

**Venue**

Bates Wells Braithwaite  
10 Queen Street Place  
London EC4R 1BE

**Timings**

09.30 Arrivals and Coffee  
10.00 Meeting start  
16.30 Meeting close

**SUMMARY**

- This one-day seminar is for social enterprises that are looking to expand and / or diversify to ensure long-term sustainability and success in public service markets
- The content has been developed with the input of CEOs and business development directors from our E3M members which makes it both relevant and full of insight
- We aim to provide inspiration with stories of what is possible and give some much-needed insight and lessons learned using experience from the social enterprise leaders
- The programme includes opportunities for Q&A, group discussion as well as networking with peers and experts

**PROGRAMME**

*Each section will be followed by Q&A with delegates*

**10.00 Welcome & Introduction**

Jonathan Bland, Social Business International  
Welcome from Bates Wells Braithwaite

**10.15 1. Strategies for Growth**

Identifying and moving into new markets: building a pipeline, targeting investment, entry and expansion through acquisitions. The case studies will look at how these social enterprises developed strategies to respond to market changes as well as new opportunities in order to build a sustainable business and thus deepen their impact.

Social Enterprise Perspectives

**London Early Years Foundation** - Louise Cooper, Director of Business Development  
**Care and Share Associates (CASA)** - Dr Guy Turnbull, Chief Executive

*Followed by comments from our Experts Panel*

**11.15 Break****11.30 2. What Commissioners are looking for**

Public service commissioning in the current context: what commissioners are looking for in suppliers and partners, and how this relates to social value. The two local authority commissioners will share their vision for transformational change as austerity continues to bite and give practical examples of what they're doing.

Commissioners

**London Borough of Sutton** - Jessica Crowe, Executive Head - Customers Commissioning & Governance

**Suffolk County Council** - Richard Selwyn, Assistant Director Commissioning - Children and Young People's Services

*Followed by comments from our Social Enterprise Leaders Panel*

**12.15 3. Getting to scale - money**

A look at different financing mechanisms such as payments by results and pricing for risk. Social enterprises need to carefully consider how the finance is structured in public service contracts in order to facilitate business growth.

E3M Partner Perspectives

**Bates Wells Braithwaite** – Luke Fletcher, Partner  
**RSM** – Keith Ward, Consulting Director

Case Study: Family Action

**Social & Sustainable Capital** - Vinay Nair, Director of Business Development  
**Family Action** - David Holmes CBE, Chief Executive

*Followed by comments from our Social Enterprise Leaders Panel*

**13.15 Lunch & Networking**

**14.00 4. Getting to scale – models**

Two exciting examples of how social enterprises are making waves in public service markets by creating SPVs and cross sector bidding consortia to increase business success and impact.

**Purple Futures** is a partnership that was selected as Preferred Bidder to provide probation and rehabilitation services across six locations in England as part of the Transforming Rehabilitation programme.

The **Health and Wellbeing Partnership** brings together leading social enterprises delivering health and social care (including three E3M members) to create a 'pathfinding partnership' and pioneer a new model to open up commissioning opportunities.

Social Enterprise Perspectives

**P3 & Purple Futures** - Mark Simms, Chief Executive  
**Social adVentures & Health and Wellbeing LLP** - Scott Darraugh, Chief Executive

*Followed by comments from our Experts Panel*

**15.00 Break**

**15.15 Competing and collaborating with the private sector: social primes**

What are the possibilities for social enterprises to take the lead in large-scale public services contracts? This section looks at two examples of where this has been, and will be, possible and is followed by expert commentary and a discussion looking at opportunities and barriers.

Social Enterprise Perspectives:

**The Wise Group** - Cherri Blisset, Director  
**Catch 22 – Public Services Lab** - Madeleine Anderson – Head of Social Enterprise, Catch 22 & Christine Chang – Senior Investment Director, Big Society Capital

Expert Commentary:

**Bates Wells Braithwaite** - David Hunter, Consultant

*Followed by panel discussion*

**16.25 Conclusions from the day**

**16.30 End**

*\*Programme may be subject to change*