

# Spin outs from the Statutory Sector



## Red Ochre's Social Enterprise Bootcamp

**Date: 8th and 9th May 2012**

**Venue: Red Ochre, CAN Mezzanine,  
49-51 East Road, London,  
N1 6AH**

This Bootcamp will concentrate on helping those seeking to “spin out” out of the statutory service to successfully create mutually owned and / or socially enterprising delivery units.

Throughout the country, many public sector teams, services and departments are considering whether to “spin out” and form social enterprises to carry out their services in new, innovative ways. There are demands to have a similar, or greater, level of service maintained from a lower cost base and not controlled directly by the local authority.

When the externalisation of services is executed effectively, with full consultation and on an appropriate model basis, social

enterprises have been shown to deliver excellent results, more reflective of the needs of society. Furthermore, as they are responsible for their own budgets, they often deliver at a lower cost than the equivalent council-operated department.

This Bootcamp will be an intensive, two day journey through the process of how to ensure that you make the journey a success.

**For more information:**  
telephone Claire on  
020 7250 8305 or  
email: [info@redochre.org.uk](mailto:info@redochre.org.uk)  
**To book visit:**  
[www.thebusinessbootcamp.org](http://www.thebusinessbootcamp.org)  
**Full price: £235+VAT**  
Early bird discounted tickets are  
available. Contact Carly on  
020 7679 4598 for your  
promotional code.





## Day One

09.30 - 10.00 **Breakfast and registration**

10.00 - 13.00 **Module 1 - Making the Business Case**

- Creating the vision.
- Understanding the business case and operational issues and turning them into a strategy.
- Articulating the rewards and benefits and getting employee buy-in.
- Creating a winning business plan.

13.00 - 14.00 **Lunch and an opportunity to present your spin out idea to other delegates.**

14.00 - 17.00 **Module 2 - Winning Skills**

- Build knowledge and improve marketing and sales skills.
- Increase your understanding of markets
- Develop a winning marketing strategy
- Develop different selling techniques
- Ensuring that you create and communicate with a supportive network of stakeholders.

## Day Two

09.30 - 10.00 **Module 3 - Governance**

- Understand and develop an effective governance structure.
- Obtain and retain stakeholder support.
- Improve protection and mitigate risks to yourself.

10.00 - 13.00 **Module 4 - Finance and funding**

- Understanding finance.
- Getting to grips with cash flow and its impact on operations.
- Sources of future finance to allow for growth and innovation.
- Ensuring that you succeed in securing the requisite resources.

13.00 - 14.00 **Lunch and networking opportunity**

14.00 - 15.30 **Module 5 - Legal issues**

- Understand the practical legal implications and requirements to make a successful transition to spin out.
- Understand TUPE, pensions, contracts, intellectual property, assets transfer and other relevant issues.

15.30 - 17.00 **Module 6 - Creating successful teams**

- Ensure that you have the skills and the support you need as you make the transition and grow.
- This includes employees, the Board, advisors and professional support.
- Taking on the leadership and motivational role.

17.00 - 18.30 **Module 7 - Operational issues**

- Creating and reporting efficiencies.
- Being innovative.
- Creating responsive change to meet market requirements.
- How to ensure customer engagement.

18.30 - 19.00 **Roundtable discussion**

- The mentoring offer.
- What happens next?

**Networking opportunity & farewell drinks.**

### WOW features:

- TimeBank offering free mentoring support from senior professionals
- CAN Mezzanine offering discounted hot desk space
- Social Enterprise UK offering discounted membership for a year

**CAN<sup>+</sup> Mezzanine**  
Great Offices for the Third Sector

- Access to Red Ochre's future workshops at a discount
- Joining the growing Bootcamp alumni with whom to network and collaborate

Contact Claire at Red Ochre for more details 0207 250 8305 or email [info@redoche.org.uk](mailto:info@redoche.org.uk)