



# Scottish Borders Social Enterprise Chamber Newsletter

August 2008

Volume 8

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## Update from the Chair *(the sofa is busy)!*

SBSEC is going from strength to strength just now. Since March this year we have been really lucky to have two new members to our team. Sue Bennett is our Finance guru and one really level headed lady and Jan Gordon is our Development officer working on the recycling and waste network as well as helping with consortiums. This has meant we can now take forward the programme of work that you our members have helped to shape.

We have been busy representing our members at a number of conferences and events we took a small bus to the Social Enterprise Trade Fair in Perth (ask them about our trip over the Tay Bridge (twice)), and we attended the DTAS conference in St. Andrews. It is really great to hear about what is happening in other areas but even better to be able to tell other areas of the work that is going on in Borders. The Chamber has joined the Social Enterprise Coalition which will give us a platform at a national level to voice any concerns you raise as well as gathering any information or news. We have also joined DTAS and the furniture recycling network CRNS. We have tried to ensure by joining these organisations that we are best placed to help our membership and as we are keenly awaiting the final report from CEiS on the Pitfalls and Opportunities for Social Enterprises in the Scottish Borders which I know will identify some real procurement opportunities for you that we are best placed to work with our local and national partners to ensure that you our members benefit from all the support and expertise we can source.

*More about our Outreach Programme to follow!*

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## Borders Business Diversity Awards

The Borders Business Diversity Awards (BBDA) recognises business in the Scottish Borders which demonstrates best practice in the recruitment and retention of people from diverse backgrounds and abilities.

**DON'T DELAY, NOMINATE TODAY – DEADLINE 4<sup>TH</sup> AUGUST 2008**

The winners will:

- Receive an Award at the high profile Awards Ceremony on 5<sup>th</sup> September
- Be able to display the Borders Business Diversity Award Winner's logo on all their publications
- Receive high profile publicity for their business

- Contact Us

<http://www.sbsec.org.uk>

Tel: 01835 822099

Email:  
[borderssec@btconnect.com](mailto:borderssec@btconnect.com)

- Go forward to the Scottish Business Diversity Awards

Whatever size of business, whether you're an employer, a member of staff, a customer or someone who works with business – if you feel that the business is a potential Award Winner, send in a nomination. It's easy to nominate:

- Contact Bruce Brodie at [bbrodie@scotborders.gov.uk](mailto:bbrodie@scotborders.gov.uk)
- Or Joyce Quillette, Brisbane Cottage, Main street, Gordon TD3 6JN

Awards categories are:

- Recruitment – businesses who make sure their recruitment practices are open to all, from job adverts to job induction
- Retention – businesses who show they look to retain staff from diverse backgrounds and abilities, including those who experience disability or ill-health in the workplace
- Work Experience – this category will recognise good practice by businesses who offer work experience opportunities (Sponsored by Borders College)

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## STOP PRESS!

Contact the Social Enterprise Chamber for information on colour and black & white photocopying as well as reproduction of important reports etc.

The Chamber office is now open from  
10-2pm Tuesday to Friday!  
Tel: 01835 822099

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## Excellence in Public Procurement Awards

Following on from the recent success of the national Government Opportunities (GO) Excellence in Public Procurement Awards 2008 we are delighted to announce the **Government Opportunities (GO) Awards Scotland**.

The Awards aim to recognise excellence within procurement in Scotland, and the benefits to the wider business and social community that smart, effective and sustainable purchasing can deliver.

Scotland has a thriving business community and a forward-thinking approach to public procurement. Public sector spending on goods and services across Scotland is estimated to be £8 billion per annum, with an estimated £1 billion relating to 'Category A' common goods and services, as currently defined. The time has come to recognise the achievements and celebrate the success of all those across the public, private and third sectors who strive to make a difference to the Scottish economy.

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*Government Opportunities (GO) Awards Scotland* is welcoming nominations across eight categories. They are:

**GO Sustainability Award** sponsored by HP  
**GO Corporate Social Responsibility Award**  
**GO Healthcare Supplier Award**  
**GO Best Service Award**  
**GO Collaborative Procurement Award**  
**GO Individual Excellence Award**  
**GO Team Excellence Award** sponsored by SBS Consultancy Services  
**GO Outstanding Contribution Award**

For more information on the Awards, or to request a nomination form, visit [www.govopps.co.uk/awardscotland/home.htm](http://www.govopps.co.uk/awardscotland/home.htm)

***Deadline for submissions is 25 August 2008***

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## The Fundraising Standards Board (FRSB)

The Fundraising Standards Board (FRSB) administers the self-regulation scheme for fundraising in the UK. The scheme is supported by the Scottish government as the alternative to state regulation and to be successful and effective, needs all organisations (big and small), raising money (from all sources) to sign up. Members adopt best practice in their fundraising activity, use the tick logo to show their commitment and provide a complaints process so any concerns can be addressed. The FRSB provides all the tools and information members need to comply and importantly, to do things well every time they ask for money to support their work. Over 120 organisations have already joined in Scotland, including big charities, small community groups, grant-making trusts, network bodies and fundraising businesses. Our members share a common goal – to give people the confidence to give. To join them and the FRSB, call 0845 688 9894, email [infoscotland@frsb.org.uk](mailto:infoscotland@frsb.org.uk) or visit [www.frsb.org.uk](http://www.frsb.org.uk)

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## CRNSnews

The third installment of the INCREASE programme was launched recently in Perth (Scotland not Australia!). This programme is earmarked to support not-for-profit community based organisations to develop local solutions to increase tonnage diversion and waste prevention strategies.

There are four different funding strands:

- INCREASE Prevention – although applications should relate to the key objectives set out in the Household Waste Prevention Action Plan, it is not limited to this. Applications demonstrating innovative solutions to commercial, construction and industrial waste will be considered. Application documents can be found at: [www.crns.org.uk/increase/prevention.html](http://www.crns.org.uk/increase/prevention.html)

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- INCREASE Enterprise – is aimed at organisations who are already generating income from trading activities and diverting tonnage from landfill. Any material stream is eligible as long as the intended service is not considered a core Local Authority activity. Application documents can be found at: [www.crns.org.uk/increase/enterprise.html](http://www.crns.org.uk/increase/enterprise.html)
- INCREASE Capacity – relates to the employment of key staff to enhance management capacity. This strand is still under development – so watch this space!
- INCREASE Small – organisations with a turnover of £100,000 per annum or less (that's income), can apply for funding to purchase vital pieces of plant and machinery and H&S equipment. Applications should also cover license, permits and access to training programmes, again so long as its not a core Local Authority activity. Application documents can be found at: [www.crns.org.uk/increase/small.html](http://www.crns.org.uk/increase/small.html)

The INCREASE III web site is [www.crns.org.uk/increase](http://www.crns.org.uk/increase)

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## UNLtd - Level 1 grants

**Level 1 Awards** are aimed at individuals or informal groups of people who have an idea which will change society for the better, and want help getting it off the ground. The money is to help with the running costs of the project. At Level 1 you can apply for an award of between £500 and £5,000, (with an average award size of £2,000). These awards are for people who:

- Have an idea which will benefit their community
- Have thought about how they will run their project
- Have some evidence that there is a need for their project
- Will learn a new skill from carrying out their project

For more information contact: [info@unltd.org.uk](mailto:info@unltd.org.uk) to [www.unltd.org.uk](http://www.unltd.org.uk)

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## Tip of the month:

### Direct Marketing info from Business Gateway

#### Why use direct marketing?

Direct marketing allows you to generate a specific response from targeted groups of customers. It's a particularly useful tool for small businesses because it allows you to:

- focus limited resources where they are most likely to produce results
- measure the success of campaigns accurately by analysing responses
- test your marketing - you can target a representative sample of your target audience and see what delivers the best response rates before developing a full campaign

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A direct marketing campaign can help you to achieve the following key objectives:

- increasing sales to existing customers
- building customer loyalty
- re-establishing lapsed customer relationships
- generating new business

You can use direct marketing in both business-to-business and consumer markets. Of course, your strategy will need to be modified depending on which you're targeting. While business contacts are used to receiving marketing emails, consumers may be less receptive to mailshots or telemarketing calls - so you need to plan your approach carefully.

Response rates can vary substantially - [read direct marketing statistics on the Royal Mail website](#) - **Opens in a new window** for an idea of how response can vary between business and consumer markets.

You can [download a guide on business-to-business direct marketing from the Direct Marketing Association \(DMA\) website \(PDF\)](#) - **Opens in a new window.**

But remember that the results of direct marketing aren't guaranteed. A poorly planned or targeted campaign will be a waste of money. A badly designed mailshot, for example, could simply end up in the bin. And worse still, it may irritate recipients and damage your business' reputation as a result.

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## Events & Conferences Info:

### CRNS - Insiders Guide to Tendering

**Date:** 26 August 2008      **Time:** 1:00 PM - 4:00 PM

**Location:** Opera School, Royal Scottish Academy of Music and Drama, Glasgow

**Costs:** £20 for CRNS Members £40 for non-members

**Contact:** Joyce Walsh [events@crns.org.uk](mailto:events@crns.org.uk) or Tel: 01786 469002  
[www.crns.org.uk](http://www.crns.org.uk)

**Details:** The CRNS will be running this masterclass on tendering for public sector contracts. It is an opportunity for CRNS members to come along and find out more about the tendering process plus a chance to network and discuss tendering with other community projects. Speakers will include CRNS members who will share their own experiences of tendering for contracts.

### CRNS - More Than Furniture Conference 2008

**Date:** 27 August 2008

**Location:** Royal Scottish Academy of Music and Drama, Glasgow

**Contact:** Joyce Walsh [joyce@crns.org.uk](mailto:joyce@crns.org.uk) or Tel :01786 469002

**Details:** for more info and conference go to the CRNS website [www.crns.org.uk](http://www.crns.org.uk) or contact Joyce.

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## Borders Supported Employment Network - Equality & Diversity training

**Date:** 5 September 2008

**Location:** Roxburghe House Hotel, Heiton, Kelso TD5 8JZ

**Contact:** Bruce Brodie at [bbrodie@sctboorders.gov.uk](mailto:bbrodie@sctboorders.gov.uk)

**Details:** The training is free of charge and will take place prior to the Borders Diversity Awards ceremony.

## Borders Network Meeting - 'Social Enterprise'

**Date:** 26 August 2008

**Time:** 12 – 2pm

**Location:** Eildon House, Dingleton Road Melrose TD6 9QY

**Contact:** Margaret Simpson at [borderssec@btconnect.com](mailto:borderssec@btconnect.com) or Tel: 01835 822099

**Details:** There will be two presentations on the theme of Social Enterprise one from Neil McLean, Directors of the Social Enterprise Academy and the second from Claire Carpenter, Chief Executive of The Melting Pot.

## Site Waste Management Policy Workshop

**Date:** 21 August 2008

**Time:** 10.30am-12.30pm

**Location:** Ettrick Riverside, Selkirk

**Contact:** BCIF on 01896 820469 or e-mailing [enquiries@bcif.org.uk](mailto:enquiries@bcif.org.uk)

**Details:** Held by **Envirowise**, this workshop will help you put together a workable waste policy that will meet the increasing demands for safe and responsible disposal of site waste. We highly recommend that all construction companies that do not already have a waste policy seriously consider attending as there is likely to be increasing demands on the construction sector to look more carefully at waste disposal management.

**Cost:** £15pp plus VAT (£17.63)

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## Swop/Sell Corner:

If you have any items for sale, wanting or willing to swop or even if you can offer a social enterprise service then let us know as we can add items in here. To start the ball rolling:

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**For Sale:**

HOMEBASICS are able to access office furniture, let Ruth know what you are looking for, from desks to filing cabinets.

**Cost:** Delivery charges only

**Contact:** Ruth Mac Donnell, The Manager, Unit 7, Tweedvale Mills East  
WALKERBURN EH43 6AB

Tel: 01896 870355

Email: [homebasics@toucansurf.com](mailto:homebasics@toucansurf.com)

**For Sale:**

St Boswells Community Project has a Philips Magic 5 Thermal Plain Paper phone/fax to go to a good home for £25! Contact: Margaret Simpson on  
Tel: 01835 823122

**On Offer:**

Ruth MacDonnell (Homebasics manager) is going to the More Than Furniture Conference in Glasgow on the 27<sup>th</sup> August. Ruth asks if any one else from the Borders is going – how about a joint trip? Contact Ruth on the above!

Have you anything to sell or swop?  
Let us know for the next issue!

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## Scottish Borders Social Enterprise Chamber



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Please send any items for the next newsletter to:

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***Your Chamber Your Choice!***

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