

# Social Enterprise Start-up Workshop for Lewes District Residents

Friday 4th November  
from 9.30am to 4pm at Lewes Town Hall

FREE



## Overview

This one-day workshop covers everything you need to know if you are thinking of setting up a successful social business/enterprise in the Lewes District. After the workshop you will also have access to free 1-2-1 mentoring with an Edeal business expert in any area you feel you require extra support/advice.

## What is a social enterprise?

It's a business that wants to change the world for the better. It works within a traditional business structure, and it may look like any other traditional business but there is a big difference. Typical commercial organisations exist to create profits for shareholders, who are interested in the financial return on their investment. Social enterprises must trade profitably to be successful, but they do this so that they can achieve the social mission or purpose that drove them to start the enterprise in the first place. They make money, but they also do good. Its social and community purpose drives everything it does.

## Topics covered include:

- Developing a robust social mission
- Market research – social and commercial
- Measuring social impact
- Social enterprise models and structures
- Accessing potential funders
- Marketing, branding and sales tools
- Networking

## The workshop will give you

- A clear understanding of how to develop your vision for your social enterprise and then do the research and thinking needed to produce a robust business plan.
- The opportunity to explore the positive changes you want to make, and trade ideas with the other delegates.
- A clear outline of what social or environmental targets/outputs to aim for and how to measure your performance against those targets.
- An understanding of what is involved in setting-up and running a social enterprise.
- Resource pack on local and national sources of social enterprise support.
- Access to free 1-2-1 mentoring with an Edeal business expert.

## Who is this programme for?

This programme is for residents or anybody who wants to start or currently runs a business in the Lewes District who has a social business idea or is an early-stage entrepreneur trading for less than 12 months. This includes privately owned businesses with a community focus and enterprising third sector organisations. You must be aged 18 and over.

It would be beneficial if you have an understanding of what a social enterprise/business is but if you are unsure if this programme is for you, contact Edeal who may suggest an alternative programme.

**FREE - the programme is fully funded by Lewes District Council.**

## How to book

Booking is essential and there are a limited number of places available. You can book via the events page on the Edeal website [www.edealgroup.org](http://www.edealgroup.org) or call **01323 641144**. Alternatively, please email [info@edeal.org.uk](mailto:info@edeal.org.uk)

