision is to develop the whole person and empower our community to have a positive impact on the world

So ...

This workshop is about St Mary's working in partnership with RUILS, Richmond Council, Start-Up Richmond and individuals in the community

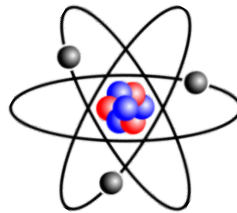
***'knowledge exchange'***

# Next

- ▶ Kirsty Cox – Ruils
- ▶ Helen Roberts – Start-Up Richmond

# What is a micro enterprise?

- ▶ Micro-enterprises (also called micro-providers) are very small companies run by their owners with few or no employees
- ▶ A micro social enterprise is an organisation that applies commercial strategies to maximise improvements in human and environmental well-being



# What is a micro social enterprises?

- ▶ Many micro social enterprises start as a hobby or an idea and anyone can start a micro social-enterprise

An example of a micro social enterprise:

- ▶ an individual may be interested in setting up a cake making/decorating business
- ▶ The initial benefit to the community would be that they could donate a very small percentage of the cakes to the local foodbank

# Micro Social–enterprises Vs Commercial enterprises

- ▶ Micro–enterprises connect with the people of their community. Making positive decisions for their customers and contributing to local community benefits
- ▶ Comparatively, large commercial enterprises are typically beholden to distant shareholders or corporate strategic matters, therefore distancing themselves from a relationship with the people in their communities



# What do we want to achieve?



# Some Examples

- ▶ Micro Support in the Home
- ▶ Small Steps Day Service
- ▶ Supporting Diverse Communities

# Micro Support in the Home

- ▶ Jane works on her own, providing help in the home to 14 people in her local area. The support she provides is very flexible, from preparing food to taking people to the doctors or to concerts



# Small Steps

- ▶ Small Steps is a micro-enterprise employing three members of staff and providing a community-based day service for older people
- ▶ Activities includes physical activities, days out, social and peer group activities



# Supporting Diverse Communities

A football club, set up and run by someone with learning disabilities. The club owner saw the need for the service because of his own negative experiences of other football groups that excluded people with disabilities



# Helen Roberts

Starting up your own business: how to get started



# Griselda Soames

- ▶ My story – how I set up my micro-business



# Sean Gillen

## Richmond Borough Council's strategy



# Support Available

On-going support:

- ▶ Finding funds for your enterprise
- ▶ Marketing matters
- ▶ Legal requirements
- ▶ Networking

*Social Enterprise Knowledge Exchange Network*

# Any Questions



# Feedback & Suggestions Please



# Let's Have Lunch & Network

