



Funding Landscapes, York, 18 November 2011

Funding through Enterprise

Peter Cleasby
Chair, Plunkett Foundation

SOCIAL ENTERPRISE



A business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners.

CHOICES 1

Loss of rural services:

Do nothing

OR

Take control



CHOICES 2

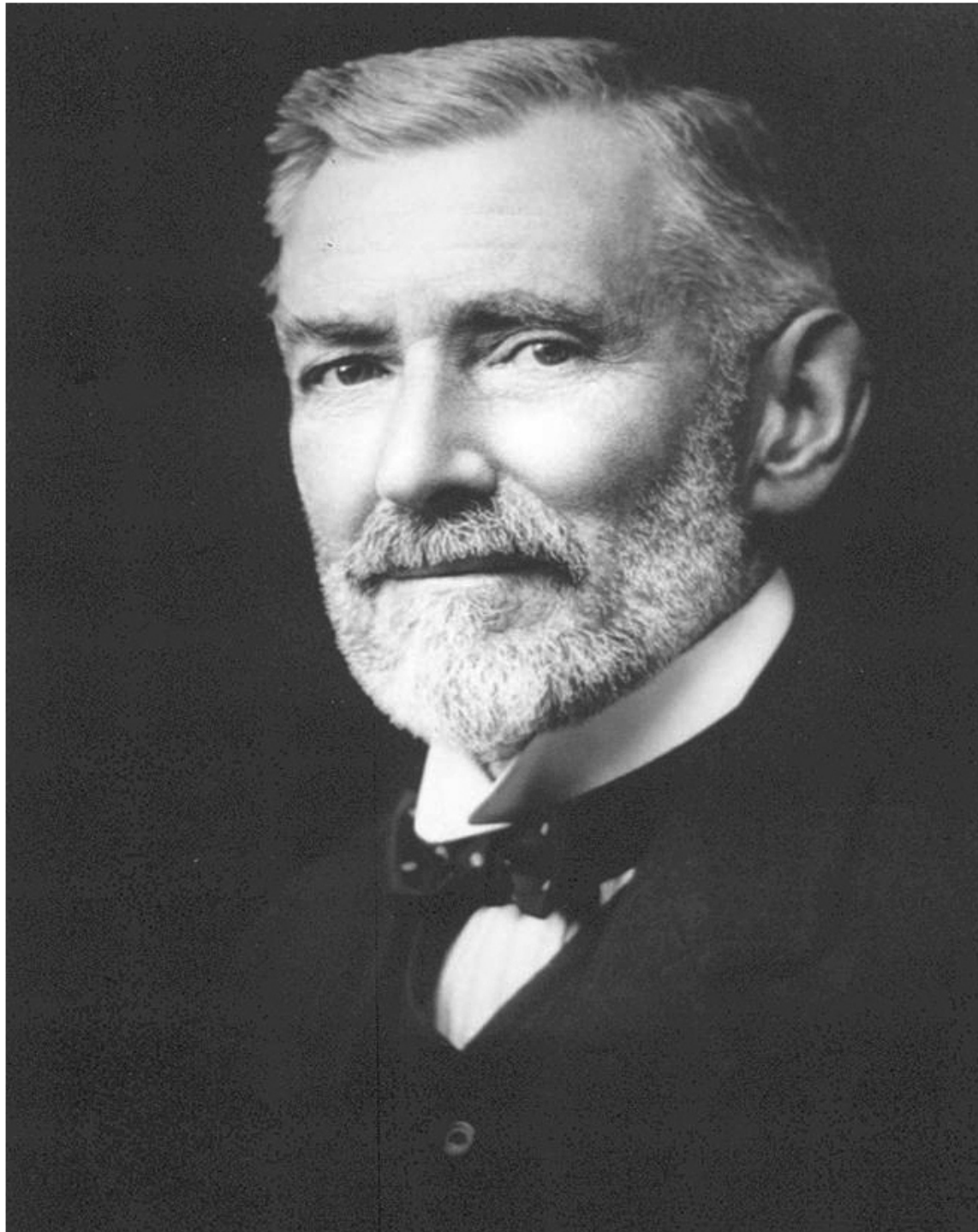
Starting a new service:

Do nothing

OR

Take control





**Helping rural
communities
through
community
ownership to
take control of
the issues
affecting them**

**OH COME
ON,
WHERE'S
THE *MONEY*?**

ENTERPRISE SERVICES



- Shop
- Pub
- Transport
- Agriculture
- Café
- Football club

ENTERPRISE SERVICES



- **Personal care**
- **Waste recycling**
- **Energy generation**
- **Broadband / telecoms**
- **Skills training**
- **Snow plough**

WHY COMMUNITY OWNED?



- Profit stays local
- No distant shareholders
- Community decides
- Brings people together
- People before profit
- Resilient

**IT DOES
WORK!**



**There are over 250 community shops in
Britain.**

**10% of all village shop closures are
saved through community ownership**

They continue to open.







HOW DO YOU DO IT?



Key Needs:

- **Idea**
- **Belief**
- **Plan**
- **Support**

DEVELOP THE IDEA



- **Core group**
- **How will it be profitable?**
- **Assess the market**
- **Consult the community -
and keep them informed
all the way through**

BUSINESS PLAN



- Trading aims
- Expected income
- Start-up investment
- Operating costs
- Available skills
- Marketing plan

“Free” professional advice

FINANCE



- **Loans**
- **Grants**
 - direct
 - programme
- **Community**
 - fund-raising
 - shares

LEGAL STRUCTURE



**NO, THAT'S TOO
MUCH INFORMATION**

www.uk.coop/simplylegal

www.uk.coop/simplygovernance

WHAT ELSE?

The logo for the Plunkett Foundation, featuring the word "plunkett" in a bold, lowercase, sans-serif font above the word "foundation" in a smaller, lowercase, sans-serif font, all contained within a dark blue rounded square.

plunkett
foundation

- **Staff - paid, volunteers**
- **Premises - acquisition, planning permission**
- **Marketing - audience, techniques**
- **Suppliers**
- **Health and safety**
- **etc**

REMEMBER



It's a business

It'll be hard work

You can do it



WHY ENTERPRISE?



- **Traditional grant-based funding cut**
- **Resilience of trading base**
- **Builds community capacity**
- **Focus on what people want**

HELP & ADVICE



Plunkett Foundation - rural and more

Village SOS - small villages, time-limited

Co-operatives UK - www.uk.coop

Locality - www.locality.org.uk

Your Community Council - see
www.acre.org.uk

GET IN TOUCH



info@plunkett.co.uk

01993 810730

www.plunkett.co.uk



Advice Line 0845 434 9123

www.villagesos.org.uk

