

Workshop Information

Marketing Journeys - Helen Moreland, Carrick Centre

Considering Your Marketing Plan? Looking to make changes to your business? Or never thought about it?

Marketing is a process which allows you to make a journey and get to your desired end destination. This workshop provides an overview of the key areas to be considered and how to view your business whether you are starting out or in the change process. Even if you are not planning a change it will allow you to think about your business/product or service and consider changes for the future.

Accounts setup & Pension Auto Enrolment - Tim Alter, Alterledger

If your accounts are well organised, you will save money on external accountant's fees and have more control over your business. Tim Alter of Alterledger will share tricks of the trade to help you save money and time in the long run. Pension Auto Enrolment will affect all employers and introduces significant extra administration and there are hefty fines if you don't comply with the new regulations. The session will include a brief introduction to your responsibilities as an employer and what you need to do now to deal with them.

Business Insurance: Balance Sheet Protection, Tom Yorke, Murphy Insurance

Practical steps to manage risk and containing insurance costs, Tom will outline ways in which you can identify, reduce and control risk in your business. By going through this process you can then judge which insurance products will offer best value and compare what you actually need to insure with what the salesperson recommends. The price you pay for your business insurance is always important, but you need to know if you're getting value for money.

VAT – The Journey Starts Here, Adrian Wood, VAT Consultancy

This workshop is primarily designed for those social enterprises which are just starting out. We will cover topics such as: how the VAT system works; when do I need to or when can I register for VAT; what happens once registered; how much VAT do I charge; and how much VAT can I reclaim? In order to maximise the benefit of this workshop, there will also be time allocated for questions and group discussion – if you have a VAT question, come along and ask it.

Employing People - Harper Macleod

Employing Staff will cover the following: -

- Employment Contracts: when will I need to use one and what should be contained in one.
- Employment status of volunteers: what paperwork is needed to cover these relationships?
- Employment law update: a flavour of what is changing

Legal Structures – Karina Macleod, Senscot Legal

This workshop will include the following:

- Key characteristics of SE
- Considerations when setting up
- Incorporated Structures
- Charitable Status & SCIO

Cloud/Internet - Paul Rankin, LUMA-IT

We will explain what cloud computing is and the opportunities it brings to enterprises of all sizes. With real world examples of the benefits it brings and how to address key issues of security and ownership. The adoption and application of cloud computing offers smaller companies and individuals access to systems only ever available to large corporate's. This introduces a whole host of efficiency's and benefits; now just in cost savings but by enabling core business functions.

Governance – Karina Macleod, Senscot Legal

This workshop will cover:

- Governance definition
- Bad practice/common issues
- Good governance practices/practical advice
- Case studies

VAT – The Ongoing Journey, Adrian Wood, VAT Consultancy

This workshop is primarily designed for those social enterprises which are already registered for VAT. We will cover topics such as: creating a VAT efficient environment; implications of non business and VAT exempt activities; and what if I get it wrong. In order to maximise the benefit of this workshop, there will also be time allocated for questions and group discussion – if you have a VAT question, come along and ask it.

Just Enterprise – Brian McMillan, Firstport

Just Enterprise is the Scottish Government's programme to assist Social Enterprises to start up, develop, grow and secure the support needed through the consortium of partner agencies all working together to help you. Brian will give an overview of the programme and of the partners involved, and how you can access this free support from Firstport, CEiS, Social Enterprise Academy and various other agencies.

Social Media - Paul Rankin, LUMA-IT

Referring to real world examples Paul will take you through the good bad and ugly of social media. We look at the different social media tools available and best way to use them. We will look at other companies use of social media and see how it sets them apart, or in some cases, does more harm than good.

Leasing Property – David Bell, Harper Macleod

A run through of the main facets of a commercial lease and what to look out for when negotiating the terms of the lease from a tenant's perspective. Broadly, this would include the following:-

- Negotiating Heads of Terms (rent level, rental concessions, break options);
- Property Inspections prior to entering into the lease (Surveys, Asbestos, EPC etc);
- Repairs Obligations;
- Alterations/Signage;
- Permitted Use;
- Assignment, Sub-Letting, Occupancy Sharing;
- Insurance/Business Rates;
- Rent Review;
- Notices provisions;
- Consequences of breach of lease;