

**SOCIAL  
ENTERPRISE  
UK**

*How to work  
with this fast-  
growing sector*

**SOCIAL  
ENTERPRISE:  
GOOD FOR BUSINESS**

**FIRE • BRIGADE • STATION**



## Why social enterprise?

Social enterprises are businesses that exist for a social or environmental purpose. They tackle social problems, improve people's life chances, and protect the environment.

Innovative, fast-growing and cross sector, the social enterprise movement is changing the way the world does business. In the UK alone there are around 68,000 social enterprises, employing more than a million people and contributing more than £24bn to the economy.

There has never been a more important time for businesses to get involved with the social enterprise sector.

In public service markets the Social Value Act has fundamentally changed how the Government procures £120 billion worth of services each year. Business opinion-leaders such as Paul Polman and Michael Porter have advocated the fundamental shift all businesses must make to re-engage with their communities and create more sustainable, long-term business models - something social enterprises have been doing for decades.



**Social Enterprise UK member Wildhearts.**  
The WildHearts Group includes companies such as office supplies, print and events which channel their profits into global microfinance as well as enterprise education and entrepreneurial training in the UK.  
[www.wildheartsinaction.org](http://www.wildheartsinaction.org)

## Case study RBS - Social enterprise engagement

The Royal Bank of Scotland is a long-term supporter of social enterprise and one of Social Enterprise UK's founding partners. One of the ambitions of our programme with RBS has been to position it as the go-to bank for social enterprises.

To make this happen, we created a training package tailored for the RBS corporate banking team that was rolled out nationwide.



Social Enterprise UK founding partner Telefonica UK 'Buyers' Fair'

"RBS group has been supporting social enterprise, and working with SEUK, for many years.

SEUK sits at the hub of the movement, driving policy change while supporting social enterprises on the ground.

Their work has been invaluable in helping us meet the targets we have set for inspiring social enterprise."

**DUNCAN SLOAN  
HEAD OF COMMUNITY  
BANKING, RBS**

"Telefonica UK is actively seeking to open its supply chains to social enterprises and SMEs. To that end we worked with SEUK to establish a 'Buyers' Fair' where SMEs and social enterprises were able to meet buyers from Telefonica and its key suppliers. We found SEUK's knowledge of the sector and their contacts invaluable. Their proactive engagement and direct participation at the 'Buyers' Fair' contributed greatly to its success.

**KEITHLEY MARTIN  
HEAD OF SUPPLIER  
DEVELOPMENT,  
TELEFONICA UK**

## Who we are and what we do

### Social Enterprise UK

Social Enterprise UK is the UK membership body for social enterprise and its supporters. Our members include start-ups, micro-enterprises and large, well-established social enterprises together with public and private sector organisations that support social enterprise.

Social Enterprise UK is the ideal partner for businesses looking to engage with the sector. For employee engagement, business growth, social impact measurement or as part of a wider CSR strategy, our reach, credibility and track record ensures you can achieve your goals within this exciting sector.



We ask businesses, consumers and public bodies to do a great deal by buying the goods and services they need from social enterprises.

## Social enterprise means business

Social enterprises range from community-based organisations to international multi-million pound enterprises. They operate across an incredibly wide range of sectors from healthcare and renewable energy to housing and retail. Well-known examples include The Big Issue, Jamie Oliver's Fifteen, and Divine Chocolate.

Business is a powerful force for change. Social enterprises represent a unique opportunity for businesses to demonstrate their commitment to communities and the environment, not through donations but through trade. Doing business with social enterprise means your existing core spend can be transformed into social value, providing benefits for business, people and the planet.



Use our widely-recognised members' badge to show your support for social enterprise.

Whether it's changing a few suppliers or designing a high-profile national programme, working with social enterprise can help your business deliver substantial social impact alongside core business objectives.

## Case study

### Wates - National Brokerage Scheme

Wates Construction is one of the largest privately-owned construction companies in the UK. With a long track record of community and social enterprise engagement, and mindful of the potential impact of the Social Value Act on their work, Wates set themselves the ambitious target of spending £5 million with social enterprises across their sites by 2015.

Social Enterprise UK was commissioned by Wates to manage and broker this process. There is a dedicated line for Wates site staff looking to see what social enterprise suppliers are available in their area, an expanding database of potential suppliers and an assurance that all social enterprises put forward will have passed Wates' Exor procurement requirements. At the end of the three-year programme we will be producing a full report detailing the social impact of this spend on people and communities.

**"Wates have set ambitious targets on the number of social enterprises that will be part of our supply chain by 2015. By partnering with SEUK, we are leveraging their knowledge of the sector and reach to ensure this becomes a reality. By delivering a report on the social impact of this activity, SEUK will also enable Wates to demonstrate our social value which will be essential to future business."**

**LOUISE HYDE, BUILDING FUTURES PROJECT MANAGER, WATES GROUP**



Social Enterprise UK member Brigade with Prime Minister David Cameron. [www.thebrigade.co.uk](http://www.thebrigade.co.uk)

## Working with Social Enterprise UK

We work with partners across all sectors, both to support social enterprises directly, and also to strengthen and grow the impact of the sector as a whole. We work with household names including, RBS, PwC, O2, Deloitte, Santander, Wates Group, Microsoft, The Co-op Group and others who are supportive of the social enterprise movement and recognise that it's a growing market.

**"It is inspiring to work with such a dedicated bunch of professionals at SEUK. The staff are approachable and willing to collaborate with business which is refreshing in the sector."**

**DAVID ADAIR, HEAD OF COMMUNITY AFFAIRS, PWC**



Social Enterprise UK founding partner PwC. Winner of the UK Social Enterprise Awards 2012, Social Enterprise Champion, David Adair, Head of Community Affairs, PwC.

### How we can help your business:

#### Consulting and Training

We can measure the social impact of your business or project, help you comply with the Social Value Act, develop your community affairs and CSR plans.

#### Procurement / Supply Chain Advisory Services

We can help you get social enterprises into your supply chain to increase social value.

#### CSR Strategy

Make sustainability the focus of your CSR strategy.

#### Social Enterprise Engagement Strategy

Grow your business within the rapidly-growing social enterprise market.

#### Events/Profiling

Corporate events: seminars, away days and putting you in touch with our 15,000+ network.

#### Preferred Supplier

Generate new business leads among our growing network.

#### Sponsorship

Reach social enterprises through sponsoring a program, event, publication or research.

## Case study Deloitte Pioneers – Project partner and social impact measurement

Deloitte has fully embraced the move to sustainable business, and targeted social enterprises due to their high levels of innovation and social value. Deloitte's "Social Innovation Pioneers" is a one-year programme to support 30 social enterprises, who are treated as clients of Deloitte.

SEUK worked with Deloitte to select the Pioneers for the programme, develop and deliver some of the support to them and also championed and disseminated the work of the programme. Crucially, SEUK also reviewed the programme to measure its social impact and its profound effect on Deloitte's own staff and the pioneers themselves.

**"Partnering with SEUK on our social innovation pioneers programme has given us real insight into, and access to the social enterprise sector. Our work with SEUK is now developing beyond the programme, with SEUK helping provide guidance to our business on areas such as social value procurement."**  
**BOB THUST, DIRECTOR FOR RESPONSIBLE BUSINESS, DELOITTE**



Nobel Laureate Muhammad Yunus at Deloitte's Social Innovation Pioneers launch

We have a network of almost 15,000 organisations and operate a very busy website.

We also have a lively and growing social media presence.

**Follow us on Twitter:**  
@SocialEnt\_UK

**Visit us at**  
socialenterprise.org.uk

## Become a partner

---

Partnership with Social Enterprise UK enables you to align your company's brand with a fast-growing and high-profile movement that is changing the way the world does business.

- **Founding Partner**

Become a champion of the social enterprise movement and have a central role in shaping the future of social enterprise through a bespoke, multi-year programme of work.

- **Project Partner**

Work with us on a single, high-profile piece of work tied to a specific business objective.

- **Sponsor**

Support a high-profile event and benefit from extensive media coverage and close association with the leading organisation in the social enterprise sector.

- **Member**

Get access to SEUK networks, special discounts on products and services, free information and advice.

- **Client**

Commission individual pieces of training or consultancy work from SEUK.

### Find out more about working with us

To speak with our business team  
call 020 3589 4952 or email  
[business@socialenterprise.org.uk](mailto:business@socialenterprise.org.uk)

#### Social Enterprise UK

[info@socialenterprise.org.uk](mailto:info@socialenterprise.org.uk)

#### Published by Social Enterprise UK June 2013

© 2013 Social Enterprise UK

Cover image: The Fire Station is a social enterprise hub, home to Social Enterprise UK, Blossoms Healthcare, SSE, The Beyond Food Foundation, Brigade Bistro and PwC Centre for Social Impact.

---

