



» **FAST FORWARD**
YOUR SOCIAL ENTERPRISE

CASE STUDY

WORKING WITH
DEVELOPMENT IN
SOCIAL ENTERPRISE

Business Support
Sustainability
Consultancy
Social Value
Asset Transfer

KEY FACTS

MISSION

To support the development of a diverse, influential, effective, independent, mutually supportive and sustainable voluntary and community sector across the West Midlands

SERVICES

Social enterprise development; Consortia development; Accountable body (bidding, contracting, monitoring) for health related services / older peoples services

BUSINESS CHALLENGE

Focusing on markets with the greatest potential, utilising core strengths and competences

ESTABLISHED

1986

LEGAL STRUCTURE

Charity and Company Ltd by Guarantee. Trading subsidiary Community Pathways CIC

digbethtrust.org.uk
communitypathways.org.uk

The Digbeth Trust



Chasing new market opportunities in the absence of an underpinning strategy to guide and focus efforts is a risky approach - one that our client, The Digbeth Trust, was keen to circumvent.

"There was a feeling inside and outside the organisation that we were all things to all people and we couldn't succeed that way. We were anxious not lose opportunities but found ourselves being pulled in all sorts of directions, diluting what we are good at," says Guy Kibbler, Operations Manager of The Digbeth Trust.

The Digbeth Trust had successfully applied to the BIG Assist programme and chose to redeem their vouchers with Development in Social Enterprise (DISE) to produce a three year business plan.

"DISE was the obvious choice for us as they understand our sector, our city, and have the expertise and ability to constructively challenge our thinking and communicate effectively with everyone. »



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» "They worked in a collaborative way with our people which led to a shared vision for the way forward - one that everyone could buy into.

"The business planning process both confirmed and better defined our niche - working with small groups and individuals in the areas of supporting social entrepreneurs and social enterprises, and consortia development work, particularly around older people's services.

"It was very useful to have an external perspective on the situation and an experienced business consultant with the strategic headspace to look objectively at the future, which can be difficult when you're busy with day to day operations."

Confident on the way forward, The Digbeth Trust has since approached DISE for follow-up support to implement the new business plan. "The next step is to develop new consortia development structures and identify bidding opportunities. Many tenders and contracts are framed in a way that excludes smaller groups but we have the skills and track record to help them access contracts they are best placed to deliver.

"With Development in Social Enterprise on board we're heading in the right direction." ■



Development in Social Enterprise CIC

We provide bespoke business support and consultancy services for social enterprises, charities, voluntary organisations and start-ups.

Our mission is simple.

Do Good Business and Create Social Value

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0121 667 6810

info@disecic.org

🐦 @Development_SE

www.disecic.org