

Baker Brown Associates

Professional Development for Social Enterprise Advisers

A one year training programme offered by Baker Brown Associates, leading to the Institute of Leadership and Management (ILM) VRQ Level 5 Certificate in Social Enterprise Support. The programme includes nine, one-day workshops held at monthly intervals at Triodos Bank in Bristol, starting 9 October 2014.

www.bakerbrown.co.uk

Introduction

This programme equips participants with the skills and knowledge to become certified social enterprise advisers. It is designed to meet the professional development needs of a wide variety of participants, ranging from freelance consultants and development practitioners, to social enterprise support staff working for large national organisations. Previous participants have included people from Co-operatives UK, Locality, the Plunkett Foundation, Supporters Direct, Triodos Bank and the Wales Co-operative Centre.

The 2014 programme is supported by Triodos Bank (www.triodos.co.uk) which is providing the venue for the workshops at its new HQ in Bristol, and is placing banking relationship staff on the programme.

The programme combines theory and practice in equal measure. It examines the concepts underpinning social enterprise, including current definitions, the social enterprise business model, and the legal, organisational and financial frameworks that support sustainable social enterprises. It also explores the processes and professional competencies of working with clients, in a variety of settings, and utilising a range of different support styles. Participants are required to produce and present an analytical case study of a social enterprise they have visited. They are also expected to provide business support to clients, which will be peer reviewed at workshops.

Eligibility criteria

There are no qualification-based entry requirements for this programme, but participants must have the generic competencies to study at Level 5, which is equivalent to foundation degree level. The only other eligibility criteria is that participants must currently be working in a business development role supporting social enterprise, and be actively engaged in client support work with emerging or established social enterprises during the course of the programme.

Delivery Methods

The programme consists of nine one-day workshops, held at monthly intervals, in Bristol. Each workshop is preceded by guided preparatory work, which generates materials for the workshop and assessment evidence for the qualification. Workshops last six hours and the preparatory work for each workshop takes approximately three hours to complete. The assessment for the qualification is based on a series of practical tasks and assignments, based on the professional practice of social enterprise advisers.

There is a course handbook which provides details of the qualification, the assessment requirements, preparatory work, workshop notes, and sources of additional and supplementary learning materials. The handbook also serves as a guide to good practice in promoting, developing and sustaining social enterprises; methods of working with clients; and professional practice standards.

Participants are required to conduct a case study investigation of an actual social enterprise, and to provide advice and support to social enterprise clients over a period of at least six months. They are expected to keep a full record of their progress with clients in line with professional practice standards.

The workshops draw heavily on the participants' case studies, client case work, and personal professional development. These practical experiences are used to test current theories and concepts of social enterprise, and to support participants' work with clients. Teaching methods include tutor-led seminars, group discussions, syndicate work, participant presentations of case studies, and client case reviews. In addition to the workshops, all candidates have a minimum of three hours of personal tuition, in the form of either face-to-face meetings, telephone contact or email correspondence.

The course and qualification meets SFEDI Business Support standards¹ to 8 plus the SFEDI standards in Social Enterprise Support A to D. It also satisfies the qualification requirements for membership of the Institute of Consulting (IoC) and the Institute of Enterprise and Entrepreneurs' (IoEE) faculty of enterprise support.

Programme Content

The programme is based on the ILM course specification for the Certificate in Social Enterprise Support (<http://www.i-l-m.com/learn-with-ilm/1077.aspx>) and incorporates the following units:

- Understanding Social Enterprise
- Promoting Social Enterprise
- Developing Social Enterprises
- Sustaining Social Enterprises
- Personal Professional Development

Understanding Social Enterprise and Personal Professional Development are mandatory units for the Certificate. In addition, learners must complete one of the three optional units: Promoting Social Enterprise, Developing Social Enterprises or Sustaining Social Enterprises. In order to achieve the Certificate, candidates must attend the whole programme, and satisfactorily complete the assessment requirements for the two mandatory units plus one optional unit. Participants who have already achieved the Understanding Social Enterprise Award within the last three years are exempt from repeating this unit.

Assessment

The Understanding Social Enterprise unit is assessed by an analytical case study assignment focusing on an emerging or established social enterprise. Candidates are required to investigate the business model of the social enterprise, concentrating on its organisational and financial structures, and identifying the support needs of the organisation. Candidates are also required to suggest improvements to their case study organisation, based on comparisons with other social enterprises.

The Personal Professional Development unit is assessed using a portfolio assembled by candidates of their personal development activities over a minimum of six months. The portfolio should contain evidence of their personal development needs and plans, personal and service reviews of their work with clients, their network development activities, and the steps they have taken to improve their skills and performance as social enterprise advisers.

The three optional units share a common approach to assessment, although the assessment criteria are specific to each unit. Candidates will be assessed against the unit which most closely matches their work as social enterprise advisers and the development stage of their clients. All three units require candidates to maintain a portfolio of their work with clients, providing evidence

of the approach taken to advising clients, and the meetings and progress they have made, together with feedback from the clients themselves on the performance of the candidate.

Completing these assignments and assembling the portfolios involves 138 hours of notional learning time, although much of this time will be spent undertaking the normal practical work duties of a social enterprise adviser.

Programme delivery

The programme is delivered by Jim Brown, principal consultant for Baker Brown Associates. He has over 30 years experience as an adviser to third sector organisations including charities, community groups, co-operatives and other forms of social enterprise. He was responsible for researching and devising the original SFEDI National Occupational Standards in Social Enterprise Support in 2005, and for developing the social enterprise support qualifications with the ILM and Social Enterprise London in 2007. This programme will be the thirteenth time Jim has run it in the last seven years, training over 250 development practitioners.

Fees

The fees for the programme are £1,800 plus VAT (£2,160 including VAT). A discount of 15% is available for participants who are self-financing or work for small organisations with an annual turnover below £100,000.

The course fees include student registration with the ILM. They also include tea and coffee at the workshops, but not food at lunchtimes. There are numerous places to buy food locally.

Venue

The programme is being hosted by Triodos Bank at their headquarters in Deanery Road, Bristol BS1 5AS. Located in central Bristol, it is a pleasant 20 minute walk from Bristol Temple Meads station.

Further enquires

Please contact Jim Brown at Baker Brown Associates for a pre-enrolment discussion about your professional development needs and the suitability of this programme: jim.brown@bakerbrown.co.uk Telephone: 0117 9250824

Cert SES Programme summary			
Date	Theory 10am to 1pm	Practical I 1.30pm to 3pm	Practical II 3pm to 4.30pm
Thursday 9 October 2014	Induction	Skills assessment	Personal reviews
Thursday 6 November	Social enterprise model Competitive advantage Values and purpose Social impact		Personal development plans
Thursday 11 December	Organisational and legal structures Membership and ownership Governance Legal formats and incorporation		Client case reviews
Thursday 8 Jan 2015	Revenue finance Interpreting financial data Improving competitiveness Financial management	Financial analysis: Society accounts	Case studies
Thursday 5 February	Working with clients Support styles Diagnostics and action plans Work agreements and contracts Client meetings Client feedback	Case studies	Financial analysis: CIC accounts
Thursday 5 March	Social enterprise development phases Pre-starts Start-ups Growth and sustainability	Case studies	Client case reviews
Thursday 16 April	Capital finance Types of capital Sources Community investment	Case studies	Financial analysis: Charity accounts
Thursday 14 May	Business development Viability of social enterprise proposals Business plans Sustainability strategies	Service reviews	Client case reviews
Thursday 11 June	Personal professional development Continuing professional development Review and improve own support practices	Personal reviews	Client case reviews

Please note: the programme contents is reviewed at the second workshop, based on a collective analysis of participants' personal development plans

ILM Level 5 Certificate in Social Enterprise Support Bristol October 2014 programme Enrolment form

Surname	
First name	
Organisation name (if applicable)	
Work address	
Postcode	
Telephone no.	
Email address	

Please indicate which of the following eligibility criteria you satisfy

Please contact Jim Brown at Baker Brown Associates for a pre-enrolment discussion about your eligibility for this programme:

jim.brown@bakerbrown.co.uk Telephone: 0117 9250824

I am currently working in the field of social enterprise and provide social enterprise support to clients	Yes		No	
Exemptions				
I have already achieved the ILM Understanding Social Enterprise award. (please state the name of the approved centre and date awarded)	Approved centre name:			
	Date:			

Fees: £1,800 plus VAT. A discount of 15% is available for participants who are self-financing or work for small organisations with an annual turnover below £100,000. (Tick the fee applies to you.)

£1,800 + VAT = £2,160.00

£1,530.00 + VAT = £1,836.00

Please state who invoices should be sent to (if not the same as above) (You will be invoiced for 50% in April 2013 and the remaining 50% in October 2013. Alternative payment plans can be negotiated)

Name	
Organisation name	
Address	
Postcode	

ILM Registration Details

The following details are required to register you as a candidate with the ILM. If you are successful, your certificate will be sent to your home address.

Home address	
Postcode	

DATE OF BIRTH	<input type="text"/>						
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GENDER	MALE <input type="checkbox"/>	FEMALE <input type="checkbox"/>
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Do you have a disability or health problem which affects your ability to carry out normal day to day activities?

Yes No Prefer not to say

Do you have any special learning support needs? (If yes, please describe below)

Yes No

To help us see how our Equal Opportunities policy is working, please tell us to which of these groups you belong:

Asian or Asian British

Indian Pakistani Bangladeshi Other

Black or Black British

African Caribbean Other

Mixed – White and

Black African Black Caribbean Asian Other

White

British Irish Other

Chinese Other

I would like to enrol on the Professional Development for Social Enterprise Advisers training programme in Bristol.

Signed	<input type="text"/>	Date	<input type="text"/>
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Send to: Baker Brown Associates, 31 Ambrose Road, Bristol BS8 4RJ
or email digital copy to jim.brown@bakerbrown.co.uk