

**Your topic:** Purpose of the Assessment The purpose of this assignment is to demonstrate an understanding of the third sector through an analysis of organisations which are operating in the sector. .... The task Compare and contrast examples of 2 social enterprises which operate in the same industry, or address a similar social problem .Use this structure and include the following in your analysis, the total word count is 3000 words: Part 1 500 words: The wider context to show how Social Enterprise fits within the third sector – using your reading and your understanding of the role and purpose of social enterprises Part 2 1000 words: An analysis of need and the role of values in social enterprise creation – explain how social enterprises are created and designed to address social problems and how this works in practice in relation to your chosen enterprises Part 3 1000 words: Identify and evaluate sources of finance and funding and consider the impact of legal structures – show how your chosen social enterprises operate and how they manage to create social value Part 4 500 words: Social Entrepreneur – discuss the impact and the role of the social entrepreneur at the centre of the organisations. Consider your own skills and areas of interest and the extent to which you have the propensity to become a change maker

Requirements and components of the task: • Choose the social enterprises carefully – too big and it is difficult to address all the question areas, too small and it may be difficult to obtain the necessary information. • You are required to apply the models and theories covered in the lectures and the directed reading to your work. • Your report should be in Business English. The report style and quality should be appropriate for an employer. So punctuation, grammar and spelling are important and should be accurate and your work should be clearly presented. • All information used to support your report must be referenced using the Harvard referencing system. • Do not copy directly from any sources without referencing them - University rules regarding plagiarism must be adhered to • Do Not use Wikipedia – it is not a reliable source Please use this recommended books and websites listed below. There should be page number in in-text citation. NO Copy and Pasting. Social enterprise: developing sustainable businesses - Martin, Frank, Thompson, Marcus 2010 Social entrepreneurship: a skills approach - Gunn, Robert, Durkin, Chris 2010 Social enterprise: accountability and evaluation around the world - Denny, Simon, Seddon, Frederick A. Understanding social enterprise: theory & practice - Ridley-Duff, Rory, Bull, Mike 2011 Effectual entrepreneurship - Read, Stuart 2011 Critical thinking skills: developing effective analysis and argument - Cottrell, Stella 2011 Ashoka United Kingdom Co-production in public services: Power to the people Networks: a social marketing tool - Jose M. Barrutia 2013

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Social Enterprises – Chrysalis Consortium Ltd & Hill Holt Wood

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# Social Enterprises

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*Chrysalis Consortium Ltd & Hill Holt  
Wood*

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## **1. Introduction**

The research paper is divided into four different parts that aims to evaluate the concept and role of social enterprises as third sector of business and community. These tasks aim to evaluate the role and purpose of social enterprises in the society. Whereas, it intent to analyse two different social enterprises based in the UK in regards of their finance and funding sources and their impact on legal structure. The last task is based on social entrepreneur and change management plan to implement as entrepreneur to increase their working area in the society.

### **Part 1**

#### **Social Enterprise as Third Sector**

Social enterprises have founded from and within of the social economy area, which lies between the business sector and the nation, it is generally taken as third sector or non-profit organisation in business apart from public and private sector. In spite the fact, particular organisational structures that social enterprises rely on upon the current legitimate systems, on the political economy of welfare procurement and on the social and chronicled conventions of non-profit advancement in every nation. Subsequently, the social enterprise part today incorporates both working structures of companies and tradition third sector companies re-moulded by another entrepreneurial element (Defourny, et al., 2014).

The concept of social enterprises is an idea that does not aims to replace ideas of the non-profit sector or social economy. It is proposed to link these two ideas, by concentrating on new entrepreneurial flow of municipal activities that seek after social points. Social enterprises are associations that take diverse legal initiatives along with their innovative ideas to develop the society to seek after both social and financial objectives with an entrepreneurial essence. Social

enterprises generally participate in conveyance of social management and economic goals by means of different non-social elements, people and organisations regardless of their working range for instance urban or rural regions. Social enterprises are likewise developing in the procurement of community services, incorporating into the education, social and natural sectors respectively (Defourny, 2014).

### **Role and Purpose**

The development of social enterprises, and the purpose of services they deliver, has developed against the institutional scenery of welfare states changes towards a mixed economy of private, public and third area suppliers. In this structure, social enterprises have developed as a successful apparatus to convey planning goals in two key ranges of social and financial approach: service conveyance and social incorporation (Defourny, 2014).

### ***Service Transmission***

Social enterprises may work in the procurement of welfare management to particular community of people or within spatially characterised group. The participatory way of social enterprises presents unmistakable focal points in its ability to connect with stakeholder in the outline and conveyance of services contribute non-financial assets, distinguish services in service procurement and leading new services prompting social attachment (Alcock & Kendall, 2011).

### ***Social Integration***

The current working pattern of social enterprises encourage social integration by means of workforce joining of minimised individuals that is long term unemployed, crippled, minorities, and others by consolidating preparing and abilities improvement through brief and lasting occupation in a business with social dimension that exchanges the business sector.

While service transmission and social integration maintain its position as predominant methods of reasoning for backing to social enterprise advancement, an empowering domain for social enterprises can be used or characterise as a practical tool to ingrate common society engagement in the outline and conveyance of services (Alcock & Kendall, 2011).

### ***Civil Society Improvement***

Social enterprises can strengthen financial related, legal, and ethical sustainability of common society activities went for supporting impeded groups. Social enterprises can speak to a technique for common society associations to assemble community assets, foster dynamic citizenship and develop organisations for social development and innovation (Defourny, 2014).

## **Part 2**

### **Need and Role of Values in Social Enterprise Development**

The rise of social enterprises or third sector in the business community is increasing from day to day that further involve social and ethical codes in regards of social development that help them to encourage people involve in social work. Some of these values incorporate,

### **Developing Community and Social Network**

Social enterprise needs to develop by means of community and its welfare, no matter tangible or intangible. It needs to explore and improve the system impact, at both an intellectual and emotional level (Dacin, et al., 2011).

### **Maintain the Main Focus to Society**

This includes efforts in becoming more acquainted with clients, beneficiaries, stakeholders, or visitors while keeping in mind the end goal change the society and enhance community link towards their environment.

### **Emotional Association**

The beneficiary of the social enterprise is searching for something more than a minor economic exchange with the supplier. This client is propelled by human contact and the yearning to fuse those in charge of the social projects in its circle of reference or impact (Williams & Schaefer, 2013).

### **Transparency and Straightforwardness**

In the global society people are living, the transparency and privacy among people is decreasing, the standard of sincerity procures an essential social measurement, particularly for recipients of the social enterprise. The community of around the globe likes to understand and make them aware of facts are difficult to manipulate by organisations especially in regards of their social values. The era of egoism among people has reduced and now people are more willing to accept people around the world along with their flaws, defects and apologies.

### **Emotional Attraction towards Social Development**

With the increasing use of technology and advancement, people are becoming more aware of the development around them and it will be conceivable to know the client's direct land and time setting. This will require that organisations can adjust, be adaptable and react to the environment to a prominent extend. This might not make it fitting to incorporate exact data on the value

proposal circle of life additionally be profound to the emotional setting or general atmosphere in which the social enterprise and the receiver are drenched (Mills, 2013).

### **Flexibility and Generosity**

The flexibility in implementing the standards administering the relationship between the organisation and client is esteemed and the liberality of organisations as a statement of compassion and affectability to the setting. The value adds more flexibility in different projects around the world that further help them to increase the worth of social projects.

### **The Hope for Future**

An effective value proposal is meant to adjust multitasking in regards of time dimensions. It is important for the project to maintain its optimism in regards of future development and improvement however, without overlooking the past performance of the company or the project or setting, the strategy helps the project to grasp various opportunities from the community and marketplace (Santos, 2012).

### **Data Distribution**

This is to offer recipients some assistance with making choices and decisions, especially in proving them the decision between diverse conceivable choices and making them aware of their impacts in the future market

### **Open To Proposition**

This includes joint effort between a few organisations, in order to highlight the value proposition and its consequence of the mix of dialog and investment between different players (Liu, et al., 2013).

## **Structure and Work Practice of Social Enterprises**

In order to understand the work practice and structure of social enterprises in the world especially in the UK, it is important to evaluate and contrast the work practices and structure of companies that are working in the UK market in regards of different social enterprises. Therefore, the research aims to evaluate the working practices and structure of two different social enterprises that deals in children and young people services in order to understand their working boundaries in practices. These organisations include,

### **Chrysalis Consortium Ltd**

The social enterprise deal in children and young people services in the UK society. It is observed that there are many foster care and other children services that deals in children related issues in order to help them grow as successful individuals. However, Chrysalis Consortium Ltd aims to include different approaches that further help them in their life. Their approach aims to include different teaching practices, Theraplay (play therapy), and other additional therapies in their practices to achieve accurate outputs (Chrysalis Associates, 2015).

### ***Aim and Purpose***

Chrysalis Consortium Ltd believes that children that have disturbed past or initial development face difficulties to manage and spend their life effectively. The main aim of the company is to help children lead their life in appropriate direction that might help them to lead a successful life (Chrysalis Associates, 2015).

### ***Work Practices***

Chrysalis Consortium Ltd and its associated people have certain expertise in regards of helping children with developmental trauma and healing techniques that help them foster parents and

children to deal with unhealthy attitude with techniques and learning approaches. The workers of the organisation are engaged with the children training and development from its initial stage till the end of foster period that make them observe and help children more closely (Chrysalis Associates, 2015).

### **Hill Holt Wood**

Hill Holt Wood (HHW) is an environmental social enterprise situated in fourteen hectares of old forest. The respective organisation delivers ground-breaking preparing to young learner barred from instruction and the young unemployed. Hill Holt is presently broadly perceived as an environmental shattering task at the mixing edge of social ranger service and provincial social project. Moreover, by observing the interest of Youngers into replication the project, it can be said that from a little support the working range of the company can increase throughout the UK in regards of replicating their projects (Hill Holt Wood Associate, 2015).

### ***Aim and Purpose***

The enrolment of Hill Holt Wood is open to individual or association that consents to strengthen the purpose and targets as characterised in the Articles of Association, and likewise, acknowledges the restricted risk of £1.00. Hill Holt Woods intends to expand the quantity of persistent individuals that are will to contribute in the task with their tangible and intangible assets (Hill Holt Wood Associate, 2015).

### ***Words Practices***

Hill Holt Wood intends to give enhancement, facilities and access to nearby individuals and associations inside of a protected, open, steady and educational site. The acts of the organisation further incorporate providing education, preparing and job preparation guidance to excluded

school-children, youthful guilty parties and unemployed or incapacitate youngsters. Creating and executing structures which encourage group control. The organisation is known in utilising local products, materials and benefits and contributing their services and abilities to the local community (Hill Holt Wood Associate, 2015).

### **Part 3**

#### **Finance and Funding Sources**

Social enterprises can acquire a benefit that is adequate to get the business supported by investors. They may conduct their business in regards of their goods and services to clients willing to pay a premium for socially valuable item like efficient energy resources, or organic food. They may offer a fundamental support of poor consumers at a good profit while as yet giving that services more reasonably than different suppliers do. In any case, numerous, social enterprise cannot support themselves totally through deals or speculation. They are not sufficiently profitable to get to conventional finance related markets, bringing about a financial-social gap. It is imperative to assess and comprehend their account and financing sources in respects of working organisations in the business sector.

#### **Chrysalis Consortium Ltd**

##### ***Governmental Authorities***

With the increasing trends of social enterprises in the UK society, governmental authorities are keen to support these organisations in order to promote and fund them. In case of Chrysalis Consortium Ltd, it is observed that the company is associated with many governmental authorities and public sector in regards of healthcare, educational services that supports them to help young children with physical and psychological issues and is living in foster homes.

Government help the organisation in regards of financial and human assets that further help them to increase their area of working in the UK (Miller, et al., 2012).

### ***Investors***

By observing the social services of Chrysalis Consortium Ltd, many individuals and companies are willing to contribute for their cause. It can be said that the main funding and financial source of the company is their extensive line of investors that help the organisation to increase the work especially in regards of latest approaches and techniques.

### ***Associated Organisations***

It is seen that most of the Social enterprises are associated with different organisations and social groups that work together for a single cause. It is important for social enterprises to integrate their cause and projects with other associations in order to strengthen their projects. Chrysalis Consortium Ltd is associated with different organisations that help them to increase the effectiveness and strengthen of their project moreover, it also help the organisation to increase their area of working in their respective field (Garay & Font, 2012).

## **Hill Holt Wood**

### ***Amenities***

Since the start of 2015, the facilities and services at Hill Holt Wood have enhanced incredibly. The ways are kept up frequently with the clearing of weeds and including more limestone; a few ways have additionally been augmented to let vehicles drive further. There have been new trails included into the wood; one of these goes from Ellie's wood to the Memorial site and will empower simple access to these destinations and distinctive courses for strolling around. The

work has profited them on large scale and authorities and other people are more interested in the projects of the company that directly increases their funding sources (Garay & Font, 2012).

### ***Education***

Education is the main source of funds and the force through which the company's targets are accomplished. It is of principal significance that the company meet their objectives here as having genuine effect on individuals' lives and subsequently on the community in which they live. Unquestionably, a considerable lot of these learners would have been in a great deal less ideal conditions had it not been for the work at HHW.

### ***Community Control***

HHW is possessed by its individuals and the board is chosen from this part base, by the individuals themselves. There have been no issues with this procedure yet it is past the extent of this review. In future reviews, it could be conveniently integrated into the member's overview (Mills, 2013).

### ***Using Local Goods***

Hill Holt Wood worked with the New Economics Foundation and specifically, Justin Sacks on spearheading work in the Local Multiplier impact taken to three levels. A full review impact including staff and supplier studies of consumption to evaluate the extent of procurement locally instead of out of territory. The local Hill Holt Wood was taken as Gainsborough, Lincoln, Sleaford and Newark, a range covering parts of Nottingham, West Lindsey and for the most part North Kesteven. Level 1 includes the use with Hill Holt, level two is the manner by which Hill Holt spends the cash and level three is the manner by which their suppliers and staff spend the cash. Hill Holt turned out with a score of £2.43 that is a pound spent by Lincolnshire Country

Council will prompt £2.43 of circled spending in the local region. The experience additionally highlighted small expectations that could prompt further upgrades in their nearby spending. Furthermore, it additionally highlighted staff motivation in local area spending in that a substantial superstore despite the fact that nearby was viewed as cash spent out of region (Defourny, 2014).

## **Part 4**

### **Social Entrepreneur**

Defourny defines social entrepreneurship as people with creative answers for society's most squeezing social issues. They are driven and determined, handling significant social issues and offering new thoughts for wide-scale change. As opposed to leaving societal needs to the administration or business areas, social business people discover what is not changing so as to work and tackle the issue the framework, spreading the settings, and influencing whole social orders to take new jumps. Social business is worried with the business visionaries who embrace substantial scale social development which might include a social enterprise (Defourny, et al., 2014).

### **Change Management Plan**

Change is the nature of organisational development. It is observed that with the increasing changes in working pattern, the need to change working strategy is increasing from every single day and it is essential for organisations especially third sector organisations to change their working strategies to attract investors towards the company that would help them to maintain the balance between their financial resources and project development. It is important for social entrepreneur to maintain the balance of their financial and funding sources in order to continue

their work. It is seen that social enterprises usually face different problems in regards of their funds, finance and resources that affect their growth rate in their respective field (Liu, et al., 2013).

It is the responsibility of entrepreneur or change maker to evaluate different strategies and conduct different activities as fund raiser to balance their resources respective. It would be beneficial for the company to associate governmental organisations, investors, stakeholders, volunteers, and local community altogether to cooperate and play their parts in different projects. These help and assistance from different stakeholder's especially local community help the organisation to increase the efficiency and effectiveness of their work. Moreover, in regards of children and young people services, it would be beneficial for social enterprises to engage school and college dropouts with their project, as they are creative in nature. This creativity might help the change maker to increase the speed, efficiency and effectiveness of their project especially when it comes to projects related to children services (Santos, 2012).

## **Conclusion**

To conclude the above discussion, it can be said that Social enterprises plays an important role in the development of society. In order words, the increasing competition in the business world has engaged different organisations in the race of high returns and revenues. In these circumstances, social enterprises stand for different cause to help poor people and communities to get equal rights and opportunities for their growth. It is observed in the cases of Chrysalis Consortium Ltd and Hill Holt Woods that both the organisations are working for the same cause and services however, Hill Holt Woods has expended their area of work from education to environmental

issues since the last year and it has helped the company to increase the number of investors towards the company.

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