

Being Enterprising – Community Cafés Table Talk notes 20/4/18

- Be aware of costing and pricing – don't lose money by mistake – know where all the money is going
- Always try to make sure staff are properly rewarded – paid staff need appropriate management, holidays, wages, opportunities etc. Volunteers need training, support, opportunities etc.
- Business planning – be prepared with ALL resources (staff, space, money etc.)
- Invest in the team – gain the wisdom of everyone in the group
- Renting out space when café isn't open – sliding scale depending on income/type of org.
- E.g. comedy festival - £5 for soup and a comedian – not high profit but good for publicity and getting people in the door for the first time
- Glasgow City Council has a Social Enterprise Strategy – may be worth tapping into.
- CEIS can often provide free support
- Housing Associations often have regeneration funding available. Some projects could link in with these.
- Co-operation – individual projects could reduce waste and costs by sharing transport and storage, co-operating to manage surpluses, signposting to each other etc.
- Locate new suppliers and share information about the best.
- Distinguish between charitable work and business – business shouldn't draw resources away from charitable work. It's meant to go the other way.
- Grant funding can be a distraction – focus on making business successful in its own right.
- Add value where possible – use leftovers well, make products to take away etc. Get the most out of everything you have.
- Marketing is important – good location is very important but events (comedy, music, talks, book sales etc.) can be useful in attracting attention.
- Be flexible – be ready to go where the money is.
- Don't be afraid or feel guilty about making money.
- Options might include catering, events, space rental, training (e.g. corporate away days), garden parties in community garden, after school clubs etc.
- Co-operate with local craftspeople to sell other interesting things.
- Needs for enterprises: market research, planning, marketing support
- Becoming profitable can be an enormous amount of work.
- Good to have multiple strands of income. Some may be less profitable than others but can be important in other ways (building awareness, loyalty, community.)

- Paid staff are very valuable as early as possible. Volunteers can be unreliable, while paid staff will usually be much more dedicated and predictable.
- Regulations for food service can be onerous and sometimes frustrating but it's worth getting things in order sooner rather than later.