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WE'VE GOT IT COVERED!

Every major local authority in the West Midlands now has it's own nominated Social Value Champion - we're looking to expand the network further.



A Vanguard for **SOCIAL VALUE**



I am delighted to see the growing interest that has been created within public bodies, private businesses, voluntary organisations and social enterprises since the Social Value Act was rolled out only ten months ago.

There is a great deal of optimism about the potential of this act to not only improve the quality of public services, but also create a more dynamic and innovative commissioning structure.

In response to this interest, a number of steps have been taken to support the implementation of the act. One of the most impressive has been the creation of the West Midlands Social Value Champions Network, supported by Social Enterprise West Midlands, which I was pleased to meet with recently.

In April, Birmingham City Council adopted a new Social Value Policy which will commit the council to applying the Social Value Act across all of its procurement – both services and goods.

It will also apply the legislation to all contract values, not just those above the EU procurement threshold. This will mean procurement spend of over £1bn a year. I believe this will ensure that the West Midlands remains one of the regional vanguards for social value.

This followed a decision by Liverpool City Council to set up a social value taskforce to ensure that the act is used by commissioners. This is another example of the positive action which local authorities can take to support this legislation and ensure maximum benefit for their communities.

However, it is still early days for the Social Value Act. As the Minister for Civil Society said during the debate on the act, this is merely the first step on a long journey to create a smarter and more sustainable form of commissioning.

The act will require patience, both from commissioners and from communities, so that it has the chance to embed into the processes of each public body and adapt itself to local circumstances.

I will be continuing to go around the country to raise awareness of the act and encourage public bodies to adopt its principles. To demonstrate the success of the act, I would be grateful if you could support me by forwarding case studies to me.

This is why the Social Value Champions initiative is so important. It enables the pooling of case studies as well as highlighting the challenges being faced on the ground. I hope other regions will learn from this example but, in the meantime, I will continue to support this initiative as best as I can.

Chris White MP for
Warwick and Leamington



A journey **NOT A DESTINATION**



Well, a lot has happened since our last Social Value E-Zine.

The agenda continues to gather momentum here in the West Midlands. Our Social Value Conference demonstrated just that, when over 300 delegates turned out to hear more about the opportunities that the act presents for our region

If you missed it, then check out our **highlights video** to hear our Social Value Champions saying how and where they see social value potential.

We are delighted to be sharing even more Social Value in Action case studies in this ezine, building on the ten already covered in our **first two issues**. As the first anniversary approaches there is still much to do.

I often get asked whether I think that 'social value' will be another flash in the pan - an ideal of the moment - that will simply be replaced by another concept or more pressing issue.

My answer is delivered without hesitation. The economic crisis has delivered a new awareness about the ethical, responsible and sustainable use of public money. For this reason alone, I am convinced social value is here to stay.

Melanie Mills, Chief Executive, Social Enterprise West Midlands
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Champions **HAVE IT COVERED**

We're delighted to announce that three more local authorities have signed up to the Social Value Champions Network – Telford & Wrekin Council, Dudley Metropolitan Borough Council and Birmingham City Council. This means that every major local authority in the West Midlands now has a nominated Champion, which is great news.

"Our aim as a co-operative council is to put the community at the heart of what we do. As the Social Value Champion, I'm supporting commissioners to consider the many ways in which we can look to build on our current practices to decrease worklessness, work more effectively with community organisations, and get the most for the local £".

Telford & Wrekin Council

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"I am looking forward to getting involved in social value considerations from a procurement perspective on behalf of Dudley MBC. In particular, the sharing of knowledge with other local authorities which will assist in achieving best practice and furthermore provide benefits for the local community".

Dudley Council

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Birmingham City Council

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WE ARE THE CHAMPIONS

Meet the full team of Social Value Champions who are dedicated to making social value a reality.



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Social value **WITH BITE**

Less than 12 months since the launch of the Social Value Champions Network, there's now a champion in every County and Metropolitan Council in the West Midlands. Here Melanie Mills, SEWM Chief Executive, explains how the network is set to grow and grow.



Forming the Social Value Champions Network

They say to win a war you need an army and, for sure, the challenge is how to get enough support to make a difference.

Just before the Social Value Act became law in January 2013 I was invited to present to the Heads of Strategic Procurement Group. If I am honest I thought I would get quite a hard time what with all the other priorities and huge cost savings that local authorities are required to make. So, imagine my surprise when I met a group of engaged, well informed and open individuals who were all eager to do more. A match made in heaven perhaps?

The act presents one major opportunity: its lack of prescription allows commissioners and procurers to have the flexibility to create intelligent solutions. The biggest challenge, however, is a lack of working processes or good practice examples.

We certainly had one shared objective - to learn more together. In an ever decreasing circle of time and resources we all believed there was a benefit in not reinventing the wheel, sharing successes and collaborative problem sharing.

The act had its making in the Midlands and, with all the economic challenges our region faces, getting the most for every public pound spent is in all of our interests.

And so the Social Value Champions Network was born. Getting your first champion is always the biggest challenge and I am grateful to Ian Simpson, Head of Procurement for Staffordshire County Council for being first, closely followed by Coventry, Solihull, Warwickshire and Worcestershire.

I am delighted we now have a Local Authority Social Value Champion in every County and Metropolitan Council in the West Midlands and that you can find their details here in our E-Zine.



The commitment

We started with our big Social Value Conference in June this year which saw over 300 delegates. We were proud to be able to invite and introduce our Social Value Champions to the audience, increasing access to and awareness of those working to make this agenda live.

We have now published three Social Value E-Zines sharing case studies, tool kits and best practice, to break down barriers and show how the act can be implemented practically. Our aim is to be a central repository for this information so we can encourage other public spending bodies to learn from others actions.

We held our first Social Value Champions Network meeting and invited Chris White MP for Warwick and Leamington to attend. We wanted to share the progress to date as well as raise some challenges and ask for these to be taken back to other public departments for process consideration. For the network to really work we need to have recourse at both ends of the cycle with policy and decision makers and implementers.

WHAT'S NEXT?

What's next?

Our objective is to expand the network and this is how we plan to do it:

- **Commissioners** – at our next Local Authority Social Value Champions Network meeting each champion has agreed to bring along at least one commissioner to the session. This will double our network.
- **District Councils** – working in partnership with Improvement and Efficiency West Midlands, we aim to engage and encourage district councils to use their more local buying power to serve and support the principles of the act.
- **Health** – this provides the next real opportunity for Social Value creation and we aim to have a Social Value Champion in each of the six West Midlands Clinical Commissioning Groups.
- **LEPs** – we co-ordinated the delivery of the **West Midlands Way**, outlining the economic case for LEPs to support social enterprise, social value and social inclusion. Considerable public funds will start to flow through LEPs and, of course, this money will be subject to the Social Value Act too. So, finding champions in the LEPs will be our next challenge.

The key learning from this piece of work is that all our champions believe there is much more opportunity than that laid down in the text. They believe that the sentiment of the act - supporting the local economy, local residents, commissioning innovative and creative service and product solutions, whilst getting the best return for every £ - is a given.

The most common cry I hear is that the Social Value Act has not got enough teeth! In the West Midlands we strongly believe that the teeth the act has are those that we have put there. The opportunity presented by the act is one we are all determined to make the most of.

Watch this space for more about our collective bite!!

For more information contact:

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Social value in action

WHAT'S THE VALUE OF SOCIAL VALUE?

Three years since a pilot project was launched with local voluntary organisations, Worcestershire County Council is discovering the true value of social value.



SOCIAL VALUE

Putting The Act Into Practice



Social Return on Investment (SROI) measures change in ways that are relevant to the people or organisations that experience or contribute to it. It enables people to capture the full picture of how change is being created by measuring social, environmental and economic outcomes and uses monetary values to represent them.

Worcestershire County Council champions social value and recognises the added value voluntary organisations and small community groups yield, often with very small grants, as well as through larger contractual arrangements.

Many of these additional outcomes are the softer ones and also the secondary benefits to family and carers. Measuring these outcomes can be a challenge and, therefore, remain anecdotal.

However, in these challenging economic times, it is increasingly important to understand the true value of investment and the difference it makes – effectively the 'so what' question.

Three years ago, the council undertook a pilot project in partnership with a small number of voluntary organisations. The aim was to develop a user friendly way of measuring Social Return on Investment. The project focused on developing a toolkit that would be accessible to all VCSE organisations in Worcestershire, irrespective of size and resource - quite a challenge given the complexity of the subject!

The project evolved over two phases and provided key learning around the following points:

- A shared language is essential between commissioners, funders and providers.
- Understanding outcomes versus outputs is required prior to engaging in SROI.
- Proxy values are hard to identify!
- Organisations who engage with it have increased confidence in reporting their worth in funding applications.

A toolkit is now available to VCSE organisations in Worcestershire and many are able to undertake a measurement simply by following the step by step guide which accompanies it.

Additional support is available via the Changing Futures Fund which provides a range of support packages including one devoted to this.

Currently, the toolkit is applied by commissioners to some contracts as a monitoring requirement. Training has been provided to the Joint Commissioning Unit and guidance developed to support staff in how to apply social value to the commissioning process. More and more organisations are measuring the value of social value.

For more information contact:

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Social value in action

A NEW APPROACH IN SHROPSHIRE

Shropshire Council is becoming a 'commissioning' council, working closely with communities to find out what's important to them, and looking to make sure services meet local needs.



Deriving social value is at the heart of this local commissioning approach. The council is looking to ensure that services better complement what is already happening in each community and that the best placed people are providing these services to achieve the best outcomes. Services are custom-built, as far as possible, to each community's needs.

This approach should also ensure that the maximum social value is being achieved through what is commissioned and procured for that community.

It involves working with town or parish councils, voluntary and community groups, organisations providing services and everyone living and working in the local communities. Statistical data, financial information and people's real-life stories will be used to find out what goes on in an area, how much time, effort and money is being spent, what is important to the people who live there, and what currently works and doesn't work.

The council will also look at what it's like for customers using services in the area and whether time and money are being used in the best way to deliver these services or whether improvements could be made. This helps to identify what is real social value for that community.

Local Shropshire councillors, organisations and individuals involved in all aspects of each community will be called upon to share information and ideas for working together to get the most out of the expertise, funds and resources in each area.

The council recognises that things cannot stay the same if it is to maintain the quality of services for people in Shropshire. This new approach means it can face the challenges of the current and future economic climate, as well as the increasing demand in the future from a growing number of people. It also means that residents and visitors can continue to benefit from good services.

By looking at new ways of working and making changes based on this work, the council aims to make sure that different organisations in each area work better together, that services don't cost more than they should, that they are delivered by the best people to do the job and that they support local jobs and economic vitality. In this way, it is delivering real social value.

For more information contact:
Shropshire Council
www.shropshire.gov.uk



Social value in action

SOCIAL MANUFACTURING - A NEW WAY FOR DELIVERY

Having given new hope for the future to former Remploy workers with the launch of a new social enterprise, David Wells is now looking to set up the first Social Manufacturing Consortium to deliver exceptional service and quality whilst providing even more work opportunities for those disadvantaged in the labour market.

Ex Remploy Manager, David, founded Ayudante CIC in the former Wedgwood building in King Street, Longton to offer jobs, training and work placements to local people who are facing barriers to employment, such as disability or age.

The majority of employees and individuals on work placements at Ayudante used to work at Remploy. Like David himself, they found themselves out of work when the Government's factories closed in December 2012.



The community interest company is working to build up a wide client base, offering a range of sub-contract manufacturing activities including assembly, kitting and packing for businesses of all sizes across the country, such as Karbon Kinetics Ltd.

Dan Parsons, UK Commercial Manager from Karbon Kinetics said: "We are delighted to be associated with Ayudante CIC as David and his team continue the excellent business service and competitive pricing that we knew from Remploy."

Ayudante comes from the Spanish translation for helper or aide and it is this desire to collaborate and work together that has inspired the creation of the first social manufacturing consortium. Working with Social Enterprise West Midlands, David was introduced to Birmingham-based **BITA Pathways** and **Colebridge Enterprises**, plus Task Works CIC in Burton-on-Trent. Between them, the three social enterprises provide learning, training and employment for adults with a learning, physical disability or mental health challenges.

Melanie Mills Chief Executive of SEWM said: "We are keen to challenge the preconceptions that social enterprises can work only in sectors such as health and social care or in community service delivery. Social enterprises can trade in the same way as any business providing they have a service or product of market quality and price. We are delighted to support the consortium so they can deliver bigger contracts and demonstrate that work delivered through social enterprises can deliver additional social value through the people it employs as well as delivering good business service."

David said: "It was an ambition of mine to set up Ayudante to provide local employment and work experience opportunities to disadvantaged people to support them into employment. Finding that there are other organisations across the West Midlands with similar skills and ethos further drives me to scale up and grow the business."

For more information contact:

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Photo: Mike Penning, Minister for Disability (left) with David Wells from Ayudante (centre) and Dan Parsons (right) from Karbon Kinetics Ltd

Social value in action

BUSINESSES SIGN UP TO CHARTER

Businesses have already begun signing up to the Birmingham Business Charter for Social Responsibility. Although it's early days, the response so far shows that businesses understand the benefits to themselves, their employees and the local community.



The Charter is Birmingham City Council's (BCC) response to the Social Value Act and is part of the council's Social Value policy.

It's a set of guiding principles which aim to boost the local economy through support to the local supply chain, creation of job opportunities and ensuring employees are paid a fair wage.

The aim is to maximise the social value the council obtains from its £1billion purchasing power and make that money work as hard as possible for the economic, social and environmental benefit of Birmingham's citizens.

As well as adhering to the principles itself, Birmingham City Council is inviting its contracted suppliers, the wider business community, other public sector bodies including schools and third sector organisations, as well as grant recipients, to adopt them too.

BIRMINGHAM BUSINESS CHARTER

Those signing up to the charter have agreed to the following:

- **Local Employment:** to create employment and training opportunities for local people, especially in target areas
- **Buy Birmingham First:** to take account of the social and economic impacts of buying locally when commissioning and contracting, thereby reducing unemployment and raising the skill level of the local workforce. Businesses will be expected to advertise their contract opportunities on the council's supplier portal **Finditinbirmingham** for local suppliers to bid for.
- **Partners in Communities:** to play an active role in the local community and community support organisations, especially in those areas with the greatest need.
- **Good Employer:** to support staff development and welfare and adopt the Birmingham Living Wage within their own organisation and within their supply chain.
- **Green and Sustainable:** to commit to protecting the environment, minimising waste and energy consumption and using other resources efficiently. These commitments will also apply to their supply chain.
- **Ethical Procurement:** to commit to employing the highest ethical standards in their own operations and those within their supply chain.

Awareness sessions for businesses who wish to find out more about the charter, and what it means to them, are currently being held at Finditinbirmingham breakfast meetings.

For more information contact:

Birmingham City Council, www.birmingham.gov.uk

Finditinbirmingham, www.finditinbirmingham.com

Social value in action

SOCIAL VALUE HOTS UP

Staffordshire Fire and Rescue Service is the first fire service in the West Midlands to really embrace social value, with the launch of a community interest company which is helping communities stay safer across the county.



Today, the work of a fire and rescue service is about much more than just responding to fires and other emergencies. Community fire stations are designed to become focal points for the whole community with facilities which local people can use and initiatives which promote community safety.

To help explore new and innovative ways to meet today's challenges of engaging with local communities, Staffordshire Fire and Rescue Service partnered with **Groundwork West Midlands** and private sector company Fire Support to create Staffordshire Safer Communities CIC.

Its aim is to maximise the social value of the community fire stations in Staffordshire by developing and supporting initiatives which will help communities to be safer and healthier.

Since its launch, the CIC has championed a range of initiatives including the introduction of a Safer Communities Pledge. Community groups who sign up to the pledge agree to give a little back in return for using community fire station facilities for free.

A Safer Communities Timebank has also been launched which encourages local people to give their time to others - and to get it back in return.

Other projects include encouraging young people off the streets and into sport, and a youth-led media project to halt the increase in small fires.

Staffordshire Fire and Rescue Service is at the forefront of fire services in this country as was evidenced when it became a social innovation partner with Social Enterprise West Midlands.

This partnership has led to the service completing SEWM's social diagnostic process. As a result, it has been able to identify how best to get social value accepted within the fire service and to draw on SEWM's expertise to guide it in the right direction.

Nevil Williams, Procurement Officer for Staffordshire Fire and Rescue said: "The social value diagnostic work that we have done with SEWM has helped us to turn intangible intention into tangible action.

"It has helped our organisation to form a plan of next steps working with members from across the service. Now we are in a position to decide the best way forward."

For more information contact:

Nevil Williams,

Procurement Officer for Staffordshire Fire and Rescue

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HEALTH & WELLBEING NETWORK LAUNCH

26th November 2013, 2:30pm-5:30pm
Portway Lifestyle Centre, Oldbury

Social Enterprise West Midlands are running this free event to bring together organisations working in the social care, health and wellbeing sector. Sponsored by Sandwell Leisure Trust and Citizen Coaching, the event will feature key speakers and sector exhibitors.

SEWM see clear social value opportunities in the health and wellbeing sector. This will be the first in a series of sector specific events being launched in Spring 2014 with a Social Value Conference and a Meet the Buyer regional event. The aim of the event is to provide key networking opportunities for groups to see what the market can achieve through collaboration.

The event will be of interest to:

Social Enterprises | VCS Organisations | Clinical Commissioning Groups | Local Authorities | Healthwatch Organisations | GPs | Public Health | Social Care Businesses

Speakers

- Melanie Mills, SEWM CEO
- Paul Slater, Sandwell Leisure Trust CEO
- Martin Hogg, Citizen Coaching CEO
- Nick Hands, Malvern Outdoor Elements Director

Booking

To book your free place to attend visit:

www.socialenterprisewm.org.uk/events/

Exhibitor Opportunities

There are free exhibitor spaces available to those organisations working directly in the health and wellbeing sector. To enquire about exhibiting email:

info@socialenterprisewm.org.uk





Festive launch FOR DIGBETH QUARTER

Something amazing is happening in Digbeth!
It has the largest concentration of social enterprises in
the country and The Digbeth Social Enterprise Quarter
has been created as a result.

There are close to 50 social businesses of all sizes, operating in a broad range of sectors, employing around 750 people and with a combined turnover of approximately £20 million.

The Quarter has hugely benefited from the support of Sir Albert Bore, Leader of Birmingham City Council, who chairs the Digbeth Social Enterprise Quarter (DSEQ) Development Board. This comprises local leaders of social enterprises, Digbeth Residents' Association, social enterprise support agencies, funders and academic institutions.

The potential social value created within Digbeth is considerable both in terms of economic development, environmental improvements and social issues addressed. Social enterprises in the Quarter have already observed increased trading, increased employment opportunities and business growth facilitated by Digbeth Social Enterprise Network, created by the Quarter.

The Quarter is being formally launched on 12th December at 11am with a Social Enterprise Christmas Market and Themed Social Enterprise Walks. Visit www.i-se.co.uk to book places.



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Our business is social enterprise

Social Enterprise West Midlands provides information, resources, networking events and a range of other services for anyone interested in starting, developing, or doing business with social enterprises.

Choose your level

There are five levels of membership to choose from each designed to offer a range of benefits depending on your level of involvement in social enterprise.

Apply online



You can apply for membership on our website. It only takes a few minutes at:

www.socialenterprisewm.org.uk/join

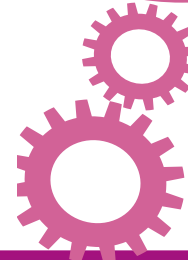
Contact us

More information or questions?



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 [@_SEWM](https://twitter.com/_SEWM)



Social Value Diagnostic

Social Enterprise – Social Value Act ‘Diagnostic’

The new ‘Social Value Act’ requires businesses utilising public money to consider how they will embed ‘social value’ in their commissioning and procurement processes. It is also crucial for suppliers to organisations such as Housing Associations and Local Authorities to understand the Act and the social value they can contribute. Having this knowledge will help with successful tendering and winning new business.

Our Social Value Diagnostic will help unlock opportunities for enterprises arising through the new approach to procurement being driven by the Social Value Act.

We will help you to identify what ‘social value’ means in the context of your organisation. This will be fundamental to any commissioning and procurement changes introduced as a result of the Act and help you to be prepared for its future implications.

Social Enterprise West Midlands can work with you to develop the measurements which will capture the social value you have created. To assist your organisation to successfully demonstrate to all stakeholders the additional social or community assets that your enterprise can help bring about.

Be ahead of the game!



The Social Value Act - are you ready?

The implementation of the Social Value Act now means commissioners will be required to consider how the services they purchase could improve social, economic, and environmental well-being of their communities. There is now a statutory requirement for Councils, Housing Associations and other public bodies to look at the social benefits of what they and their commercial partners are trying to achieve.

Do you need help to be ready?

SEWM are acknowledged experts and can help your organisation to identify the impact of the act within your current contract portfolio. We can assist in understanding the concept of ‘social value’ and help you to develop recommendations to generate opportunities for additional benefits in your local communities.

“A real opportunity to challenge existing processes and get increased value for money through the power of organisational spend”

If you would like more information and to discuss how SEWM’s ConsultantSe services can help you please contact Sallie Ryan.

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