

People and structures for community enterprise



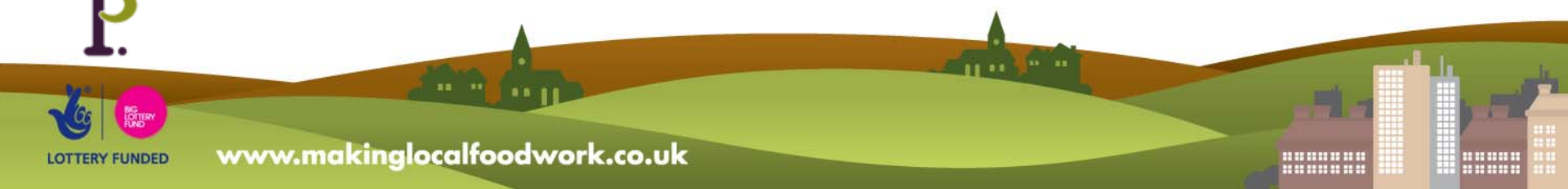
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People and structures for community enterprise



Enterprise – a new dimension?

- from social purpose...
- to becoming a business

Issues arising:

- changing the culture - is profit a dirty word?
- staying clear about purpose
- the management team
- democracy and control
- liability, regulation and legality



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The enterprise mentality?

“if we make a profit, someone is getting shafted”

“we’re here to do the right thing, not become capitalists”

“it’s a great idea, so it will work”

“we’ve got a big grant so the finances are fine”

“we’re the good guys so everyone will buy from us”



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Strengths of community businesses:

- addressing local needs
- local knowledge
- drawing on skillsets of supporters
- meeting ethical values
- word of mouth marketing and networking



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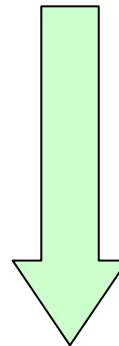


Getting from hereto enterprise

- business planning
- vision, marketing, finances, management

The people involved, and when

- generating the ideas
- planning the business
- operational management
- stakeholder management
- enterprise leadership



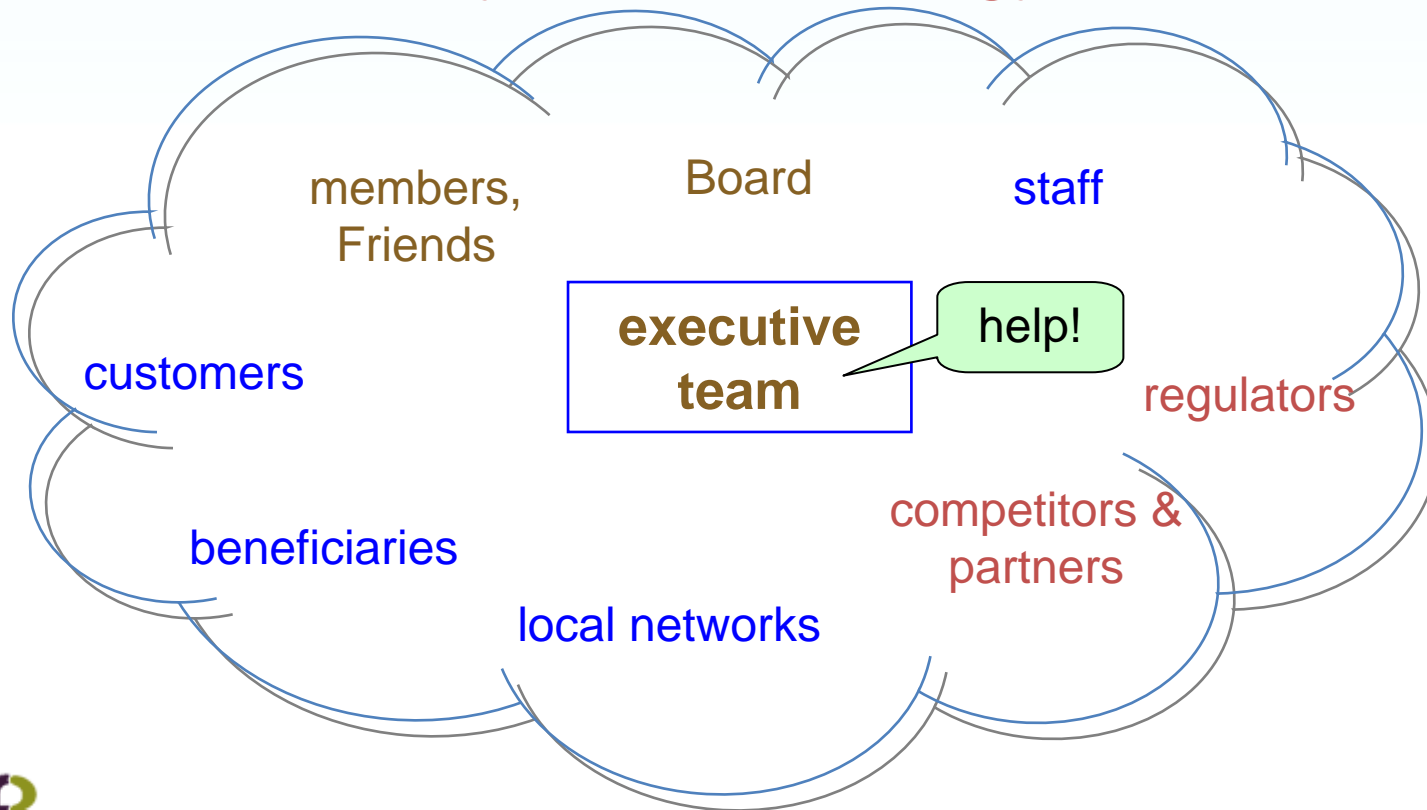
*same people,
as project
progresses?*



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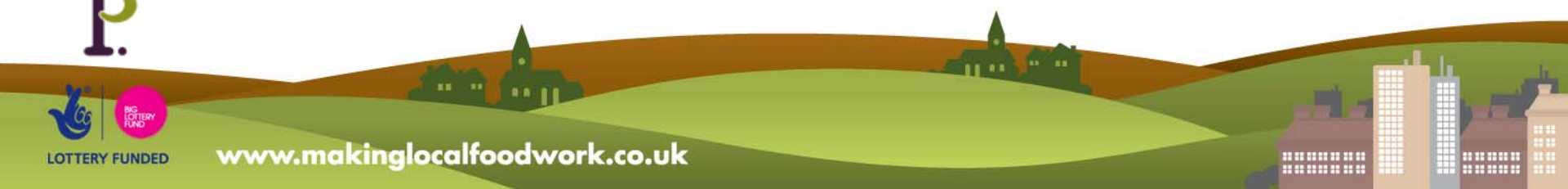
You only need a strategy for....



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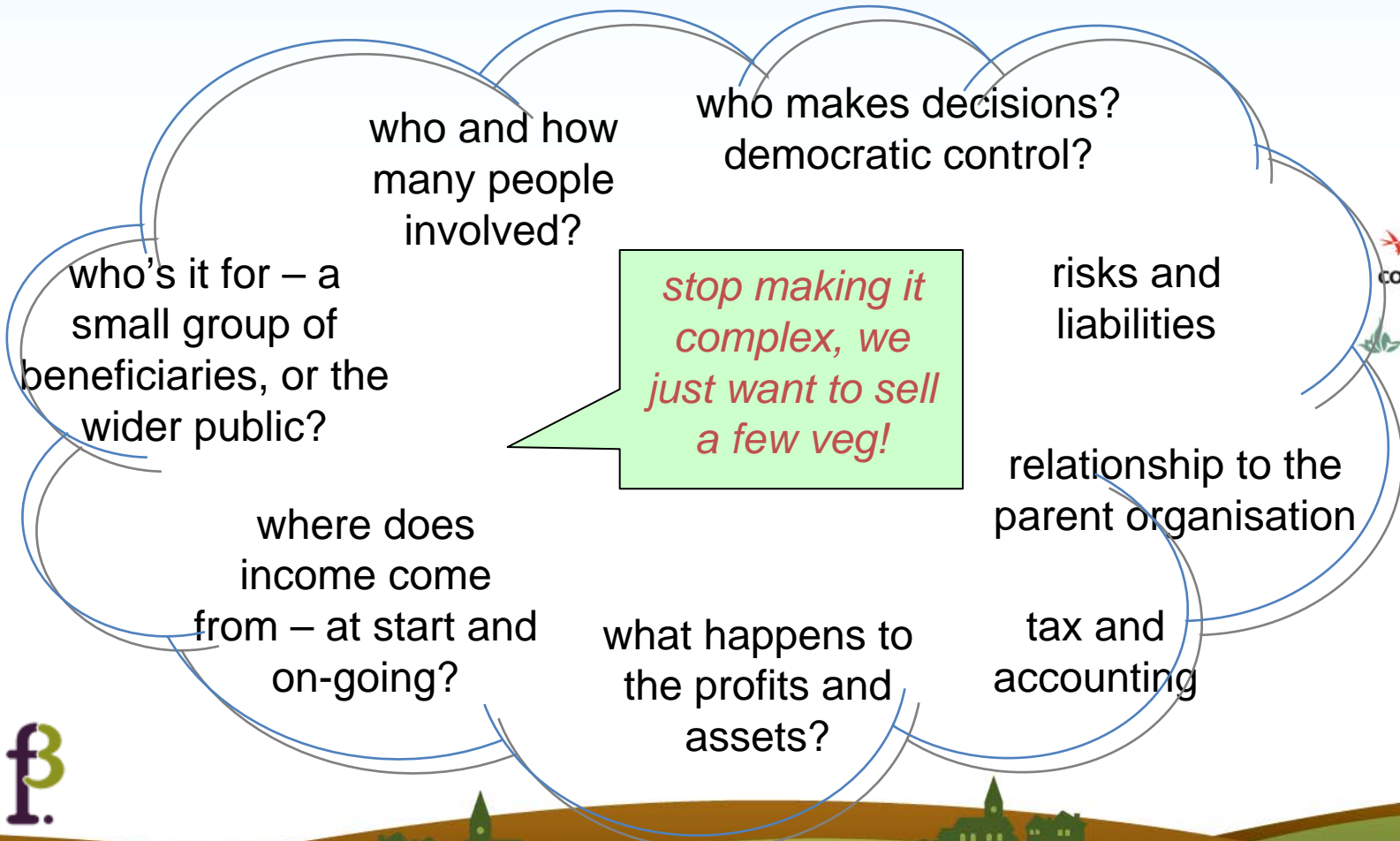


Building involvement from the ground up



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Choosing your structure



stop making it complex, we just want to sell a few veg!



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Incorporation!

- whose liability?

Some popular company structures:

- Company limited by guarantee
- Society for community benefit (Industrial and Provident Society)
- Community Interest Company
 - limited by guarantee
 - limited by shares

