

Social Enterprise means Business

With Purpose

Commercial v Social Aims

Striking The Balance

- What** Social Enterprise Masterclass
- When** Friday 9th October 2015
- Time** 11.30am-1.30pm (Lunch included)
- Venue** The Yarn Suite, Mossley Mill, Newtownabbey, BT36 5QA
- Cost** Free to Attend

Further information / booking details are overleaf.

Programme Overview

- 11.30am** Registration and Networking
- 11.45am** Welcome and Opening Remarks
Prof Ken O'Neill, SSEI
David Floyd, The Social Spider
Adrian Bird, The Resurgam Trust
Panel Discussion and Q&A
Closing Remarks
- 1.00pm** Lunch
- 1.30pm** Close



David Floyd
Managing Director
The Social Spider



Adrian Bird
Director
The Resurgam Trust



Prof Ken O'Neill
Chair
School for Social
Enterprises in Ireland

Please note this programme may be subject to change

Event Created By:



School for Social
ENTERPRISES
in IRELAND

Event Supported By:



The Flax Trust
Established 1977



Social Enterprise NI



Antrim and
Newtownabbey
BOROUGH COUNCIL



Department of
Enterprise, Trade
and Investment
www.deti.ni.gov.uk



Department of
Social
Development
www.dsdni.gov.uk

David Floyd



David was one of the Founders of Social Spider in 2003. He supports, researches and writes about social enterprise and social innovation, specialising in social enterprise development and social investment. He has written for The Guardian, The Young Foundation and The Pioneers Post and has lectured on social enterprise at Goldsmiths College, Middlesex University and University of the West of England. David is a Non-Executive Director of Significant Seams CIC, a social enterprise which nurtures self-confidence and community, through textile crafts and traditions. Based in London, he is also a Non-Executive Director of Inpress, the sales and marketing agency for independent publishers in the UK and a member of the Governing Council of Social Enterprise UK. Drawing upon his own research and work in this field David will explore the 'Commercial v Social Balance'.

Adrian Bird



As Trust Director of The Resurgam Community Development Trust, Adrian oversees the operations of six companies which comprise a total of ten trading, community-based social enterprises. These include an Enterprise Centre, a Community Gym, a Public House / Off-Sales, a Self-Build Company, a Credit Union, a Contract Services Provider, a Taxi Company, a Thrift Shop, a Property Management Company and a Business Services Provider. Adrian has worked in regeneration for some 20 years, chairing both South Eastern Social Investment Fund and Early Intervention Lisburn steering groups. Reflecting on his own experiences he will offer his insight into how to achieve the right 'Social v Financial Balance'.

Professor Ken O'Neill



Ken is Chair of the School for Social Enterprises in Ireland and the Ulster University Business School's Centre for SME Development. He has also served as President of the International Council for Small Business, Board member of the UK's CBI SME Council, and Chairman of Young Enterprise in NI. He was the first person to be awarded The Queens Award for Enterprise Promotion and his most recent book 'Understanding Enterprise' (co-authored with Simon Bridge) was recently shortlisted for CMI's Business Book of the Year. Ken will chair the event and share his own thinking on the 'social' and 'enterprise' balance.

WHO should attend ?

- Social Enterprises
- Community Organisations
- Voluntary Organisations
- Local Government
- Central Government
- Private Sector Organisations
- Philanthropists & Investors

ISSUES considered include:

- Are we 'social' or 'enterprise' first?
- Raise prices or cut services?
- Buy ethically or buy from cheaper sources?
- Meet the needs of the disadvantaged at the expense of financial autonomy?

To **reserve your free place** for this event please email socialeconomy@podiem.com stating your name, organisation and contact number. Alternatively call **028 9076 1030**. RSVPs must be received by noon on Tuesday 6th October. For more information on this event and other masterclasses in the series visit www.ssei.tv/events