

THE SCHOOL FOR SOCIAL ENTREPRENEURS

SOCIAL FRANCHISING WORKSHOP LONDON



Monday, 21st November 2011

10:00am till 4:00pm

The Second Floor, The Fire Station, London SE1 2HZ



Through a high-quality action learning environment, facilitated by experienced SSE staff, workshops participants will explore, understand, and learn what social franchising can offer to their organisations.

Expert sessions will be delivered by:

Alastair Wilson, The School for Social Entrepreneurs

A practical session lifting the lid on a leading international social franchise; a “warts and all” look at lessons from the SSE experience.

Alastair has led the development of SSE’s international work, marking a new chapter in the organisation’s progress; over 550 students have taken SSE programmes, and a further 150+ social entrepreneurs are currently being supported across the SSE Network in 9 locations.



Will Hobhouse, Sarratt Equity

Will Hobhouse is a veteran of the UK retail industry who is credited with several major business development successes during the 1980s and 1990s.

As Managing Director of Tie Rack Plc, he took the business from a UK-only 15 store into a retail chain with 165 outlets in eight countries. After Tie Rack, Will Hobhouse joined Whittard of Chelsea as Managing Director and led the expansion of its shop base from 3 to 108 outlets.

Since 2001 Will Hobhouse has applied his business experience as an investor and mentor to support the growth of small and medium businesses into efficient and self-sustaining companies, capable of thriving into a highly competitive marketplace.



Voluntary organisations and social enterprises: £50
Support organisations for V&SE sector : £100
Private businesses: £150

All prices inclusive of VAT

The Social Franchise Workshops are being held in SSE Franchises UK wide.

The final workshop takes place in London, and will be followed by an evening celebration event.

To register your interest, book a place, or find out more, please contact:

Holly Brereton, Social Enterprise UK, 020 7793 2524, holly.brereton@socialenterprise.org.uk

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PROGRAMME TIMETABLE

Session	Time	Item
<i>Arrival</i>	9:45 – 10:00	Registration and refreshments
<i>Welcome</i>	10:00 – 10:15	Welcome and introductions
<i>Morning</i>	10:15 – 13:00	Lifting the lid on social franchising <ul style="list-style-type: none">- Alastair Wilson, Chief Executive of the School for Social Entrepreneurs a leading international social franchise, will provide insights, lessons and a “warts and all” look at lessons from the SSE experience.
		Franchising insights from the commercial sector
		<ul style="list-style-type: none">- Will Hobhouse, veteran of the UK retail industry, shares his years of experience managing <i>Tie Rack</i>, <i>Whittard of Chelsea</i>, <i>Le Pain Quotidien</i> and many more.
<i>Break</i>	13:00 – 14:00	Lunch
<i>Afternoon</i>	14:00 – 15:30	Brand and development: a case study from the commercial sector. <ul style="list-style-type: none">- Nina Bibby, Global Chief Marketing Officer at Barclaycard, on the ins and outs of growing a brand and developing marketing to scale.
<i>Close</i>	15:30 – 16:00	Wrap up and reflection

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