

Social Business Wales

[/businesswales.gov.wales/socialbusinesswales](http://businesswales.gov.wales/socialbusinesswales)



Wales Co-operative Centre
Canolfan Cydweithredol Cymru

Social Business Wales Conference 2016

Supporting social businesses with aspirations to grow and be more sustainable
#SBWConf16



**Busnes
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Wales**



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**Cronfa Datblygu
Rhanbarthol Ewrop
European Regional
Development Fund**

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Welcome to the Social Business Wales Conference 2016

The social enterprise sector in Wales has never been so vibrant and confident about the future, employing over 38,000 people, supporting 38,500 active volunteers and contributing an estimated £1.7billion to the national economy. However, this is not a time to stand still and today's Conference aims to inspire and support those social businesses which have ambitions to grow and be more sustainable.

We hope by the end of today's Conference you would have come away with a number of ideas and practical skills which will enable your social business to enter new markets, adopt new structures or develop new products and services.

To achieve this, Social Business Wales has secured keynote speakers from a range of backgrounds - government, the private sector, public sector and social enterprise – all providing an inspiring and challenging perspective on the role of dynamic social businesses in a thriving and prosperous Wales.

As a project which supports social businesses in Wales looking to accelerate their growth, we will be running a series of interactive taster workshops to kick start that journey, from improving your web presence and pitching style to diversification and consortia working. In addition, our designated exhibitor zone will provide the perfect environment to network and build partnerships with our partners from the public and private sector.

Enjoy the Conference and don't forget to share your experiences with us throughout the day using our event Doopoll and social media hashtag [#SBWConf16](#)

Regards,

Glenn Bowen,
Enterprise Programme Director,
Social Business Wales



Social Business Wales

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Wales Co-operative Centre
Canolfan Cydweithredol Cymru

As a social business looking to grow, you're entitled to FREE specialist business support from Social Business Wales.

Social Business Wales is funded by the European Regional Development Fund and Welsh Government. It is delivered by the Wales Co-operative Centre as part of the Business Wales service.

Social Business Wales is the latest in a line of projects that have created over 300 new businesses and almost 400 jobs for the sector in the last five years.

We're also pioneering employee ownership and co-operative working amongst mainstream businesses.

Want a bigger turnover?
More staff? Better IT skills?
To attack new markets? No other agency has our length or breadth of experience in social business.

If you're a social business looking to grow and interested in receiving our free specialist business support:

Call Business Wales on **03000 6 03000**
and quote '**Social Business Wales**'

businesswales.gov.wales/socialbusinesswales

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Cymru | Wales**



Llywodraeth Cymru
Welsh Government



Event Programme

Foyer

Sinclair Suite, Floor 2
(access via lifts and stairs)

8:30am

Registration, refreshments & networking

Main Theatre

Sinclair Suite, Floor 2
(access via lifts and stairs)



9:15am

Welcome address

Derek Walker, Chief Executive,
Wales Co-operative Centre

Derek Walker became Chief Executive of the Wales Co-operative Centre in January 2011. The Wales Co-operative Centre is a co-operative development agency, applying its values to supporting social businesses, strengthening communities, tackling poverty and promoting inclusion. From 2004 to 2009 Derek worked as Head of Policy and Campaigns at the Wales TUC. One of his major achievements in this role was establishing the Wales Public Services Workforce Agreement between public sector employers and trade unions.

10:20am

Q&A session

Question and answer session with
Sophie Howe and **Andy Middleton**.



9:40am

Keynote: Sophie Howe

Sophie Howe, Future Generations
Commissioner for Wales

Sophie was appointed as the first Future Generations Commissioner for Wales in February 2016. Her role is to act as a guardian for the interests of future generations in Wales, and to support the public bodies listed in the Well-being of Future Generations (Wales) Act 2015. Prior to this role, Sophie has also served as a Government Special Adviser providing policy and political advice.



10:00am

Keynote: Andy Middleton

Andy Middleton, Founder Director,
TYF Group

Andy is the Founding director of the TYF Group, an innovative and visionary B-Corp based in St. Davids, Pembrokeshire. TYF's goals include helping businesses maximize the impact of their CSR activities for community and future generations. As a Founding Partner of the Do Lectures, and coordinator of the Do Collective, Andy works with organisations to connect what they do to the speed and scale of change that's needed.

Exhibition Zone

Gower Suite, Floor 1
(access via lifts and stairs)

10:30am

Coffee break, networking



11:15am

Keynote: Ken Skates AM

Ken Skates AM, Cabinet Secretary
for Economy and Infrastructure

Ken Skates AM, was born in 1976 in Wrexham, educated at Mold Alun School and went on to study Social and Political Science at Cambridge University. In May 2016 he was appointed Cabinet Secretary for Economy and Infrastructure for Wales.

Ken's policy interests include manufacturing, sport and leisure, mental health, political economy and social inclusion. In his free time, Ken enjoys running, swimming, hiking and golf as well as having an interest in gardening, art and architecture.

11:30am

Workshops Round One

Breakout Rooms
(See Workshops on page 6 & 7)

NB: Workshops will be repeated during the day, so delegates will have the opportunity to attend more than one session.

Gower Suite

Gower Suite, Floor 1
(access via lifts and stairs)

12:45pm

Lunch & Exhibition Viewing



1:45pm

Keynote: Rachael Flanagan

Rachael Flanagan, Founder
Director, Mrs Buckét

Rachael is a multi-award winning and celebrated young entrepreneur from Swansea with an incredible business growth story. At 16, Rachael had no idea what she wanted to do but through sheer hard work and good business acumen, nine years on Rachael has a staff of 200, servicing over 150 commercial premises on a daily basis. Sharing her learnings on growth from a private sector perspective, Rachael is a fascinating and inspirational speaker with an infectious enthusiasm for business.

2:30pm

Workshops Round Two

Breakout Rooms
(See Workshops on page 6 & 7)



3:45pm

Transforming lives: Down to Earth

Based in the Gower, Down to Earth has been delivering training & development programmes for ten years and is fast growing a reputation as an example of best practice for working with people living in challenging circumstances. Co-founder, Mark McKenna will be introducing a couple of individuals who have had their lives transformed by the social enterprise to remind us all just how valuable this sector is to the local economy and our communities.

4:15pm

Closing remarks

4:30pm

Finish

Workshops



How to pitch and inspire

Presenter: Ruth Anslow, Co-founder, hiSbe

Chair: Marc Flaherty & Serena Allen, Social Business Wales

Room: Main Theatre

As a co-founder of social enterprise hiSbe Food, I've been through the highs, lows, perils and pitfalls of pitching! I know the way you pitch your social enterprise to people can be the difference between getting people excited about supporting you, or just getting that glazed look from the other side of the desk. So I'm going to share what I've learned about successful pitching, to help you create a pitch that inspires people.



Diversifying your income streams

Presenter: Gofal Enterprise, Green Willow Funerals (AM session), Vi-Ability, Down to Earth (PM session)

Chair: Branwen Ellis & Mike Jones, Social Business Wales

Room: St Helens Lounge

Diversification is inherently more difficult than the "more of the same" option for social businesses because it involves developing and delivering products or services outside of the existing "comfort zone". If you're interested in diversifying your income streams but don't know where to start, then this is the session for you. A panel of experts will be on hand to answer your questions during this round table discussion which will focus on best practice and shared learning when it comes to diversification.



Get ahead of the game: Well-being of Future Generations Act

Presenter: Andy Middleton, Founder Director, TYF Group

Chair: Nicola Mehegan & Esther Price, Social Business Wales

Room: Centenary Suite

The Well-being of Future Generations Act is a game changer for the social enterprise sector. The Act places a duty on government to improve the social, economic, environmental and cultural well-being of Wales. Sustainability and social impact is already at the forefront of our business practices. So how do we turn those values into new business opportunities and ensure we are at the front of the pack when it comes to securing major new contracts procured by Welsh Government and local authorities?

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2

3



Making your website an asset

Presenter: Greg Ashton, Reason Digital

Chair: David Madge & Paul Ashman, Social Business Wales

Room: Vetch Lounge

Greg works for digital agency & social enterprise Reason Digital (www.reasondigital.com) leading on client workshops for their Strategy & Insight team. Greg specialises in analytics, search engine optimisation (SEO) and Pay Per Click (PPC). Greg will be looking at the practical steps social businesses can take to make their website a valuable asset which accelerates growth and social impact.



Managing Employee Engagement through times of change

Presenter: Arup Group & Cambrian Aquatics

Chair: Joelle Campbell, Tricia Morgan & Sarah Owens, Social Business Wales

Room: Gnoll Lounge

Community asset transfers, mergers & acquisitions or employee ownership can cause many employees to feel confused or unsure about how they will fit in with the new direction of the organisation. This workshop, delivered by Social Business Wales, Cambrian Aquatics and employee-owned business, Arup Group and , will address the following:

- What is employee engagement, and why is it important?
- What happens to employee engagement during different types of change?
- What can organisations do to understand and manage employee engagement during times of change?



Consortia Working

Presenter: Paul Cantrill, Social Business Wales & Alan Aitken, Head of Procurement, Carmarthenshire County Council

Chair: Rhian Edwards, Social Business Wales

Room: Sinclair Suite 2

At Social Business Wales, we support businesses to form co-operative consortia to aid short supply chains, improve business competitiveness and grow local markets. This workshop will take an in-depth look at how social businesses can work together more successfully to win those highly competitive and lucrative public service contracts.

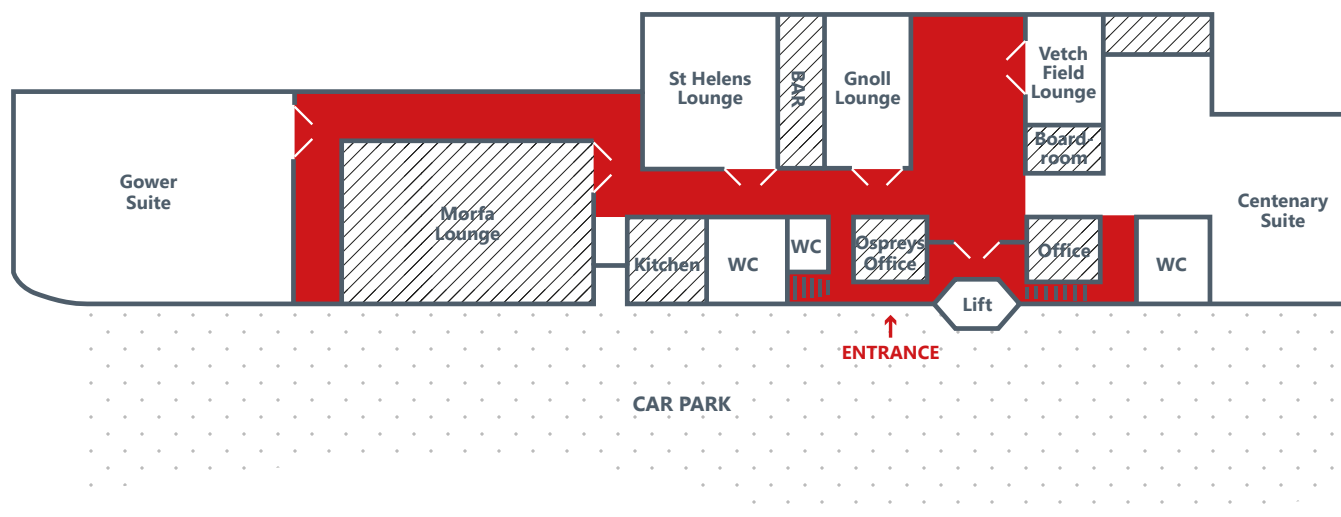
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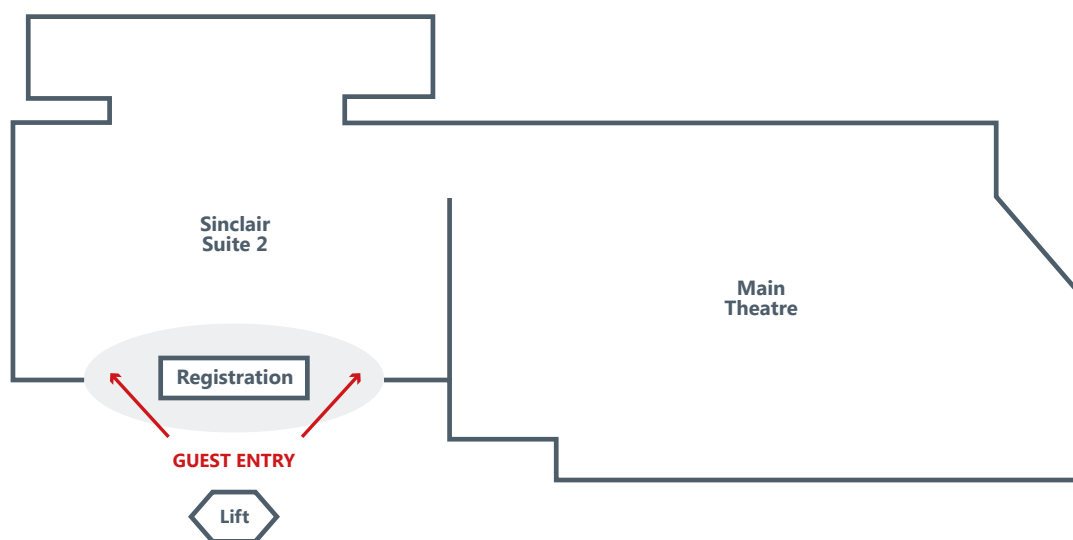
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Floor Plan

Floor 1



Floor 2



Media Partner: Co-operative News

Co-operative News has been the voice of the co-operative movement for 145 years. We connect, challenge and champion co-operatives of all sizes across every sector, in print and online. Find out more at: www.thenews.coop



Exhibitors

Acuity Legal

Arup Group

Awel Aman Tawe

BIC Innovation

Business Wales

CAIS

Cambrian Aquatics

Charity Bank

Cooperative & Community Finance

Co-operative News

Co-operative Housing

Creating Enterprise

Cycle Training Wales

Digital Communities Wales

Down to Earth

Elite Paper Solutions

Fern Partnership

Full Circle Education

Greenstream Flooring

Hugh James

Indifference proud to be

Landsker

Market Hall Cinema

National Council for Voluntary
Organisations (NCVO)

NatWest

Park House Financial Services

PS Facilities Management

RCS

Reason Digital

Red Dragon Flag Makers

Social Business Wales

Superfast Business Wales

Toogoodtowaste

Torfaen Leisure Trust

TYF Group

UnLtd

Wales Restorative Approaches
Partnership (WRAP)

WCVA

Dates For The Diary

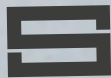
Social Saturday 2016

Social Saturday is a UK-wide campaign that started in Wales which aims to raise awareness of social businesses and encourage consumers to buy something from them on that date. It takes place this year on **Saturday 15 October**.

Coordinated nationally by Social Enterprise UK, it is managed in Wales by Social Business Wales. We have produced materials on our website for all social enterprises wanting to host events and promote their businesses on, or in the run up to, *Social Saturday*.

We encourage you all to support this year's 'Buy Social' campaign and help us spread the word on why this sector is so valuable to our economy and its communities.

So visit our website www.socialsaturday.wales and join the campaign conversation using the hashtag **#SocialSaturdayWales16**



Social
Enterprise UK

Social Business Wales

Social Business Wales Networks

It's back! The networking event for Welsh social businesses returns this December.

Social Business Wales Network events are your opportunity to meet other social business leaders, learn about new developments and share ideas and opportunities with people facing the same challenges as you.

Each event features different guest speakers talking about innovative approaches to the way they have grown and developed their businesses.

Meet Your Social Investor Events

Social Business Wales is on a mission to bring social businesses closer to social funders and investors. After the success of this year's events, we are organising two 'Meet your Social Investor' events in June 2017 to give you the opportunity to network with different funders and investors to discover what support they can offer your business.

Interest in these events will be high so please ensure you reserve your place early!

December 2016

South West	National Botanic Gardens, Carmarthenshire	6th December
South East	Merthyr Town FC, Penydarren Park, Merthyr Tydfil	7th December
North	Glasdir, Llanrwst	8th December

February / March 2017

South West	TBC	28th February
South East	The General Offices, Ebbw Vale	1st March
North	Glasdir, Llanrwst	2nd March

May 2017

South West	National Botanic Gardens, Carmarthenshire	16th May
South East	The Hub, Pontypridd	17th May
North	TBC	18th May

Meet Your Social Investor Events – June 2017

South	Liberty Stadium, Swansea	13th June
North	Glasdir, Llanrwst	15th June



Join the Online Conversation

Twitter

We will be tweeting throughout the event from [@socialbizwales](#) so find us and follow us. Don't forget to use our event hashtag [#sbwconf16](#) when tweeting.

Doopoll

For the first time, we have partnered with Doopoll to run a series of real time polls on a range of topics and subject matters throughout the day. We value your feedback and using our new survey app we have the ability to share and react to those opinions in an instant. The polls are 100% anonymous and all you need is a phone / tablet with a wi-fi connection to participate. To get started visit www.dpoll.co/sbwconf16

Wi-fi

Wi-fi is complimentary at the venue and details of how to connect can be obtained from the registration desk.