

Plymouth: UK's First Social Enterprise City

Gareth Hart

Chair - Plymouth Social Enterprise Network



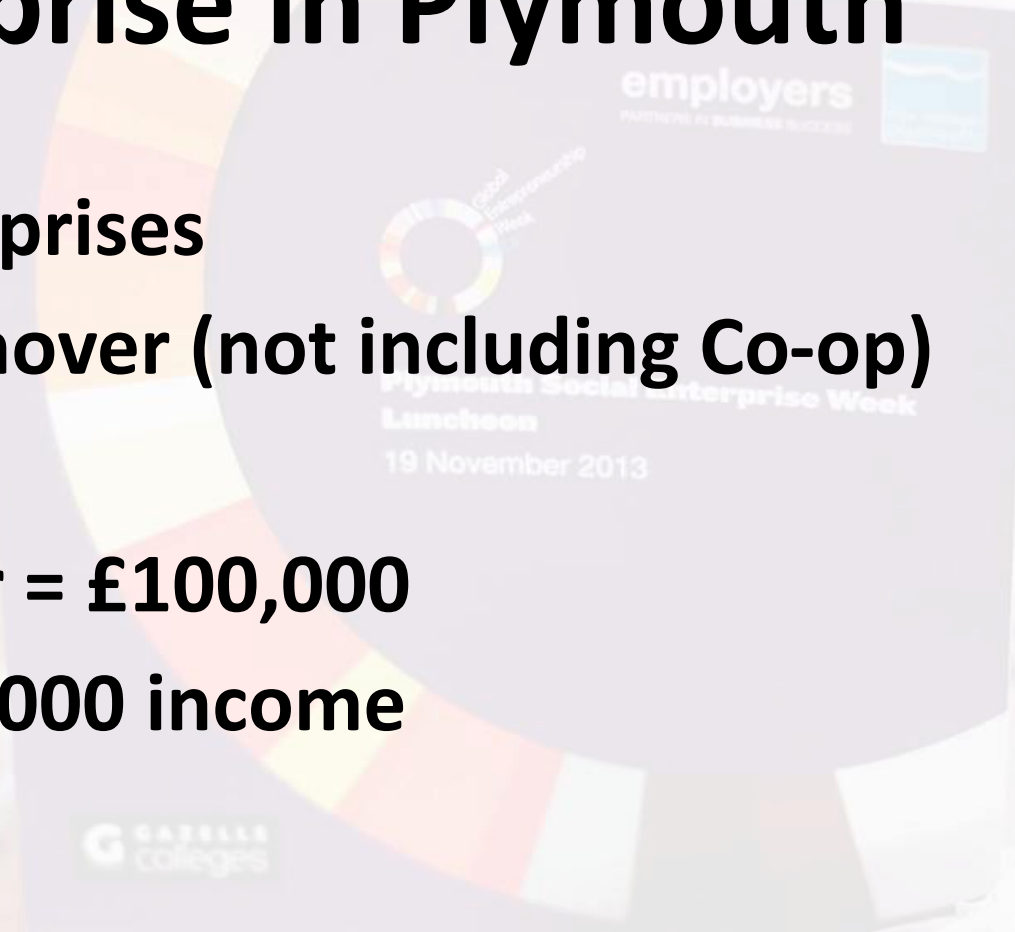


Introductions

- About me
- Aim: better understanding of Plymouth as a Social Enterprise City
- Successes
- Challenges
- Aspirations
- Social Value

Social Enterprise in Plymouth

- c150 social enterprises
- £500 million turnover (not including Co-op)
- 7,000 jobs
- Median turnover = £100,000
- 1 in 3 under £50,000 income



Social Enterprises in Plymouth

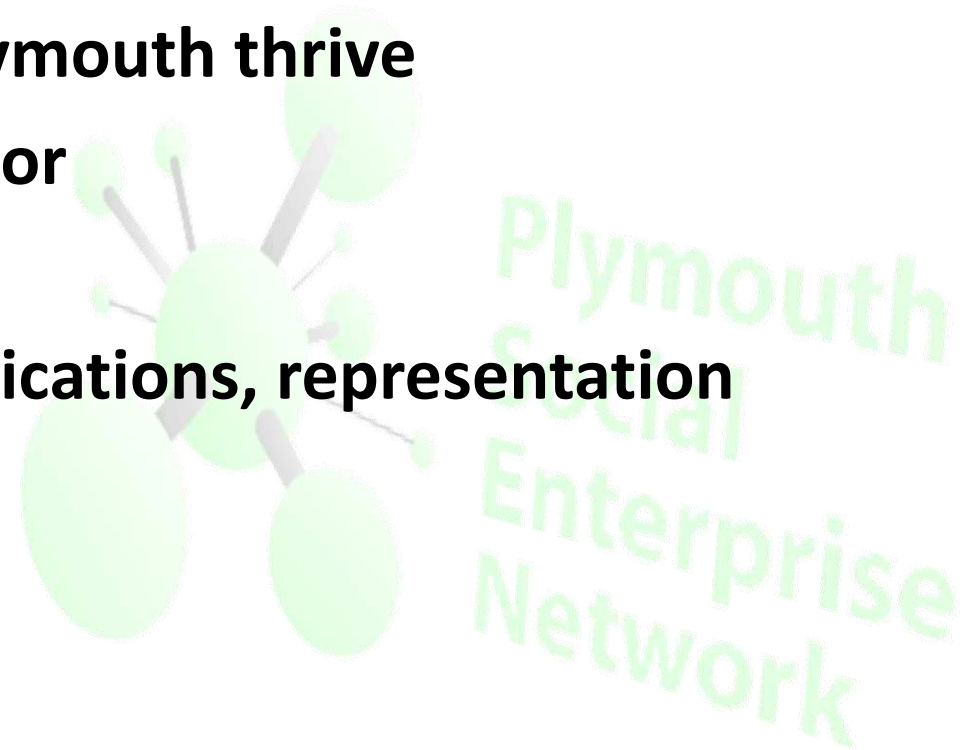


Business advice with a different perspective



About Plymouth Social Enterprise Network

- Independent, membership organization
- Started 2009, constituted 2011
- Vision: that social enterprises in Plymouth thrive
- Focal point of social enterprise sector
- Market-place/market-making
- Collaboration, commerce, communications, representation
- 120 members



Building a Social Enterprise City

2008-2011
Development
of network

Nov 2011
Social
Enterprise
Trade Fair

May 2012
RSA debate:
Social
Enterprise
City, How,
What, Why?

Nov 2012
Week-long
festival,
Directory
published

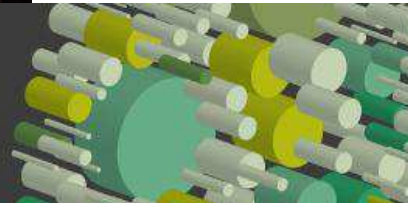
Sept 2013
Announced
as first
Social
Enterprise
City



Successes



Social Enterprise City —
Festival of Social Enterprise 2013



Massachusetts Chapter
social enterprise alliance
Where mission meets the marketplace.

THE
Herald
THE VOICE OF PLYMOUTH

Challenges

- **Economic impact – evidence**
- **Local Enterprise Partnership/City Deal**
- **Public engagement**
- **Social Value Act**
- **Doesn't bring any resources**
- **Scaling social enterprises (the hourglass effect)**

Where next...

- Embedding Social Value Act in commissioning and procurement
- Develop international links
- More public engagement activities
- Grow/enhance the network
- Targeted business advice
- Embed in schools and with young people
- Buy Social Guide to Plymouth
- Better economic impact evidence

A high street revolution!





Thank you

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Any questions?