

the annual home of resident community enterprise

# GRASSROOTS

2014

# ENTERPRISE



Growing enterprise  
together.



## Welcome

Hello and welcome to a housing event done differently.

In my role I've been lucky to meet hundreds of dedicated people who are proving that enterprise can provide a route out of hard times and away from tough histories.

These inspiring people are who you would expect; they're residents, housing staff and social entrepreneurs. So we've created an event with a difference by inviting all of them to one action packed day to share the platform. Today you'll see and hear from enterprising people who are creating something many people previously thought was impossible, grassroots enterprise.

So that's what Grassroots Enterprise 2014 is; a day aimed at supporting a growing movement of inspiring and talented people who are working together to build micro-enterprises in our communities across the country.

We're excited to be able to have the chance to bring some of these grassroots entrepreneurs together for today's event. Please take the time today to speak to as many of these incredible people as you can, they are the key to building enterprising communities.

Kind Regards,

Richard Lanning & the CUBE team.



# HERE'S WHAT'S GOING ON

Grassroots Enterprise 2014 is going to be an action packed day. We believe in keeping our events simple, exciting and fun, so all our speakers will be delivering short speed talks, low on filler and high on the useful stuff.

<b>9:45</b>	<b>REGISTRATION &amp; COFFEE</b>	
<b>10:00</b>	<b>WELCOME</b> by Paul Funnell, Enterprise CUBE	
<b>10:05</b>	<b>THE GRASSROOTS LANDSCAPE</b> We kick off this year's conference by looking at the wider landscape of resident and community start-ups. Hearing from leading figures, we hope you'll find out how housing providers are playing a pivotal role in creating new employment and businesses where they are needed most...	Conference Hall
<b>11:00</b>	<b>COFFEE BREAK</b>	
<b>11:20</b>	<b>GRASSROOTS ENTERPRISE IN ACTION</b> Our hosts, the Enterprise CUBE, will be joined by the residents who are making it all happen. Together they'll share their amazing stories and the pitfalls and challenges they've overcome to become successful Grassroots Entrepreneurs.	Conference Hall
<b>12:05</b>	<b>THE ENTREPRENEURS' WORKSHOP</b> We decided to put the resident entrepreneurs in the driving seat this year, so during this session you've three very different and exciting workshops to choose from which are all being delivered by grassroots entrepreneurs:  <b>Peer Support: Supporting Ourselves</b> <b>Building Communities through Enterprise</b> <b>Residents Supplying Better Commercial Services</b>	Workshops
<b>12:45</b>	<b>LUNCH &amp; RESIDENT ENTERPRISE MARKET PLACE</b> Grassroots Enterprises will showcase their start-up businesses in the Exhibition Hall.	
<b>13:45</b>	<b>SUPPORTING THE GRASSROOTS</b> Want to find out more about providing great entrepreneurial support?  In each of this afternoon's three workshops, practitioners from innovative support organisations will help provide answers on supporting different types of grassroots enterprise.  <b>Kickstarting Grassroots Enterprise</b> <b>Understanding the Social Return on Investment</b> <b>Growing Enterprise from Shared Green Spaces</b>	Workshops
<b>14:30</b>	<b>FINANCING GRASSROOTS ENTERPRISE</b> Sometimes it takes a little money to make a little money. In this session we hear what the finance options are for grassroots start-ups and three very different solutions to supplying vital start-up cash to resident entrepreneurs.	Conference Hall
<b>15:15</b>	<b>HOUSING GROWING START-UPS</b> For our final session we've gathered an expert panel of front-line staff and project managers to answer your questions on delivering successful enterprise projects.	Conference Hall
<b>15:55</b>	Close by the CUBE Team.	

We kick off this year's conference by looking at the wider landscape of resident and community start-ups. Hearing from leading figures in the growing and exciting grassroots enterprise movement, you'll find out how housing providers are playing a pivotal role in creating new employment and businesses where they are needed most...

## THE RESIDENT ENTREPRENEUR

### LYNSEY BOOTHER

#### National Housing Federation

Senior Employment & Skills Advisor

There is an increasing trend towards enterprise and start-ups across the UK, Lynsey Boother explores the enterprise landscape and whether there is a role for social housing providers and residents within it.



## ENTERPRISING OPPORTUNITIES

### PAUL HACKETT

#### Amicus Horizon

Chief Executive

Paul Hackett shares his thoughts on the role grassroots enterprise can play within housing associations in building communities and supporting resident employment.



## ENTERPRISING OPPORTUNITIES

### PAUL BATES

#### Genesis Housing Association

Director of Communications & External Affairs

The economic climate create opportunities and risks for resident enterprise. Genesis's pop-up business hub aims to seize one such opportunity. Paul shares their experience and his wider thoughts on enterprise efforts within the sector.



## ENTERPRISE ACROSS THE REGIONS

### DEBBIE DRINKWATER

#### Affinity Sutton

Employment & Training Team Leader

Is start-up culture a 'London only' phenomenon? Affinity Sutton has been offering start-up support to residents for over three years. Debbie shares her insights and experience from managing this project in regions across the country.



## CHANGING THROUGH GRASSROOTS ENTERPRISE

### JOHN PETITT

#### Housing Solutions

Chief Executive

Beyond resident employment, can enterprise have a wider impact on your organisation? With several years' experience in supporting resident enterprise, John Petitt shares Housing Solutions experience of the full impact of enterprise.





The Enterprise CUBE aims to help unlock the potential of enterprise to build better communities through one simple objective: 'to create and unlock business for everyone'.



We started 'The CUBE' just 16 months ago but we've already worked with 20 housing associations to create grassroots enterprise projects, with more joining our group all the time. Our projects include; resident training and development schemes, pop-up retail and cafe projects, staff training and community business hubs.

We work by creating exciting projects that help people to start businesses and create community enterprises.

Our Strive programme is set to train 300 entrepreneurs face-to-face in 2014 with a further 220 expected to be learning through our innovative online project. With your help we hope to increase these numbers as we help more and more grassroots entrepreneurs to kick start their businesses.

Our work has put us at the centre of an amazing community of inspiring disadvantaged entrepreneurs. This new community is supporting and inspiring itself and is now also inspiring corporate companies to get involved.



Our flagship programme helps disadvantaged individuals from all backgrounds to start businesses with simple, exciting and fun training that works.



Engage helps organisations create increased social benefits for their communities through the way in which they engage in enterprise.



Change helps housing managers to be more enterprising in their own work roles; building exciting, dynamic and effective teams for their organisations.

Find out more by taking a look at our website, or speaking to one of the CUBE team.

[www.enterprisecube.org](http://www.enterprisecube.org)

# BUSINESS AWARDS

---

Hundreds of start-ups have been involved in training delivered by the Enterprise CUBE's team, with another 300 set to complete training this year. So we thought it was about time this growing community had a way to recognise those who've excelled and have gone on to inspire others. That's why we've created our annual business awards.

The community have nominated their favourite start-ups which we put to a panel of experts to select an overall winner. The judges have had such a difficult time choosing they've also awarded a certificate of commendation to start-ups which particularly impressed them.

## FINALISTS

---

### BEST CREATIVE BUSINESS

Rachel Notarbartolo  
**Ivy White**

Kathryn Rennie  
**Fresco London**

Dorota Kunicka  
**Golden Light Photography**

Sonya Thomas  
**Larkspur Interiors**

Jodi M<sup>c</sup>Fayden  
**M<sup>c</sup>Fayden Millinery**

### BEST SERVICE PROVIDER

Luke Corriette  
**CT Solutions**

Paula Pires  
**Delicious by Preciosas**

Mark Johns  
**Trux & Trailers**

Leovanda Balcazar  
**Maid Direct Ltd**

Michelle Holmes  
**Chelle's Cake's & Candy Buffet**

### BEST COMMUNITY/ ETHICAL BUSINESS

Teamara Adams  
**Bonding School**

Pride of Dee Park (group)  
**Coffee Couture**

Sam Essien  
**City West Sport**

Diane Shaw  
**Go4IT**

Yvonne Gill  
**Watergate Films**

Other Commendations:  
Margie Lloyd, Selina Dyer.

### BEST EMPLOYER

Kerry Berry  
**Rosenberry's**

Luke Corriette  
**CT Solutions**

Lisa Daniels  
**Wishes**

Leovanda Balcazar  
**Maid Direct Ltd**

Rachel Grant  
**CORE Gymnastics**

### BEST GROWTH BUSINESS

Nicole Garnett  
**Paws of Perfection**

Angie Cox  
**E&R Commercial ProClean**

Kerry Berry  
**Rosenberry's**

Peter Bolt  
**Orpington Tackle & Bait**

Anthony Appleton  
**Appleton Car Valeting**

Resident entrepreneurs are firmly in the driving seat at this year's conference and in this session all of the workshop choices are being led by resident start-ups who've been running for less than two years. They've created three very different and exciting workshops to choose from, each tackling a different aspect of resident created enterprise; peer support, community enterprise and supplying services to their landlords.



## **START-UP SUPPORTING OURSELVES SEMINAR ONE**

### **Workshop on:**

#### **Peer Support by Entrepreneurs**

One of the biggest barriers to business for social housing residents are their more limited connections and support networks. During this workshop you'll find out how residents are overcoming these barriers with low-cost self-sustaining solutions.

In this workshop you'll hear from:

#### **Thrive Business Club Resident Group**

A resident group who have created their own peer-run business support club.

#### **Mark Johns & Anthony Appleton**

Two residents who are using online groups to both get and give support to peers.

#### **Alistair Wharton Legal Advisor**

A resident sharing through the peer support offered within a community hub.

## **BUILDING COMMUNITIES THROUGH ENTERPRISE SEMINAR TWO**

### **Workshop on:**

#### **Community Enterprises**

The grassroots entrepreneurs leading this session put helping their communities at the heart of their businesses. During this workshop you'll find out how they did it and how they can help housing providers build better communities.

In this workshop you'll hear from:

#### **Coffee Couture Resident Group**

A social enterprise bringing a community together around a superb community cafe.

#### **Michael Atiemo Secure On Site**

An excellent enterprise offering local employment and safer communities.

#### **Sam Essien City West Leisure**

A sports coaching enterprise training hundreds of kids across London.

## **RESIDENTS SUPPLYING BETTER COMMERCIAL SERVICES CONFERENCE HALL**

### **Workshop on:**

#### **Supplying Housing Providers**

Residents are increasingly looking to supply services directly to their housing providers. During this workshop you'll hear from two residents who are already doing just this by providing gardening and cleaning contracts.

In this workshop you'll hear from:

#### **Leovanda Balcazar Maid Direct**

An estate and domestic cleaning service delivering two housing association cleaning contracts.

#### **Luke Corriette CT Solutions**

A grounds maintenance and gardening service currently delivering a housing association contract alongside work to schools and domestic clients.

# STRIVE MARKETPLACE

GLOO  
Graphic Design

PRO-FIRE  
Fire Safety

MAGIC NAILS  
Beauty

THRIVE  
Business Club

WISHES  
Fancy Dress

ALFIES  
Dolls Clothes

JAY FAGE  
Confectionery

BEA-U  
Health and Beauty

RUBY CARE  
Beauty Holistic Therapies

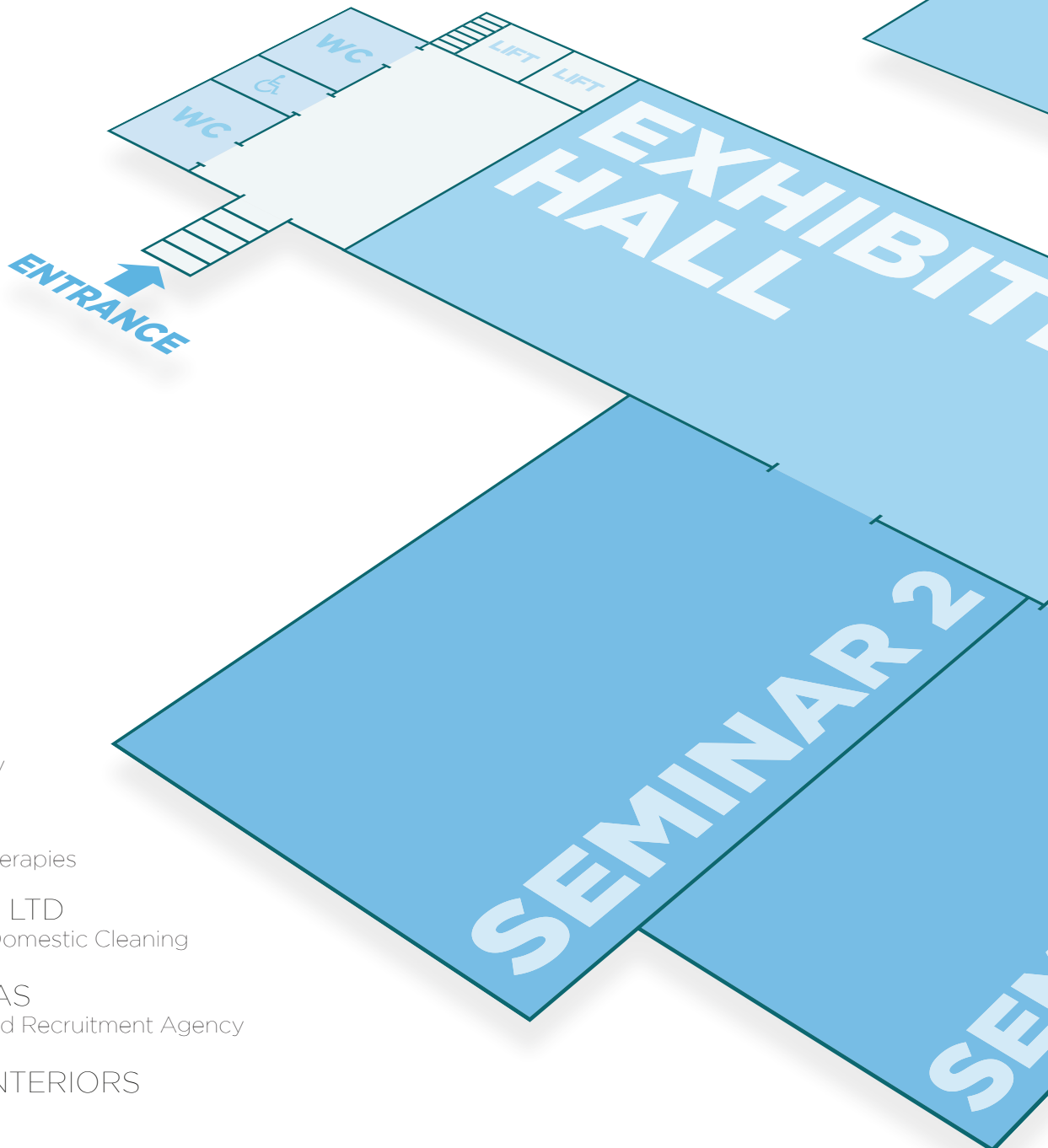
MAID DIRECT LTD  
Commercial and Domestic Cleaning

APPRENTAGAS  
Apprenticeship and Recruitment Agency

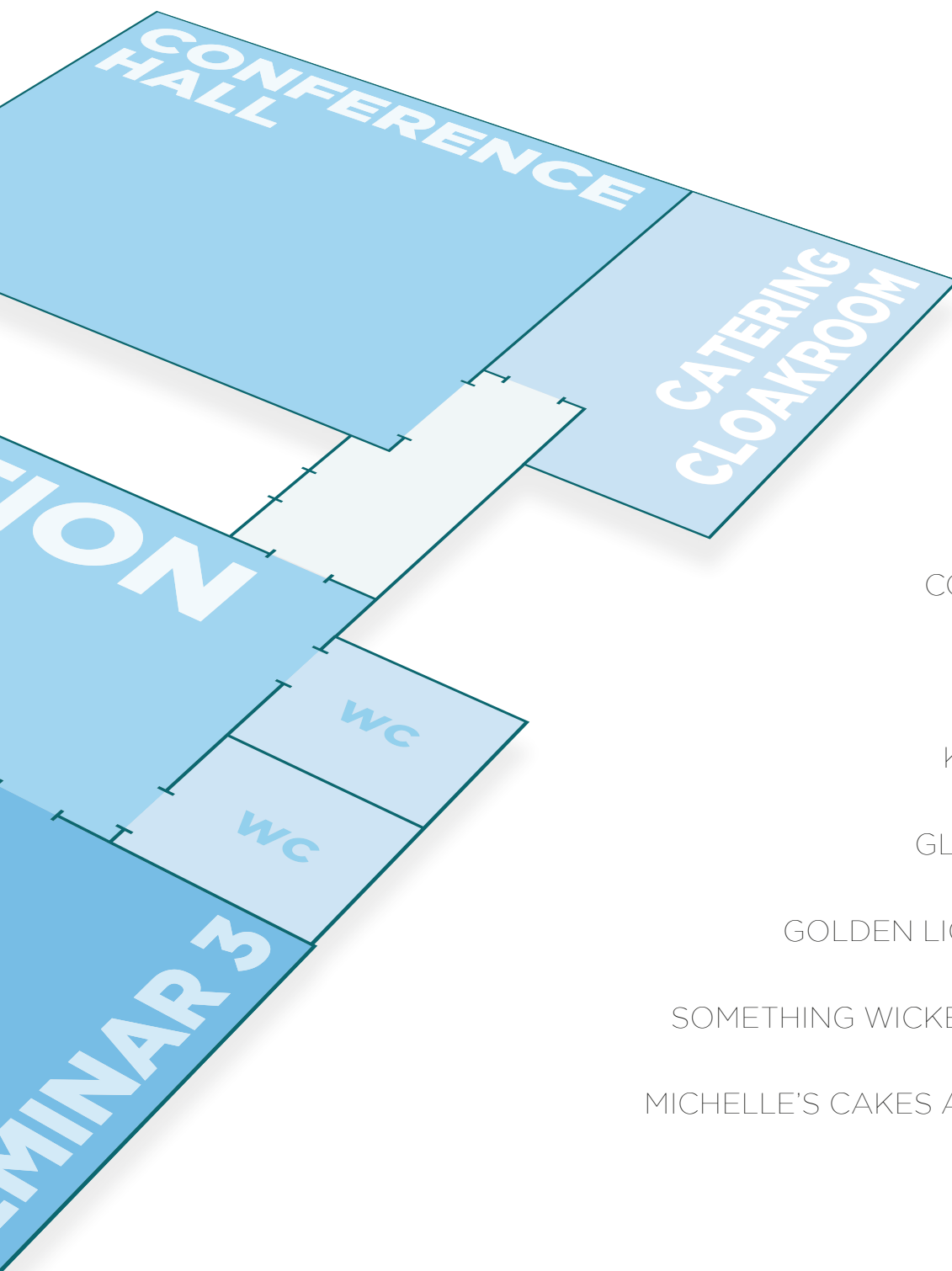
LARKSPUR INTERIORS  
Interior Design

CHICKS FROM THE NICKS  
Ex-offender Services

CROSSKEYS HOMES STRIVERS  
Various Grassroots Entrepreneurs







CHESTNUTS LIFE CELEBRATIONS  
Events Management

McFAYDEN MILLINERY  
Bespoke Hats

WATERGATE FILMS  
Film

CITY WEST LEISURE  
Sports Coach

BONDING SCHOOL  
Community Training

EPOS BUILDER  
Software Designer

SECURE ON SITE  
Community Wardens

MICHEAL ROCK  
Artist

COMPLAINT SUCCESS  
Advice Service

E&R PRO CLEAN  
Cleaning Services

KAREN JANE GREEN  
Artist

GLITZY GLAMOUROUS  
Children's Events

GOLDEN LIGHT PHOTOGRAPHY  
Natural Light Photography

SOMETHING WICKED THIS WAY COMES  
Alternative Retail

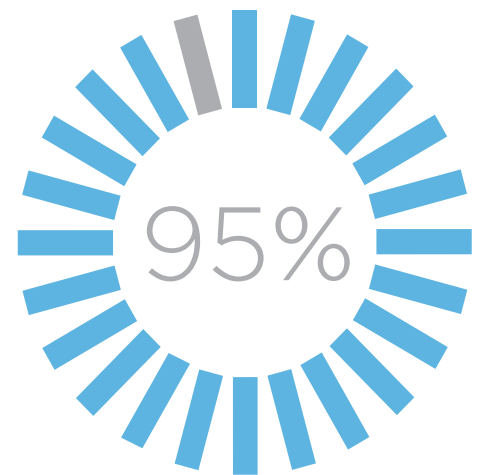
MICHELLE'S CAKES AND CANDY BUFFET  
Celebration catering

FULL CONTACT DETAILS OF ALL SPEAKERS AND EXHIBITORS  
ARE AVAILABLE IN THE GRASSROOTS ONLINE DIRECTORY

[WWW.GRASSROOTSENTERPRISE.ORG.UK](http://WWW.GRASSROOTSENTERPRISE.ORG.UK)

£  
807  
The social value of just one resident's employment training.

£  
11,588  
The social value of just one resident becoming self-employed.



95 % STRIVERS LIVES WERE CHANGED A LOT

**267%**  
People completing Stive told us that their knowledge of money matters increased by a huge 267% on average.

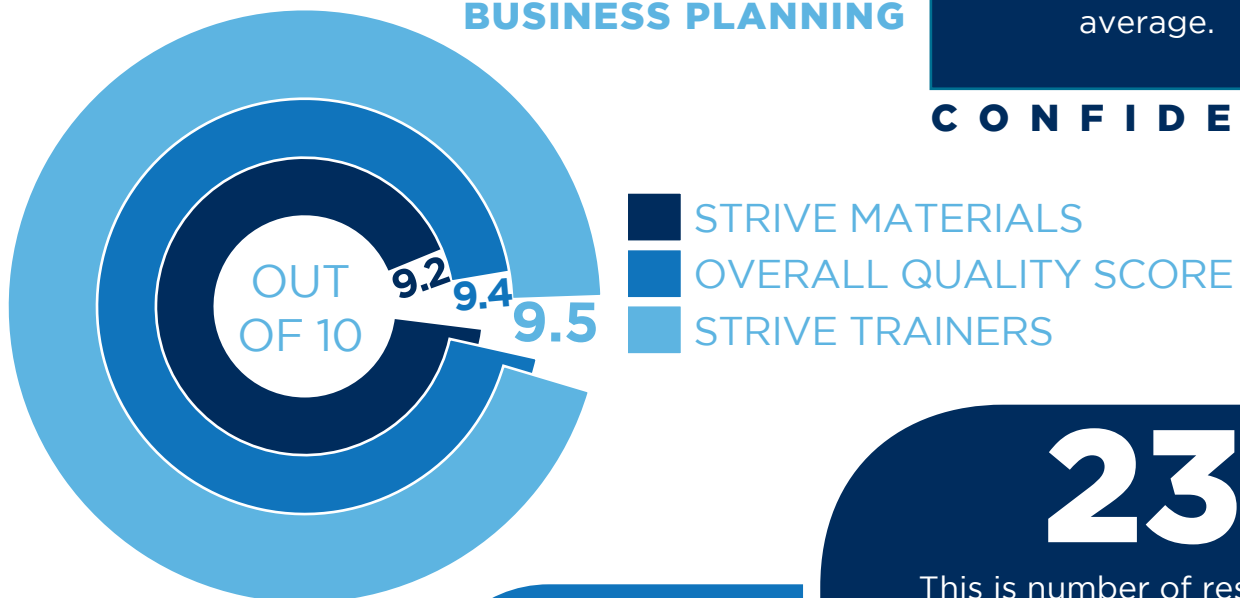
**MONEY MATTERS**

**232%**  
People completing Stive increased their business planning skills by 232% on average.

**BUSINESS PLANNING**

**202%**  
People completing Stive increased their confidence by 202% on average.

**C O N F I D E N C E**



**193,620**  
START-UPS SO FAR THIS YEAR IN THE UK

**176**  
residents have completed our Stive start-up training programme since we started.

**238**  
This is number of residents who have signed up to our on-line training programme Stive Online. We use video, guides and online quizzes to trigger dedicated one-to-one support from one of our experienced business advisors.

Each of this afternoon's three workshops are brought to you by professionals from innovative support organisations working on different parts of the Grassroots Enterprise movement. During these session's you'll have a chance to fully explore their work and find new answers on how to support resident and community enterprise.

## **HOW TO KICK-START GRASSROOTS ENTERPRISE CONFERENCE HALL**

### **Workshop on:**

#### **Strive Start-Up Programmes**

Social housing residents across the country are turning to self-employment while housing associations are finding that helping residents to start new enterprises is an incredible and exciting process.

Enterprise CUBE's Strive projects create numerous exciting ways to help residents including; training, development support, pop-up business hubs, online support and ongoing corporate backing

In this workshop you'll hear from:

**Paul Funnell**  
**Director**



#### **Enterprise CUBE CIC**

The fastest growing provider of support for resident start-up in the housing sector, the Enterprise CUBE work to create and unlock business for everyone.

## **THE SOCIAL RETURN OF GRASSROOTS ENTERPRISE SEMINAR TWO**

### **Workshop on:**

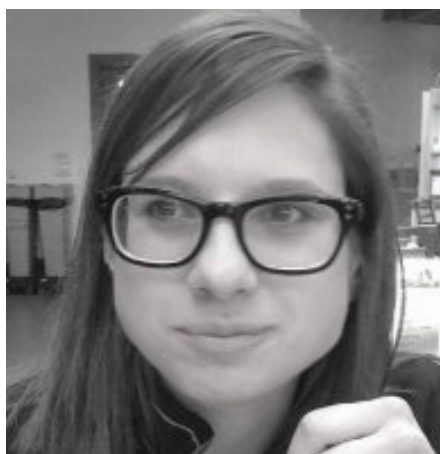
#### **Social Value Measurement**

The drive to improve the social impact of the work of housing associations is creating an increasing need to measure the social return of projects, including grassroots enterprise projects.

HACT's Social Value Bank, with Daniel Fujiwara, is aimed at creating an enormous bank of social value data for housing professionals to use in comparing different impacts.

In this workshop you'll hear from:

**Lizzie Trotter**  
**Head of Social Impact**



#### **HACT**

HACT works with the housing sector, government, civil society and communities to develop innovative approaches to meeting changing needs.

## **GROWING GRASSROOTS ENTERPRISE FROM SHARED GREEN SPACES SEMINAR THREE**

### **Workshop on:**

#### **Community Managed Assets**

Communities are increasingly looking at their green spaces in a new light and are working with housing associations to create social and financial value from them.

Shared Assets' team are specialists in supporting the development of grassroots enterprises which create food, fuel, power and incomes from green spaces.

In this workshop you'll hear from:

**Mark Walton**  
**Director**



#### **Shared Assets**

Shared Assets works to support collaboration between landowners and community enterprises to make land work for everyone.

Finding the finance for a start-up business is difficult for any entrepreneur, but at the grassroots level there are often further barriers to contend with. Grassroots entrepreneurs can face the challenge of trying to find finance for an untried business with either no second income in the family, no significant assets or a poor credit history.

In this session we hear what the finance options are for grassroots start-ups and several very different solutions to supplying vital start-up cash to resident entrepreneurs.

## GRASSROOTS ENTREPRENEURS FINANCE LANDSCAPE

### SEAN DENNIS

**Community Development Finance Association**

Head of Business Development

Sean Dennis shares his experience of financing grassroots enterprise, gained from working extensively with community finance organisations across the country.



## HOUSING MANAGED GRASSROOTS START-UP LOANS

### JOHN COBURN

**HACT**

Network Coordinator

HACT is seeking to combat the financial exclusion faced by grassroots entrepreneurs by working with housing associations to create rotating start-up loan financing for their residents.



## CROWD SOURCING RESIDENT SUPPORT

### DAVID CORLESS

**For Common Cause**

Managing Director

For Common Cause is an online platform that works by crowdfunding for grassroots entrepreneurs, which means they are donated money, professional support and equipment to start up their business.



## REGENERATING THE CITY WITH START-UPS

### TOBIAS GOEVERT

**Greater London Authority**

Principal Project Officer

The GLA Regeneration team is developing a new programme to support grassroots enterprise, Places of Work. Tobias will share the GLA's current thinking and projects the Mayor of London is already doing to support affordable workspace and SME's in general in the capital.



'Straight from the horse's mouth;' answers to all your grassroots enterprise questions.

A key part of all our Grassroots Enterprise events is creating a space for housing professionals to talk to each other about what it is really like to deliver enterprise support on the ground. So for our final session we've gathered an amazing panel with both front-line and project management experience for you to fire your own questions at.

To fire your questions at the panel, please either fill out a question slip at the entrance to the session or just raise your hand and one of the team will make their way to you with a microphone.

## YOUR PANEL

SARAH CONNELLY

**Genesis Housing Association**

**Enterprise Employment and Training Manager**

**Social and Economic Regeneration**

Sarah has commissioned and managed a vast array of enterprise support projects including, training courses, business hubs, one-to-one development support and payment by results systems.

TOM ARKLE

**Amicus Horizon**

**Project Officer**

**Community Development**

Tom has both commissioned start-up training and delivered mentoring to dozens of grassroots entrepreneurs.

RYAN MATHEWS

**Affinity Sutton**

**Employment and Training**

**Team Leader**

Ryan supports residents in Affinity Sutton's innovative online business start-up programme, and in applying and managing £1,000 business start-up grants.

JENNIFER PLATT

**Housing Solutions**

**Community Engagement Manager**

Jennifer has managed and supported numerous business start-up training schemes including several projects partnering with other housing associations.

TINA FORD

**Catalyst Housing Group**

**Community Engagement Manager**

Tina saw the potential in a group of local residents. Through supporting and coaching the group, they now have a growing enterprise which in turn is improving community spirit.

ANDY NICHOLLS

**Wokingham Borough Council**

**Economic Development Officer**

Andy has overseen several business start-up schemes and recently managed a start-up programme which worked with five local housing associations.

# SPACE FOR YOUR NOTES

---

# SPACE FOR YOUR NOTES

---

the annual home of resident community enterprise

# GRASSROOTS 2014 ENTERPRISE

The Grassroots Enterprise Conference 2014, was sponsored and hosted by the Enterprise CUBE as part of its Engage range of events and training.

Engage aims to help professionals working with disadvantaged communities, particularly those from the housing sector to share, learn and develop enterprising approaches to achieving their community goals.

To find out more about Engage events, or the Enterprise CUBE please contact: [info@enterprisecube.org](mailto:info@enterprisecube.org)

The Enterprise CUBE CIC  
3 Creed Court 5 Ludgate Hill  
City of London  
EC4M 7AA

