

**Policy  
Review**

Mutual and Social Enterprise Broadcast Series 2011

# Initiating Mutuals & Social Enterprises

Leadership Skills, Governance, Legal Proprieties

Thursday 3rd March 2011, Westminster Studios, London SW1

Speakers include:

**Julie McEver**

Transactions and Investment,  
**Local Partnerships**

**Peter Stocks**

Chief Executive, **Baxi Partnership**

**Ed Mayo**

Secretary General, **Co-operative UK**

**Mark Sesnan**

Managing Director,  
**Greenwich Leisure Limited**



Live and on-demand on [policyreview.tv](http://policyreview.tv)

A huge wave of organisational change is about to sweep employment and service delivery in public services with a drive for commercially run, profit making social enterprise driven by social aims. With profits reinvested into social, community or environmental objectives, local government will seek more innovative solutions to today's social and economic problems. Both public service organisations and potential enterprise leaders are required to look at the feasibility of mutuals, co-operatives and social enterprise models.

This conference and TV programme has been put together with the leading organisations working in the field and is the first in a series which will provide delegates the opportunity to hear from sector leaders, academics and government who will explore best practice in leadership, finance, service models, governance and legal proprieties.

This is a 'must attend' event for councils considering commissioning or venturing into social enterprise either through mutuals, cooperatives, spin-outs or employee owned business models. This conference will help you benchmark your work getting started and processes established.

The presentations will contribute to an expert resource bank for use across public services.

Register your place online:

[www.neilstewartassociates.com/se247](http://www.neilstewartassociates.com/se247)

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Watch this event live online  
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leisure on **Policy Review TV**

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or visit the website

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# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One: Setting the Scene



- 09:50 Welcome and introduction from conference Chair  
**Jonathan Bland**, Managing Director, Social Business International
- 10:00 Keynote address: making it possible to grow the social enterprise market  
Check website for speaker updates
- 10:20 How to be a successful social entrepreneur  
**Neil Stanworth**, Director, A4e Insight
- 10:35 The finance and feasibility of new service models  
**Julie McEver**, Transactions and Investment, Local Partnerships
- 10:50 Questions and discussion

11:00 Refreshments, networking and exhibition

## Session Three: Key Issues Seminars

14:00 Delegates should choose to attend one seminar from the list below: Seminars are designed to be interactive and participatory in nature: Places are allocated on a first-come, first-served basis and are subject to maximum capacities:

- 1 Accountancy practice in social enterprise  
Check website for speaker updates
- 2 The legalities of setting up social enterprise  
Check website for speaker updates

15:00 Refreshments, networking and exhibition

## Session Two: Choosing the right model



- 11:30 Effective leadership in social enterprise  
**Ed Mayo**, Secretary General, Co-operatives UK
- 11:50 Exploring the barriers and opportunities of social enterprise  
**Mark Sesnan**, Managing Director, Greenwich Leisure Limited
- 12:05 Practical steps in setting up employee-led mutuals: addressing the pitfalls in inception  
**Peter Stocks**, Chief Executive, Baxi Partnership
- 12:20 Panel discussion: Is the use of local authority assets viable?  
**Neil Stewart**, Chair, Policy Review TV  
**Ed Mayo**, Secretary General, Co-operatives UK  
**Mark Sesnan**, Managing Director, Greenwich Leisure Limited  
**Peter Stocks**, Chief Executive, Baxi Partnership

13:00 Buffet Lunch, networking and exhibition

## Session Four: Learning from experience

- 15:20 Welcome from afternoon Chair  
**Mike Burton**, Editor, The MJ
- 15:30 When employees become owners: ensuring the governance is right in multi stakeholder ownership models  
**Carole Leslie**, Policy Director, Employee Ownership Association
- 15:50 Identifying the skills required to set up social enterprise and mutuals: ensuring a skilled workforce  
**Mervyn Wilson**, Principal, The Co-operative College
- 16:10 An update from a spin-out pathfinder  
**Jane Forster**, Income Generation Officer, Mansfield District Council
- 16:30 Questions and discussions
- 16:40 Close of conference

Register online today:

[www.neilstewartassociates.com/se247](http://www.neilstewartassociates.com/se247) / Tel: 020 7324 4330 / Fax: 020 7490 8830

## Purpose of the Conference:

**Specifically, attending this conference will enable you to benchmark:**

Social enterprise, mutuals and co-operative enterprise models cover a wide range of possibilities and permutations which, the Cabinet Office have indicated, can include joint ventures with private companies and the use of private capital and investment

Strategic policy managers need to test the feasibility of venturing into these new service models through assessing the opportunities and risks while considering what 'works' in practice. This is a complex judgment requiring new types of procurement, market making and commissioning skills, especially when spinning a service out to a preferred bidder consisting of existing staff.

**This conference will help you benchmark your work getting started.**

**More specifically you will:**

- Hear from speakers involved in developing these recent government processes
- Be introduced to sources of information and advice from experts in the field
- Assess your work against best practice around the country
- Explore how other organisations are finding ways to engage staff in a time of difficult change
- Assess the implications for your existing services
- Discuss how to start social enterprise and mutual modes with existing staff
- Hear the experiences of senior managers who have travelled this road
- Look to combining with new external resources to reform services
- Evaluate offering services to preferred bidders with staff provided the opportunity to create mutuals and social enterprises
- Discuss how public bodies are looking to use their assets to work with staff

## Who should attend:

**Existing social enterprises**

**From Local Authorities:**

- Chief Executives
- Strategy Directors
- Heads of Services
- Finance Directors
- Heads of Personnel
- Directors of Procurement
- Commissioning directors
- Business Advisers
- Business Development Executives
- Business Managers
- Capacity Building Officers
- Chief Executives
- Commercial Managers
- Community Development Officers
- Consultants
- Development Executives
- Directors
- Economic Development Executives
- Enterprise Managers
- Grants Officers
- Policy Managers and Advisers
- Programme Managers

- Project Managers
- Purchasing Officers
- Regeneration Managers
- Regional Development Managers
- Social Enterprise Directors and Managers
- Social Enterprise Leads
- Social Entrepreneurs
- Solicitors
- Training and Development Officers
- Finance Directors
- Trade Associations
- Professional Bodies
- Academics

**Commissioners of:**

- Social Services
- Primary Care Trusts
- Housing
- Legal
- Leisure
- Repair and Maintenance
- Education
- Back Office

## Sponsorship and Exhibition Opportunities

Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Patrick Whitfield** on **020 7960 6858** or e-mail **patrick.whitfield@neilstewartassociates.co.uk**



## Can't attend? Time poor? Diary clash?

**Attend a regional satellite conference near you**

**Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!**

- See and hear all the speakers and interact remotely
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- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

**Host your own satellite conference:**

- Become our local partner
- Policy Review works with regional and local partners to create a satellite conference featuring the live conference broadcast and debate relating to your region
- Could you benefit from hosting a satellite event?
- If you have a lecture theatre, council chamber or board room with simple internet and projection you could be our local partner

For more details contact **Natasha McDonough** by email: **natasha.mcdonough@policyreview.tv**

**Watch online**

**Keep up to date with the policy insight you need**

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas policy makers and managers face
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The live broadcast and access to the video archive costs just **£99 + VAT** (£118.80)

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Leadership Skills, Governance, Legal Proprieties

Thursday 3rd March 2011, Westminster Studios, London SW1

## To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

**Fax:** 020 7490 8830

**Online:** [www.neilstewartassociates.com/se247](http://www.neilstewartassociates.com/se247)

**Post:** Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at

**customer.services@neilstewartassociates.co.uk**

## Delegate Information

se247

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  
 Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

**HOW TO PAY** Please tick the relevant box below

Invoice Please send an invoice to:

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Maestro Issue No: \_\_\_\_\_

Name (as on card): \_\_\_\_\_

Issuing Bank: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below

## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

**£599.00 + VAT @ 20%** (£718.80)

### Reduced Rate -

Universities, Colleges, NHS, PCTs, SHAs, Central Government Departments and Agencies, Non Departmental Public Bodies, Local Authorities and other Public Sector Organisations

**£389.00 + VAT @ 20%** (£466.80)

### Supported Rate -

Schools, Voluntary Organisations, Trade Unions

**£240.00 + VAT @ 20%** (£288.00)

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. **Shared places are not permitted.**

## Seminar Selection

You may attend one seminar in Session Three.

Places are allocated on a first-come, first-served basis.

Please circle your choice below:

### Session Three:

Seminar 1 2

## Live viewing

I am unable to attend this event in person please register me for:

Live streaming at **£99.00 + VAT** (£118.80)

## Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk) giving your name and the conference you will be attending.

## Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.  
 Please tick here if you do not wish to receive information from third parties.

## Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.