



CEU is an established social enterprise working across the South West helping the third sector by providing support and development services, training, social accounting, consulting and research.

We have a strong ethical commitment to the values of the third sector, as well as broader principles of social justice and environmental sustainability. Our training events reflect these values and are firmly based in a practical knowledge of the issues in which we provide training.

TWO DAY COURSES

SOCIAL ACCOUNTING MASTER CLASS

Wednesday 23rd & Thursday 24th September

This is a two day intensive course for those who are looking at ways to evidence how their business meets their social, economic and environmental objectives as well as identifying ways to improve the organisation's performance. Introducing the tools of Social Accounting, like the Three Step Social Accounting Process and other top tips, this course is designed for those who wish to carry out Social Accounting within their own organisation or those wishing to facilitate the process within social economy organisations.

This session will cover:

- The Three Step Social Accounting Process
- The benefits & challenges of Social Accounting
- The Social Accounts Framework
- Social Auditing Options
- Examining Top Tips and Tools
- Looking at actual case studies



ONE DAY COURSES

MANAGING YOUR FINANCES

Thursday 26th November

Designed with limited companies (with or without charitable status) or charities (that are considering incorporating) in mind, this course is for both established organisations and for those setting up. It is aimed at 'non financial people', who want practical help to understand their accounts, manage their finances and be able to undertake financial reporting on behalf of their organisation.

By the end of the day participants will:

- Be more familiar with financial jargon
- Understand what reporting is needed
- Know how to go about setting up financial systems
- Be aware of some of the legislation surrounding finance and where to find more information
- Be able to prepare and use budgets and cashflow forecasts
- Understand the role of finances in project decision-making

INTRODUCTION TO SOCIAL ACCOUNTING

Thursday 10th December

Community organisations and enterprises work to achieve social, community and environmental benefit but reports for funders and financial accounting do not tell enough about the real impact on the community. Social accounting is a tried and successful method of keeping and using information to improve effectiveness, understanding and future performance.

The day covers:

- An introduction to social audit principles
- An outline of how to prepare and use social accounts
- The value and process of social audit
- A realistic view of its associated benefits and commitments



CEU BITE-SIZE COURSES - HALF DAY

About our Bite-size training courses....



We've all been on training courses where we felt that it could have been delivered more effectively in half the time and we would have gone away feeling energised and enthusiastic rather than drained!

Our Bite-size courses focus on the key topics of community enterprise providing an energetic and practical over-view which enables participants to find their way around subject matter with confidence and equips them to go further. We aim to continue the high quality of training that we provide on longer courses and to still include the benefits of interaction and exercises.

STARTING A COMMUNITY ENTERPRISE

Thursday 17th September Morning (10am to 1pm)

There are lots of reasons for someone or a group to decide to start a Community Enterprise. However, they all need careful thought and work to give the best chances of support and success. This course starts at the beginning and gives lots of practical advice and help towards setting up.

This session will cover:

- What is a community enterprise
- The benefits of community enterprise
- How to go about setting up
- The pros and cons of different legal structures
- Issues of ownership, organisation & management
- Further sources of help and support

VALUES, AIMS & OBJECTIVES

Thursday 17th September Afternoon (2pm to 5pm)

You need to know what you want to achieve and the principles that you will apply in getting there. It is the 'vision' of what you want to accomplish that motivates others to join and support you. It is not easy to write ideas on paper for others to see and understand but it is essential as the foundation for building a successful social enterprise.

This practical session will help you:

- Write vision and mission statements
- Compile your aims and objectives and make them SMART
- Learn how they fit into outputs and outcomes
- Look at examples of what others have used
- Know how to use them to plan and promote your community enterprise.

PROJECT PLANNING

Thursday 1st October Morning (10am to 1pm)

Setting up a community enterprise involves a lot of different issues and tasks to be completed. To make sure they are effectively and efficiently dealt with requires good structured planning. This session introduces procedures and tools to practically go about project planning for a community venture.

This session will cover:

- Setting up a Steering and Management group
- Leadership, responsibility and reporting
- Awareness of and management of stakeholders
- Tools for planning
- Working out the key stages and time scheduling
- Risk management and contingency planning



STAFF & VOLUNTEERS

Thursday 1st October Afternoon (2pm to 5pm)

Most community enterprises will use staff and volunteers and it is important to have an overview of the issues involved. These are not just the legal issues but importantly to be aware of good practice in recruitment, motivation and retention. After all it will be the people working in the enterprise who will be responsible for delivering its aims.

This session will cover:

- How to recruit staff and volunteers
- Using a recruitment procedure
- Appointment and induction good practices
- An outline of key legal issues
- Worker or employee?
- Retaining your staff and volunteers.

PROMOTING YOUR COMMUNITY ENTERPRISE

Thursday 15th October Morning (10am to 1pm)

Your enterprise needs to make sure it is known and respected. It needs to communicate what it provides, how it does it, what makes it distinctive from others, and to be seen positively. It must also work with others and be aware of the changing environment in which it operates. This session looks practically at how to go about these key tasks.

This session will cover:

- Costs and benefits of publicity
- How to promote your enterprise
- Writing and developing your marketing strategy
- Communicating with your stakeholders
- Networking good practice.

SECURING FUNDING

Thursday 15th October Afternoon (2pm to 5pm)

Funding is essential to setting up a successful community enterprise. Lack of funding, inappropriate funding for your purpose, or the wrong mix will lead to problems. This session looks at sources of funding, helps you understand the language and processes, and gives some practical hints as to how to be successful.

This session will cover:

- Terms and concepts of funding
- Diversification of income
- Key success factors in applying for funding
- Writing a funding strategy
- When, where and how to look for funding

MONITORING AND EVALUATION

Thursday 29th October Morning (10am to 1pm)

The questions arise: Are we doing any good? Can we do better? What can we learn from others? Should we look for some quality mark? How much time and cost should we put into monitoring and evaluation? This session helps you think about these issues.

This session will cover:

- The concept of monitoring and evaluation
- Setting realistic and easily measurable indicators to achieve outputs and outcomes
- How to implement a simple monitoring and evaluation system
- An overview of different systems and how to choose the right one for you
- Using best practice, kite marks, quality models of self assessment



BUSINESS PLANNING

Thursday 29th October Afternoon (2pm to 5pm)

This session looks at the business plan and how to write it. Good planning is the key to successful community enterprises and the plan has many important uses beyond those of raising money.

This session will cover:

- Why write a business plan?
- The structure, contents, and presentation of successful plans
- Showing you know the business, the market, the industry.
- Showing you know your strategy, have the right resources and that you can fly
- Writing the financial bits
- Pulling it all together for success
- Using the business plan to best effect

FINANCIAL MANAGEMENT

Thursday 12th November Morning (10am to 1pm)

If you know and understand the financial operation of your community enterprise then you can properly plan and control it.

This session will cover:

- Understanding the terminology and purposes of financial information
- Preparing and using a budget
- Forecasting income and expenditure
- The importance of monitoring cash flow
- Financial controls and managing risk

COSTING AND PRICING

Thursday 12th November Afternoon (2pm to 5pm)

In order for the community enterprise to be successful it must price goods or services at the right level, understand how costs arise and can be managed. Pricing and costing are essential to making a surplus from the trade.

This session will cover:

- How do we arrive at a price
- What are the costs of materials, wages and overheads
- Controlling costs
- Determining the break even point
- Using costs to make business decisions.

All courses are held at:

Fairspace, CEU Ltd, Garden Floor, Suite 1, 11-15 Dix's Field, Exeter, EX1 1QA



FAIRSPACE—our light, bright, training room is situated in the heart of Exeter City Centre. Fairspace is available for hire:

- Fair pricing and ethical practices.
- Flexibility to suit your needs.

Please visit our website for more details: www.ceultd.co.uk



PRICES & TERMS

TWO DAY & ONE DAY COURSES

SOCIAL AUDIT MASTER CLASS 23rd & 24th September

Please note the price includes: a copy of the social Accounting & Audit Manual & CD, and an evening meal on the first day of the course.

COURSE PRICE: £375 + VAT

MANAGING YOUR FINANCES 26th November

COURSE PRICE: £90 + VAT

INTRO TO SOCIAL ACCOUNTING 10th December

COURSE PRICE: £90 + VAT

- Early bird discount—get 5% off the course price if you pay in full one month before the course start date.
- All day courses run from: 10:00 to 16:00.
- Please note the day courses do not include lunch— you can bring your own lunch or buy lunch from Exeter City Centre, which is only a 5 min walk from our offices. Our staff will be more than happy to direct you!

BITESIZE TRAINING - HALF DAY COURSES

STARTING A COMMUNITY ENTERPRISE 17th September AM

VALUES, AIMS & OBJECTIVES 17th September PM

PROJECT PLANNING 1st October AM

STAFF & VOLUNTEERS 1st October PM

PROMOTING YOUR COMMUNITY ENTERPRISE 15th October AM

SECURING FUNDING 15th October PM

FINANCIAL MANAGEMENT 29th October AM

COSTING AND PRICING 29th October PM

BUSINESS PLANNING 12th November AM

MONITORING AND EVALUATION 12th November PM

COURSE PRICE: £50 each + VAT

- Block booking discount—Get 10% off if you book 6 or more Bite-size training courses!
- All Bite-size training sessions run from 10:00 to 13:00 or 14:00 to 17:00
- Please note the Bite-size courses do not include lunch— if you are booked on both a morning and afternoon session you can bring your own lunch or buy lunch from Exeter City Centre, which is only a 5 min walk from our offices. Our staff will be more than happy to direct you!

TERMS:

- We require a 50% deposit for your booking. Please note if you do cancel your attendance we will need 4 weeks notice for any deposit to be refunded, otherwise your 50% deposit will become non-returnable.
- Full payment must be received two weeks before the course start date.
- Places are offered on a first come first serve basis.

BOOKING FORM

A 50% deposit is required to book a place on the course. Full payment must then be received two weeks before the course starts.

Please reserve me places on the course

on the (date)

I enclose my cheque for the sum of £ Please make cheques payable to "Community Enterprise Unit Ltd"

Please issue me a receipt/ I do not require a receipt (delete as appropriate)
Please note: receipts will be handed out on the day of your attendance.

Please tell us if you have any special needs

Your name

Name of organisation

What is the structure of your organisation? (please tick)

Charity Company limited by guarantee CIC Other Please specify

Address

Contact Tel Email

Please tick this box if you are happy for us to keep your details and send you information in the future

Please return this slip to:

Office Coordinator,
CEU Ltd, Garden Floor, Suite 1, 11-15 Dix's Field, Exeter, EX1 1QA
Email ceu@ceultd.co.uk Fax to 01392 666288 or Tel 01392 666281.

