

SOCIAL ENTERPRISE MASTERCLASS- 24TH NOVEMBER 2017

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GOOD AFTERNOON AND WELCOME. MY NAME IS BRIAN TANNERHILL THE RETIRED CHIEF EXECUTIVE OF MCSENCE A SOCIAL ENTERPRISE AND VERY SUCCESSFUL GROUP OF COMPANIES IN MIDLOTHIAN SCOTLAND AND THE ONLY SOCIAL ENTERPRISE EVER STARTED FROM PRIVATE FUNDING, A STREET COLLECTION TO BE PRECISE, WHICH I STARTED AND COMPLETED MYSELF. IN THE PAST I HAVE TALKED ON SOCIAL ENTERPRISE PLATFORMS ACROSS EUROPE, SO I UNDERSTAND EXACTLY WHAT YOU REQUIRE TODAY.

SOCIAL ENTERPRISES THAT I CREATED TO PROFIT FROM IDEAS WERE: LOFT INSULATION, WHICH MOVED ON TO CAVITY WALL INSULATION THEN CENTRAL HEATING SERVICING AND THEN FULL HEATING INSTALLATIONS.

MCSENCE OFFICE CLEANING SERVICES WHICH MOVED ON TO FACTORY CLEANING, HOUSE CLEANING, INDUSTRIAL CARPET CLEANING, VEHICLE CLEANING, AND DEEP KITCHEN CLEANING.

MCSENCE WORKSPACE, OFFICE RENTAL SPACE TO THE PRIVATE AND SOCIAL ENTERPRISE SECTOR WHICH EXPANDED TO THREE BRAND NEW BUILDINGS, ALL FULLY RENTED OUT TO THE PRIVATE AND SOCIAL ENTERPRISE SECTOR NOW EMPLOYING HUNDREDS OF LOCAL PEOPLE AND BRINGING IN MANY THOUSANDS OF POUNDS EVERY MONTH IN RENTAL INCOME.

MCSENCE HOME CARE FOR THE ELDERLY WHICH HAS NOW EXPANDED TO DIFFERENT COUNTIES WITHIN SCOTLAND.

MCSENCE CONFERENCE FACILITIES RENTED OUT TO ALL SECTORS INCLUDING COUNCILS.

MCSENCE TRAINING FOR YOUTH AND UNEMPLOYED IN PLUMBING, ELECTRICAL, PAINTING AND DECORATING, WHICH IS ALSO COMMISSIONED AND USED BY THE SECONDARY SCHOOLS FOR FINAL YEAR PUPILS. ALSO, HOMECARE TRAINING WITH QUALIFICATIONS, TO EMPLOY LOCAL PEOPLE IN OUR HOMECARE BUSINESS

I ALSO BOUGHT OUT A PRIVATE COMPANY WHICH WAS BEING CLOSED BY THE BANK FOR £600,000. FUNDS RAISED FOR THE BUYOUT CAME FROM MCSENCE 51% AND 49% FROM INDIVIDUAL PRIVATE INVESTORS. HAVING TURNED THE COMPANY AROUND WE SOLD IT 2 YEARS LATER FOR OVER £2

MILLION POUNDS SAVING ALMOST 200 JOBS AND MAKING A NICE PROFIT INTO THE BARGAIN. THEY ARE NOW BASED IN OUR COMMUNITY EMPLOYING OVER 250 PEOPLE, WHICH MAY I SAY WAS PART OF THE SALES AGREEMENT. SO, TAKE NOTICE, YOU START A BUSINESS WITH ONE IDEA AND ADD ON SIMILAR TYPE BUSINESSES TO ENHANCE YOUR PROFITS, YOUR OVERHEADS ARE ALREADY COVERED. YOU MUST ALWAYS LOOK TO DIVERSIFY AND EXPAND.

BY FAR THE EASIEST BUSINESS TO RUN IS WORKSPACE UNITS. THEY REQUIRE LITTLE MAINTENANCE FROM NEW AND AS LONG AS YOU HAVE TENANTS YOU HAVE MONTHLY INCOME ROLLING IN WITH MINIMUM MANAGEMENT COSTS. THE LEASE AND THE DEPOSIT ARE THE MAIN ITEMS. EASY IN, EASY OUT TERMS IS BEST FOR A SMALL BUSINESS, WITH STUD PARTITION WALLS TO ALLOW COMPANIES TO EXPAND.

SO, WHAT IS GAINED FROM SUCCESSFUL SOCIAL ENTERPRISE? WE USE COMMERCIAL PROFITS TO FUND COMMUNITY ACTIVITIES, RELIEVING PRESSURE ON OTHER SOURCES OF COMMUNITY SUPPORT. WE USE LOCAL RESOURCES AND ASSETS TO DELIVER COMMUNITY SOLUTIONS, HARNESSING THE VALUES DERIVED FROM COMMERCIAL ENTERPRISE TO BENEFIT WIDER SOCIETY.

OVER THE LAST 30 YEARS MCSENCE HAS DEVELOPED A REPUTATION AS AN INNOVATIVE AND CREATIVE ORGANISATION WITH THE SKILLS TO DELIVER COMMERCIAL SOLUTIONS TO SOCIAL ISSUES. IT HAS BECOME HIGHLY REGARDED BY BOTH THE PUBLIC AND PRIVATE SECTORS.

OUR FUNDAMENTAL BELIEF IS ABOUT EMPOWERING COMMUNITIES TO HELP THEMSELVES, BY INCREASING PUBLIC AWARENESS, MAXIMISING THE VALUE OF SOCIAL CAPITAL AND ENCOURAGING PARTNERSHIPS. SELF-HELP IN LOCAL COMMUNITIES IS ACTIVELY PROMOTED.

THIS IS DELIVERED THROUGH THE FOLLOWING OPERATIONAL DIVISIONS--- WHERE A MIX OF LOCAL EMPLOYMENT OPPORTUNITIES AND PROFIT GENERATION HELPS ECONOMIC GROWTH AND FUNDS COMMUNITY ACTIVITIES.

SO, FROM A STREET COLLECTION IN 1986 TO AN ASSET BASED MULTI-MILLION-POUND GROUP OF BUSINESSES IN 2011 WHEN I RETIRED IS MY LEGACY TO MY COMMUNITY. I AM A SOCIAL ENTREPRENEUR.

HOWEVER, HAVING BLOWN MY OWN TRUMPET AND NOW BEING RETIRED MEANS I HAVE NO FANCY D.V.D. OR HI-TECH SUPPORT WITH BEAUTIFUL BROCHURES TO HAND OUT, BUT WHAT I GIVE YOU NOW COMES STRAIGHT FROM THE EXPERIENCE OF HAVING DONE IT. I HOPE IT HELPS YOU ALL ACHIEVE YOUR DREAMS FOR YOUR OWN SOCIAL ENTERPRISE'S FUTURE.

NOW, I COULD STAND HERE ALL DAY AND BOAST ABOUT THE WONDERS I HAVE PERFORMED IN SETTING UP AND RUNNING ONE OF THE SUCCESS STORIES OF BRITAIN'S SOCIAL ENTERPRISE SYSTEM, BUT WHAT WOULD **YOU** REALLY ALL GET FROM THAT, OTHER THAN THE FEEL GOOD FACTOR AND TO LET YOU KNOW IT CAN BE DONE. SO WILL YOU TAKE MY WORD FOR IT. I HAVE BEEN THERE AND DONE IT, I HAVE HAD ALL THE APPLAUDITS. LET US TODAY TRY A DIFFERENT TYPE OF SEMINAR AND LET ME TELL YOU STEP BY STEP HOW I WOULD SET UP A NEW SOCIAL ENTERPRISE FROM SCRATCH USING THE KNOWLEDGE I HAVE GAINED FROM THE PAST.

SO, I WILL PUT MYSELF IN YOUR SHOES AND IN THE NEXT THIRTY MINUTES I WILL TRY AND PASS ON THAT TWENTY FIVE YEARS OF EXPERIENCE I HAVE GAINED. I AM SURE YOU WILL NOW GET MORE FROM THIS SEMINAR TODAY. YOU CAN ALWAYS ASK ME QUESTIONS AT THE END REGARDING ANY MCSENCE ISSUES YOU MAY HAVE.

YOU DON'T NEED TO WRITE ANYTHING DOWN I HAVE GIVEN A COPY OF MY SPEECH TO THE ORGANISERS WHO WILL GIVE YOU ALL A COPY AT A LATER DATE. JUST LISTEN AND CONCENTRATE ON WHAT I HAVE TO SAY.

FIRSTLY, I MUST STRESS, NOTHING WILL HAPPEN WITHOUT COURAGE, YOU MUST HAVE THE COURAGE TO TAKE THE FIRST STEPS. YOU MUST DECLARE YOU ARE GOING TO SET UP A NEW SOCIAL ENTERPRISE AND THEN DO IT. YES, IT IS A RISK, BUT YOU ARE MEANT TO BE THE LEADERS IN THIS MOVEMENT AND IF YOU DON'T HAVE THE COURAGE TO DO IT WHO WILL. PRIVATE ENTREPRENEURS DO IT FOR PERSONAL WEALTH, YOU MY FRIENDS HAVE TO BEAR THE BURDEN OF RISK AND POSSIBLE FAILURE FOR THE BENEFIT OF OTHERS BUT THAT'S WHAT MAKES SOCIAL ENTREPRENEURS DIFFERENT. YOU WILL NEVER BE CONDEMNED FOR TRYING; SO, GIVE IT YOUR BEST AND LIVE WITH YOURSELF.

EVERY SOCIAL ENTERPRISE SHOULD AND WOULD HELP ANOTHER SOCIAL ENTERPRISE, WE ARE A DIFFERENT BREED, WE ARE BROTHERS AND SISTERS UNITED. JOIN THE FAMILY; ENLARGE THE FAMILY; YOU WILL NOT REGRET IT.

BUILDING AND RUNNING A SUCCESSFUL, PROFITABLE, SOCIAL ENTERPRISE WILL NOT BE EASY, LONG DAYS AND LATE NIGHTS, BE PREPARED FOR HARD WORK BUT THE REWARDS WILL BE WONDERFUL. THE BUZZ I GOT FROM MY NEW PROFESSION THEN DROVE ME ALONG LIKE I WAS A STEAM TRAIN. I COULD NOT WAIT TO GET BACK INTO WORK. I WOULD SPRING OUT OF BED IN THE MORNING, LIKE A JACK IN THE BOX. THIS KIND OF WORK IS A PLEASURE. IT IS WORTH ALL THE TIME AND EFFORT YOU MUST MAKE TO GET THERE.

YOU MUST TREAT THE BUSINESS AS IF IT WAS YOUR OWN, THIS IS NOT A 9 TO 5 JOB. I WAS FIRST IN AND LAST OUT EVERY DAY. OFTEN SEVEN IN THE MORNING UNTIL EIGHT AT NIGHT, EVERY DAY AND WORKING THROUGH LUNCH TIME AS WELL.

LIKE SOME OF YOU, I IMAGINE, I NEVER SAW MYSELF AS AN ENTREPRENEUR, FAR FROM IT. I WAS A COAL MINER UNTIL THEY TOOK MY JOB AWAY, SO I HAD TO CHANGE.

YOU WILL HAVE MANY OBSTACLES PLACED IN YOUR WAY BUT IF YOU ARE DETERMINED TO SUCCEED YOU WILL GET THERE. NO ONE CAN STOP YOU.

I WANT **TO BASE** TODAY'S SEMINAR ON THE SEVEN MOST IMPORTANT WORDS I EVER HEARD IN BUSINESS; PUT THEM ABOVE THE DOOR TO YOUR OFFICE OR TO THE FOREFRONT OF YOUR MIND TO READ EVERY DAY AND ALWAYS REMEMBER THEM.

IT MATTERS NOT IF YOU ARE AN EMBRYONIC GROUP OR AN ESTABLISHED COMPANY, THESE WORDS ARE FUNDAMENTAL TO THE BASES OF ALL SUCCESSFUL BUSINESS.

THE WORDS READ SIMPLY "IF WE RISK NOTHING- WE RISK EVERYTHING". SO, WHAT DOES THAT MEAN, JUST WHAT IT SAYS ON THE TIN?

EVEN THE MOST SUCCESSFUL BUSINESSES TODAY WILL **STALL, THEN FALL** IF THEY DO NOT DIVERSIFY AND EXPAND (WOOLWORTH'S ON THE HIGH STREET IS JUST AN EXAMPLE) WHO WOULD HAVE BELIEVED 30 YEARS AGO WOOLWORTH'S WOULD GO DOWN. WELL IT DID AND YOU WILL TOO UNLESS YOU CONSTANTLY DEVELOP NEW BUSINESS IDEAS TO RUN ALONGSIDE YOUR CURRENT SOCIAL BUSINESS.

IF YOU **ARE** LUCKY ENOUGH TO BE CURRENTLY FUNDED, DO NOT THINK IT WILL LAST FOREVER. IT WILL NOT AND REMEMBER **“IF WE RISK NOTHING- WE RISK EVERYTHING.**

THE IDEA OF BUSINESS IS TO MAKE PROFIT FROM YOUR LABOUR.

PROFIT IS NOT A DIRTY WORD, IT IS THE ESSENCE OF BUSINESS AND NOT FOR PROFIT SOCIAL ENTERPRISES DO NOT MAKE SENSE TO ME. YOU MUST DRIVE YOUR BUSINESS FORWARD TO MAKE MORE AND MORE PROFIT FIRSTLY TO REGENERATE YOUR OWN COMMUNITY BY JOB CREATION AND THEN TO ALLOW YOU THE FINANCIAL OPPORTUNITY TO CREATE OTHER NEW BUSINESS VENTURES TO CREATE EVEN MORE PROFIT AND EMPLOYMENT.

IF YOUR SOCIAL ENTERPRISE IS PRESENTLY ESTABLISHED YOU HAVE CREDIBILITY, SOMETHING EMBRYONIC GROUPS WILL HAVE TO EARN. **SO USE IT, DON'T LOSE IT,** AND MISS THIS OPPORTUNITY.

ALL ENTREPRENEURS START WITH A DREAM. PLEASE HAVE DREAMS, BELIEVE IN YOUR DREAMS BUT GIVE THEM TIME TO COME TO REALITY. NOTHING WILL HAPPEN QUICKLY ENOUGH FOR YOU BUT DREAMS CAN BE MADE TO COME TRUE, GIVEN TIME.

SO WE START WITH DREAMS, WHERE DO WE GO THEN?

ASK FOR HELP I AM TOLD START UP HELP IS AVAILABLE ALL OVER NORTHERN IRELAND

AFTER DREAMS FRIENDS AND DIRECTORS ARE NEEDED NOW; FORM A STEERING GROUP AND KEEP ACCURATE MINUTES OF MEETINGS IF IT IS YOUR FIRST STEP INTO BUSINESS. IT GIVES YOU A TASTE FOR ORGANIZATION.

QUESTION: ASK YOURSELF NOW, IF I WILL NEVER RUN A SOCIAL ENTERPRISE COULD I HELP, BY BECOMING A DIRECTOR AND HELPING SOMEONE ELSE RUN A SOCIAL ENTERPRISE. JUST A THOUGHT.

YOUR DIRECTOR/ FRIENDS SHOULD BE HONEST, BUSINESS MINDED PEOPLE (IF YOU CAN FIND THEM) LOCAL PEOPLE; WHO MUST BE GIVEN TRAINING. YOU CANNOT STAND IN COURT AS A DIRECTOR AND SAY I DID NOT KNOW OR UNDERSTAND, WHAT MANAGEMENT WAS DOING. YOU SHOULD GO STRAIGHT TO JAIL IN MY OPINION BUT YOU PROBABLY

WONT (BECAUSE THE JAILS ARE FULL) BUT INSIST ON TRAINING AS A DIRECTOR, BE ABLE TO READ AND UNDERSTAND ACCOUNTS, THAT IS YOUR DUTY. QUESTION THE MANAGEMENT ON THEIR ACCOUNTS, THAT WAY YOU WILL LEARN MORE.

MY GREATEST ASSET WAS HAVING BUSINESS MINDED DIRECTORS ALONG SIDE ME, BUT AS DIRECTORS NOT MANAGERS MY FRIENDS WHO I COULD CALL ON ANY TIME OF DAY FOR GUIDANCE. NO ONE PERSON KNOWS IT ALL.

REMEMBER, DIRECTORS DO NOT RUN A BUSINESS (UNLESS YOU'RE THE MANAGING DIRECTOR. DIRECTORS LOOK TO THE FUTURE AND PLAN, THEY ONLY GIVE COLLECTIVE INSTRUCTION TO MANAGEMENT AT MONTHLY BOARD MEETINGS; THEY HAVE NO AUTHORITY ON A DAILY BASIS. SO KEEP YOUR NOSE OUT. IF YOU HAVE NEED TO ENTER THE BUSINESS PREMISES YOU SHOULD BE COURTEOUS ENOUGH, TO PHONE THE MANAGER AND TELL HIM WHY YOU ARE COMING IN. IT IS ONLY POLITE. NEVER INTERFERE IN DAILY BUSINESS.

HONEST LOCAL PEOPLE ARE AN UNIQUE REQUIRMENT. LOOK FOR PEOPLE WITH A GENUINE INTEREST IN THE COMMUNITY, THEY ARE OFTEN WELL RESPECTED AND WILL ALSO BRING CREDABILITY TO YOUR PLANS.

YOU WILL FROM TIME TO TIME BE ACCUSED OF FILLING YOUR OWN POCKETS; BE PREPARED FOR THIS YOU MUST BE BIGGER THAN THAT. HAVING HONEST PEOPLE ON YOUR BOARD MAY DEFLECT SOME OF THAT CRITICISM. REMEMBER THOSE WHO KNOW YOU, KNOW BETTER, SO WHY WORRY ABOUT THOSE WHO DON'T KNOW YOU.

SO WE NOW HAVE DREAMS AND FRIENDS PREPARED TO BE COMMUNITY DIRECTORS WHAT WE NEED NOW IS, BUSINESS IDEAS FOR START UPS OR INNOVATIVE IDEAS FOR ESTABLISHED BUSINESS GROUPS.

YOU NEED NO PERSONAL EXPERIENCE IN THE BUSINESS YOU CHOOSE, YOU WILL SOON LEARN, TRUST ME AND YOU WILL BUY IN THAT EXPERTISE IN THE FORM OF MANAGEMENT

EVERY COMMUNITY IS DIFFERENT AND I CANNOT SOLVE YOUR INDIVIDUAL COMMUNITY NEEDS FROM HERE. YOU MUST FIRST LOOK AT THE SKILLS YOU HAVE IN YOUR OWN COMMUNITY AND ASK YOURSELF; WHAT SKILLS DO WE HAVE IN ABUNDANCE AND CAN I HARVEST THOSE SKILLS INTO SERVICING A BUSINESS. HAVING THIS KNOWLEDGE WILL GIVE YOU A **COMMUNITY BUSINESS PLAN**. YOUR CHALLENGE IS TO PUT THAT PLAN INTO ACTION.

YOUR AIM IS TO CREATE LOCAL JOBS AT A FAIR WAGE FOR YOUR EMPLOYEES AND AT THE SAME TIME CREATE A SUSTAINABLE BUSINESS BASED ON PROFIT.

THE HARDEST THING OF ALL TO ACQUIRE IS THE BUSINESS IDEA.

SOCIAL ENTREPRENEURS DO NOT CREATE FACEBOOK OR TWITTER (BRAND NEW CREATIONS) BUT WE ARE GOOD AT RECREATING SUCCESSFUL EXISTING BUSINESS IDEAS. IN OTHER WORDS COPYING WHAT SOMEONE ELSE HAS DONE SUCCESSFULLY. THERE IS NOTHING WRONG IN THAT, IN FACT THAT IS HOW MOST NEW BUSINESSES START BUT YOU MUST DO IT BETTER THAN THE EXISTING BUSINESSES IF YOU ARE TO BE SUCCESSFUL AND BEAT OFF THE COMPETITION.

I WOULD SUGGEST YOU AND YOUR BUSINESS DIRECTORS GO THROUGH THE TELEPHONE BUSINESS DIRECTORY AND THE NATIONAL SOCIAL ENTERPRISE WEBSITE FOR GREAT BRITAIN UNTIL YOU FIND A BUSINESS THAT FITS WELL INTO YOUR COMMUNITY PLAN.

COULD I AT THIS STAGE SUGGEST A SEMINAR FOR SUCCESSFUL SOCIAL ENTERPRISE COMPANIES IN NORTHERN IRELAND AND GIVE THEM ALL 30 MINUTES ON THE PODIUM TO INSPIRE OTHERS ON WHAT THEY HAVE ACHIEVED.

BACK TO THE BUSINESS PLAN.

EXAMPLE; YOU HAVE IDENTIFIED IN YOUR COMMUNITY YOU HAVE A LARGE POTENTIAL WORKFORCE OF UNEMPLOYED SKILLED HOUSEWIVES. TRUST ME GOOD HOUSEWIVES ARE SKILLED.

LOOKING THROUGH THE BUSINESS DIRECTORY YOU SEE MANY OFFICE CLEANING COMPANIES. YOU KNOW YOU HAVE SEVERAL INDUSTRIAL ESTATES WITHIN A TEN MILE RADIUS AND A TOWN CENTRE A FEW MILES AWAY. COULD YOU CREATE A CLEANING BUSINESS. HAVING TRAINED YOUR HOUSEWIVES TO THE REQUIRED STANDARD AND THEN COULD YOU ACQUIRE THE CONTRACTS TO SUSTAIN THE BUSINESS. ONLY A BUSINESS PLAN CAN CONFIRM THIS. REMEMBER WE ARE STILL AT IDEA STAGE.

I WOULD RECOMMEND YOU INVOLVE THE COMMUNITY IN YOUR IDEA, MAKE THEM FEEL PART OF THE BUSINESS (SPONSORED WALK) SOCIAL NIGHT FUNDRAISER, ETC. IT DOES NOT MATTER HOW MUCH THEY RAISE IT IS THE UNITING OF THE COMMUNITY BEHIND YOUR BUSINESS IDEA THAT

COUNTS, AFTER ALL IT IS THEIR BUSINESS AS I SEE IT. COMMUNITY INVOLVEMENT CAN ONLY HELP YOUR FUTURE GRANT/LOTTERY/ OR BANK APPLICATIONS. THINK OF THE GREAT PUBLICITY YOU ATTRACT FOR YOUR BUSINESS IDEA FROM THE LOCAL PRESS THROUGH A SPONSORED WALK.

SO NOW WE HAVE A DREAM, WE HAVE FRIENDS AND DIRECTORS AND WE HAVE ONE BUSINESS IDEA. YOU MAY LOOK AT MORE THAN ONE BUT WE WILL STICK WITH ONE FOR NOW.

ASK FOR HELP. HELP IS AVAILABLE AT ALL STAGES.

WE NOW NEED A MENTOR FOR OUR BUSINESS IDEA A MENTOR FROM THE CLEANING INDUSTRY; A MENTOR IS ESSENTIAL. IT'S A FREE DIRECTORY TO SHORT CUTS. YOU CAN HAVE MORE THAN ONE MENTOR, YOU WILL NOT GET, IF YOU DO NOT ASK. YOU WILL BE AMAZED WHAT A MENTOR CAN BRING, THEY WILL KNOW THE WHOLE BACKGROUND TO YOUR BUSINESS IDEA AND THEY WILL STOP YOU MAKING THE SAME MISTAKES THAT THEY MADE. THEY WILL GIVE YOU CONTACTS FOR EQUIPMENT AND SUPPLIES AT BEST PRICES, THEY WILL GIVE YOU TRAINING MANUALS AND SALES LITERATURE, HEALTH AND SAFETY LITERATURE, CHANGE THE NAME ON THE TOP AND YOU ARE OFF RUNNING. LOCAL COUNCIL MAY ALSO HELP WITH THIS.

SO WHERE WILL THIS MENTOR COME FROM; YOU WILL FIND NUMEROUS SOCIAL ENTERPRISE CLEANING COMPANIES WHO MAY BE PREPARED TO ASSIST YOU. ASK THEM TO MENTOR YOU. ASK FOR A VISIT, AFTER ALL YOU ARE NOT GOING TO COMPETE AGAINST THEM IN THEIR OWN BACK YARD. OR YOU COULD GO TO THE PRIVATE SECTOR.

WHEN YOU MENTION YOU ARE SETTING UP A CHARITY SOCIAL ENTERPRISE IT WILL AMAZE YOU HOW MANY DOORS OPEN. NATIONAL COMPANIES WILL NOT SEE YOU AS COMPETITION AND A REQUEST TO VISIT THEIR PREMISES WILL OFTEN BE ENCOURAGED; BUT IF AT FIRST YOU DON'T SUCCEED, KEEP TRYING UNTIL YOU FIND ONE. YOU SHOULD EVEN REQUEST THEY JOIN YOUR DIRECTORS AS AN ADVISOR TO YOUR CHARITY.

ASK FOR HELP.

SO NOW WE HAVE A DREAM. FRIENDS AND DIRECTORS, A POTENTIAL BUSINESS IDEA AND A MENTOR OR TWO.

WHAT WE NEED NOW IS A BUSINESS PLAN; BE FLEXIBLE IN YOUR BUSINESS PLAN AND BE PREPARED TO ADD TO IT. LET ME TELL YOU ABOUT THE CLEANING COMPANY I STARTED CALLED MCSENCE CLEANING SERVICES.

I COULD NOT MAKE ENDS MEET FINANCIALLY WITH MY BUSINESS PLAN BECAUSE AT THE START IT REQUIRED TOO MANY PART TIME CLEANING CONTRACTS TO GIVE ME THE TURNOVER TO COVER MY INITIAL OUTLAY, WAGES, RUNNING COSTS, OFFICE SET UP COSTS, TRANSPORT, ETC.

I ASKED A FRIEND I KNEW WHO WORKED IN A LOCAL FACTORY IF SHE WOULD SPEAK TO THE MANAGER AND ALLOW ME TO VISIT TO DISCUSS MY SOCIAL ENTERPRISE IDEA AND THE CLEANING REQUIREMENTS HE HAD IN HIS FACTORY AND OFFICES. AS WE WALKED AROUND I ASKED DOES YOUR CURRENT CLEANING CONTRACTOR CLEAN YOUR CARPETS; ANSWER NO HE SAID , BECAUSE IT'S ONLY ONCE A YEAR; WOULD YOU LIKE THEM CLEANED TWICE A YEAR FOR 30 PER CENT LESS, OF COURSE HE SAID. WELL IF WE HAD YOUR CLEANING CONTRACT WE WOULD BE ON THE JOB ANYHOW. WHO CLEANS YOUR FACTORY WINDOWS, NO ONE; WHO CLEANS YOUR COMPUTERS; YOUR PHONES WHERE GERMS COLLECT, NO ONE, WHO CLEANS YOUR CAR PARK AND GARDEN AREA; NO ONE. WOULD YOU LIKE SOME FLOWER BOXES? YES PLEASE HE SAID. WHO CLEANS YOUR ROANS, NO ONE; WHO DOES YOUR PAINTING? OH THAT IS TENDERED OUT EVERY TWO YEARS HE SAID AND YES IT NEEDS PAINTING NOW. CAN WE TENDER AS SUB CONTRACTOR I ASKED; YES HE REPLIED IF YOU GUARANTEE THE WORK IS GOOD. WE THEN CAME INTO THE KITCHEN AREA WHERE MEALS ARE SERVED. WHO CLEANS YOUR KITCHEN? THE STAFF DO, HE REPLIED AND A DEEP CLEANING CONTRACTOR COMES IN TWICE A YEAR. MY MIND WAS RACING NOW, DEEP CLEANING CONTRACTOR, WHAT WAS THIS. WELL, HE WENT ON, THEY CHARGE £28 AN HOUR FOR EACH EMPLOYEE THEY SUPPLY ON NIGHT SHIFT BASIS, AND THEY LEAVE A STICKER ON THE CANOPY SAYING THE DATE THE KITCHEN WAS LAST DEEP CLEANED AND THE DATE WHEN IT WAS DUE TO BE CLEANED AGAIN AND THEIR COMPANY PHONE NUMBER. WOW THAT IMPRESSED ME, NOT THE DEEP CLEANING, THE £28 AN HOUR WE WERE DEEP KITCHEN CLEANING WITHIN A MONTH AND WITH ALL THE OTHER ITEMS THROWN IN OUR BUSINESS PLAN WAS ADDING UP. ADDING ONE AND ONE CAN SOMETIMES MAKE THREE.

I ENDED UP WITH A CLEANING COMPANY, DOING OFFICE CLEANING, SPECIALIZED COMPUTER CLEANING, WINDOW CLEANING, DEEP KITCHEN CLEAN, INDUSTRIAL CARPET CLEANING AND ROANS. I EVEN SUGGESTED WE WASH THE CARS IN THE CAR PARK BUT HE FELT IT WAS THE

INDIVIDUALS CHOICE, HOWEVER HE CONTRACTED US TO CLEAN HIS COMPANY VEHICLES ONCE A WEEK AND WE NOW CLEAN 152 COMPANY MOTORS AROUND MIDLOTHIAN ON A WEEKLY BASIS.

THE CREAM OF THE CROP IS THE DEEP KITCHEN CLEANING ELEMENT CHARGING NOW £36 AN HOUR PER CLEANER FOR NIGHT SHIFT WORK, WHERE WE PAY THE STAFF £16.50P AN HOUR. BUT **WE** PHONE THE COMPANIES TWICE A YEAR TO ENSURE THEY DON'T MISS A CLEAN.

THE MORAL HERE IS; DO YOUR HOMEWORK;

FOR YOUR BUSINESS PLAN TO ADD UP YOU WILL REQUIRE RELIABLE LOCAL EXPERIENCED OR TRAINED EMPLOYEES IF POSSIBLE; LOCAL CLIENTS; TIME TRAVEL IS EXPENSIVE.

THERE WILL BE COMPETITION; BUT; LOOK AFTER YOUR CLIENTS, LISTEN TO AND READ THEIR COMMENTS IN YOUR COMMENTS BOOK AND FOLLOW BACK UP TO SEE IF THEY ARE SATISFIED.

DON'T LISTEN TO THE COMPETITION WHO WILL SAY; YES YOU WON THAT CONTRACT BUT YOU PUT OTHER PEOPLE OUT OF A JOB,

WELL IF YOU HADN'T DONE IT ANOTHER CONTRACTOR WOULD HAVE. WHAT'S THE DIFFERENCE? BACK TO THE BUSINESS PLAN; ADVERTISING AND DISTRIBUTION COSTS; OFFICE OUTFIT AND CLOTHING COSTS, OF COURSE YOU NEED YOUR EMPLOYEES TO LOOK SMART; INSURANCE; EMPLOYERS AND PUBLIC LIABILITY; PREMISES; BANK ACCOUNTS OPENED; CASH FLOW ISSUES, WAGES, I.T. IT GOES ON AND ON. START SMALL AND LEARN BECAUSE YOU WILL MAKE MISTAKES. YOUR BUSINESS PLAN SHOULD SHOW BREAK EVEN AFTER ONE YEAR TO 18 MONTHS

ASK FOR HELP

LOOKING THROUGH YOUR COMPLETED BUSINESS PLAN YOU WILL SEE THE BIGGEST COST ITEMS. LOOK FOR A SOLUTION TO THEM. PREMISES FOR EXAMPLE CAN BE ACQUIRED AT LOW COST BY USING YOUR CHARITABLE STATUS, WHY DO YOU THINK THERE ARE SO MANY CHARITY SHOPS ON THE HIGH STREET. YOU ARE NO DIFFERENT A CHARITY TO THEM. CONTACT THE PREMISES OWNERS THEY WILL BE HAPPY TO HAVE A CLIENT. EMPTY BUILDING STILL ATTRACT BUSINESS RATES, EVEN WHEN CLOSED, SO LOOK AROUND YOUR AREA FOR EMPTY PREMISES AND ASK. OFTEN A ONE YEAR

DEPOSIT WILL HALVE THE INITIAL ANNUAL RENTAL COST AND IF YOU BUILD IN THIS PRICE INTO YOUR GRANT/ BANK FUNDED START UP COSTS YOU HAVE SIX MONTHS RENT FREE, NOT A BAD START, AND HELPFUL, IF YOU GET SOME GRANTS.

APPROACH CLEANING SUPPLY COMPANIES, TELL THEM YOU ARE A CHARITY SOCIAL ENTERPRISE AND SUGGEST YOU WILL BUY SUPPLIES FROM THEM IN FUTURE ASK FOR FREE SAMPLES TO TRAIN YOUR NEW EMPLOYEES NOW. IT WORKS EVERY TIME REGARDLESS OF WHAT BUSINESS. THEY WRITE IT OFF THE TAX.

WE GOT OFFICE SUPPLIES FOR A CHARITY CONFERENCE, WE SUPPLIED FOOD AT THE CONFERENCE AT HALF PRICE FOR OUR CHARITY, WE GOT OUR BOARD ROOM KITTED OUT BY A SWEDISH COMPANY (NO NAMES) INCLUDING A COMPUTER FOR TAKING MINUTES BECAUSE WE CALLED IT A COMMUNITY ROOM AND GAVE FREE RENTAL USE TO COMMUNITY GROUPS FOR MEETINGS. I HAVE BEEN GIVEN PORTO CABINS (SUPPLIED) BY BUILDING COMPANIES AFTER THE SITES FINISHED. I HAVE HAD VANS FROM ROYAL MAIL FOR YEARS WITH ONLY 20,000 MILES ON THE CLOCK FOR A FRACTION OF THEIR VALUE. I DON'T HAVE TIME TO TELL YOU IT ALL BUT BIG COMPANIES WRITE ALL THIS OFF THE TAX BECAUSE IT IS GOING TO CHARITY. ASK AND YOU SHALL RECEIVE.

OH, IF FUNDRAISING, A BRAND NEW CAR FROM A DEALER FOR FUNDRAISING ONLY COST THEM A FEW POUNDS, THROW SIX SIXES AT DICE AND YOU WIN A NEW CAR £2 A GO, COME ON WHO CAN RESIST THAT, YOU HAVE SEEN IT ALL BEFORE, THEY TAKE OUT AN INSURANCE POLICY AND WRITE OFF THE COST OF INSURANCE TO TAX. ASK, PLEASE ASK FOR HELP. IT SAVES A FORTUNE ON YOUR BASIC BUSINESS PLAN. TRY IT.

SO WE NOW HAVE A DREAM. DIRECTORS AND FRIENDS, A BUSINESS IDEA, A MENTOR, OR TWO, AND A ROBUST BUSINESS PLAN SHOWING BUY IN AND SUPPORT FROM THE COMMUNITY.

WE NOW REQUIRE A HEALTHY, **HANDS ON** EXPERIENCED MANAGER/SUPERVISOR WHO KNOWS THE BUSINESS AND CAN WORK ALONG SIDE YOU, THEY MUST UNDERSTAND THIS IS NO 9 TO 5 JOB; IF THEY THINK IT IS, FORGET IT, YOUR BUSINESS WILL NEVER SURVIVE. INTERVIEW WELL ON **THIS** BASIS AND CHECK REFERENCES. YOU WILL HAVE TO RELY ON HIM OR

HER TO RUN THE BUSINESS ON A DAILY BASIS AND THEN LET THE MANAGER MANAGE UNLESS YOU MANAGE IT YOURSELF, AS MANAGING DIRECTOR

ASK FOR HELP AT INTERVIEW STAGE. YOUR MENTOR OR ANY MANAGER FROM THE CLEANING INDUSTRY WILL HELP, EVEN THE COUNCIL WOULD GUID YOU THROUGH INTERVIEWS. KEEP ALL THE TICK BOX INTERVIEW MATERIAL, YOU MAY NEED THEM AGAIN. A RETIRED MANAGER WOULD BE A GREAT ASSET TO YOUR BOARD. YOU MAY HAVE TO HEAD HUNT A MANAGER FROM A COMPETITOR BUT THAT IS ALL PART OF BUSINESS. AN UNEMPLOYED CLEANING MANAGER MAY WORK FREE FOR A MONTH OR TWO HELPING YOU SET UP THE BUSINESS IF HE KNOWS HE IS GETTING A JOB. INTERVIEW WELL.

REMEMBER THE BEST LIARS SELL THEMSELVES WELL BUT MAKE THE WORST EMPLOYEES. HAVE THE COURAGE TO DISMISS IF YOU HAVE MADE A MISTAKE.

FUNDING IS YOUR NEXT REQUIRMENT. A GREAT LOCAL BUSINESS IDEA WITH A ROBUST BUSINESS PLAN WILL ALWAYS FIND FUNDING AND WHEN YOU HAVE ADDED IN THE COMMUNITY SUPPORT AND EXPERIENCED BUSINESS DIRECTOR BACK UP SUPPORT, WHO IS GOING TO REFUSE YOU. NOT EVEN THE BANK. CHARITY BANK AND SOCIAL ENTERPRISE BANKS WILL WORK WITH YOU, YOU COULD CONSIDER EMPLOYING A FUNDRAISER, WE DID ON ONE OCCASION AND THE MONEY ROLLED IN AFTER SIX MONTHS.

KEVIN KELLY OR BILLY MILLER FROM YOUR SOCIAL ENTERPRISE, ASSURE ME, HELP IS AVAILABLE FOR ALL GOOD BUSINESS PLANS. ASK FOR IT.

NEXT WE MUST SET UP THE BUSINESS; REGISTER YOUR COMPANY WITH COMPANIES HOUSE AND ADD CHARITABLE STATUS IN A SECOND COMPANY AS SOON AS POSSIBLE; THAT ALLOWS YOU TO TRANSFER THE PROFITS AT TAX YEAR END TO AVOID PAYING CORPORATION TAX ON ALL FUTURE PROFITS, IT COULD NOT BE EASIER. THE SAME DIRECTORS CAN SIT ON EACH BOARD AND AS YOU CLOSE ONE MEETING YOU OPEN THE NEXT. YOU COULD HAND OUT HALF OF THE PROFITS BACK TO THE COMMUNITY FOR REGENERATION BUT GET THE PUBLICITY (BIG CHEQUES) AND THE PRESS, WHILE KEEPING THE OTHER HALF FOR NEW BUSINESS DEVELOPMENT.

EMPLOYEES TERMS AND CONDITIONS; SICK PAY; HEALTH AND SAFETY; RELIABLE TRANSPORT, QUALITY TOOLS AND MATERIALS, EMPLOYEE AND MANAGER BONUSES MUST BE CAPPED; (TWICE THEIR SALARY IS NOT UNREASONABLE) IF THEY MAKE THE PROFITS. FOR EXAMPLE 10% OF THE

PROFIT SHARE OUT WITH THE WORKFORCE IS FAIR, BUT CAP IT, MIRACLES DO HAPPEN.

FREE ASSISTANCE IS AVAILABLE ALL OVER NORTHERN IRELAND TO HELP YOU AS A SOCIAL ENTREPRENEUR, USE IT, ITS NOT AVAILABLE FOR THE PRIVATE ENTREPRENEUR. JUST MAKE THE EFFORT TO START AND THEN ASK.

FINALLY IF THINGS ARE NOT WORKING OUT AT ANY STAGE IN YOUR BUSINESS, DON'T WAIT UNTIL THE HORSE HAS BOLTED, CLOSE THE BUSINESS DOWN. TAKE IT ON THE CHIN, THERE WILL ALWAYS BE OTHER BUSINESS IDEAS TO DEVELOP, ON ANOTHER DAY

IN AMERICA YOU ARE EXPECTED TO FAIL FIVE TIMES BEFORE YOU FIND A SUCCESSFUL BUSINESS IDEA. IN THIS COUNTRY WE LOOK ON BUSINESS FAILURE FAR TOO SERIOUSLY.

FOR ESTABLISHED SOCIAL ENTERPRISES, YOU MIGHT WANT TO CONSTRUCT A NEW BUILDING TO HOUSE A BRAND NEW SOCIAL ENTERPRISE FROM LOTTERY OR OTHER FUNDING.

FOR THIS YOU NEED TO BE FAR MORE UNIQUE IN YOUR BUSINESS IDEAS, FOR EXAMPLE, AN AREA DENTAL SURGERY WHERE DENTISTS ARE IN SHORT SUPPLY (ALL OVER NORTHERN IRELAND, IF YOU DON'T KNOW) OR A CREMATORIUM STYLE IDEA WHERE BODIES ARE ICE BLASTED AND RETURNED AS CRYSTALS TO FEED THE PLANTS IT WILL HAPPEN AND PROVIDING YOU ARE AT LEAST 50 MILES FROM THE NEAREST CREMATORIUM, WHY NOT. IN THESE CASES YOUR BUSINESS PLAN HAS TO BE VERY ROBUST AND SHOW THE UNIQUE NEED FOR SUCH A BUSINESS, YOU MIGHT ALSO WANT TO ADD IN HEATING FOR YOUR PREMISES FROM SOLAR OR WOOD CHIP BECAUSE GAS WILL NOT ALWAYS BE THERE, BE INNOVATIVE IN DESIGN, BUT IT CAN BE DONE AND HAS BEEN DONE BY MANY SOCIAL ENTERPRISES. ACCORDING TO JOHN SWINNEY MOST NEW GOVERNMENT DESIGN BUILDINGS ARE TO BE HEATED BY WOODCHIP SO THE DELIVERY OF WOODCHIP IN ITSELF MAY BE AN IDEA FOR THE FUTURE. ENTERPRISE IN BALLYMENA IS THERE TO HELP. SO, ASK.

MY CURRENT FAVORITE BUSINESS IDEA IS GET INTO SOLAR PANNEL INSTALLATION. EVERY HOUSE WILL NEED THEM IN THE FUTURE, NEW ELECTRIC CARS AND EVEN HOUSEHOLD DRONS WILL HAVE TO BE CHARGED DAILY, NOW IS THE TIME TO GET IN.

DREAMS CAN COME TRUE. YOU ARE LISTENING TO THE PROOF. I HAVE HAD A WONDERFUL LIFE IN BUSINESS AS A SOCIAL ENTREPRENEUR AND I RECOMMEND IT TO YOU ALL. NOW GO OUT THERE AND DO IT. LET NOTHING STAND IN YOUR WAY. YOU ARE ON A MISSION, TO BUILD A BUSINESS YOUR FAMILY AND YOUR COMMUNITY WILL BE PROUD OF FOREVER.

LET ME REMEMBER TODAY FROM MY ROCKING CHAIR, WHEN I LOOK BACK AND I HEAR OF ALL YOUR BUSINESS SUCCESS ACROSS NORTHERN IRELAND IN THE FUTURE. I LEAVE SOCIAL ENTERPRISE IN YOUR HAND'S, I KNOW YOU ARE UP TO THE CHALLENGE.

FINALLY, I AM HERE AND AM FREE ALL DAY SATURDAY, IF YOU HAVE A BUSINESS IDEA AND WOULD LIKE 60 MINUTES OF MY TIME TO BOUNCE IT OFF THEN HAND ME YOUR NAME AND PHONE NUMBER AT THE END. I AM ALSO PREPARED TO MENTOR SOME SOCIAL ENTERPRISES BY E-MAIL OR CONFERENCE CALL, SOCIAL ENTREPRENEURS ARE A FAMILY

REMEMBER; **IF WE RISK NOTHING WE RISK EVERYTHING.**

THANK YOU ALL AND GOOD AFTERNOON.