

October - December 2009

Right To Request A Toolkit for Social Enterprise

Right to Request is a commitment in the Next Stage Review of the NHS, June 2008. It provides an exciting opportunity for clinicians to proactively explore the opportunity to deliver high quality health care services that are innovative, flexible and responsive to local need.

This Toolkit provides a comprehensive framework to support and guide staff in developing a proposal for a social enterprise, take it to the PCT Board and if successful, to begin the process of implementation.

**Training and Development
for Health Technology**



A Toolkit for Social Enterprise

Oct 09 – Jan 2010
University of Leeds

With *Rights* come *Responsibilities* – the responsibility to understand the leadership behaviours and business skills that are required to lead a team and a whole service forward to become a successful social enterprise.

This Programme is designed to address these responsibilities and is split into two sections that can either be accessed individually or as a whole according to your needs.

- A comprehensive leadership 360 diagnostic will provide feedback on 22 behaviours associated with effective team and business leadership. This will support you as a leader in understanding both your strengths and the areas for your development in relation to the challenges of establishing a social enterprise. You will establish comprehensive personal development plans for making use of this feedback in relation to setting up your own Social Enterprise.
- One day workshops addressing specific business skills associated with setting up a social enterprise, including:
 - Business Planning
 - Legal Form and Structure
 - Marketing and Presentation to key stakeholders

The University of Leeds has been active in the area of health and social enterprise for a number of years and ran the first social enterprise summer school for aspiring NHS teams. The Programme will be led by Elaine McNichol who is both a Trustee of an established health and well being social enterprise and is currently setting up a new social enterprise in higher education.

The workshops will be facilitated by experts within the field, who have specific topic expertise, and the knowledge and experience of health and social enterprise.

Programme Options

21 st . & 22 nd . October 2009	2 day workshop - Leadership 360 diagnostic, including cost of instrument and 1:1 feedback	£500 per participant
18 th . November 2009	Business Planning	£300 per participant
16 th . December 2009	Legal Form and Structures	£300 per participant
20 th . January 2010	Marketing and Presentation to Key Stakeholders	£300 per participant

Attendance at whole Programme:

Individuals who wish to attend all four components of the Programme - £1,250 per participant

Delivery within One Organisation:

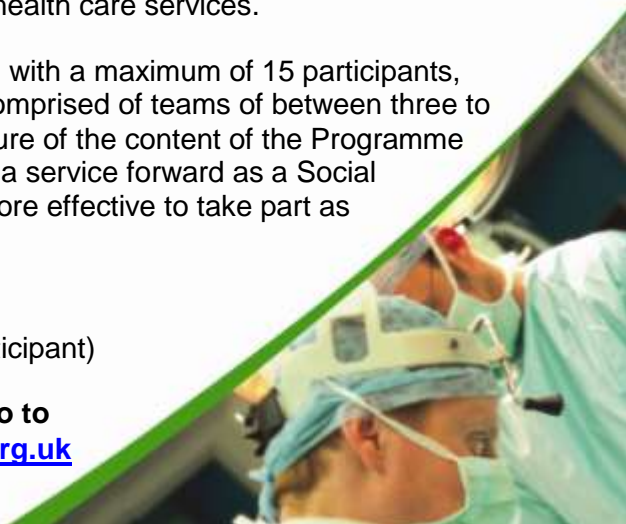
Organisations that are proactively supporting more than one team in regards to Right to Request may prefer to run the Programme in house. This allows a number of staff to learn alongside each other and therefore establish a stronger internal baseline of knowledge and expertise in regards to the requirements of establishing a social enterprise to deliver health care services.

The Programme can be run with a maximum of 15 participants, these would generally be comprised of teams of between three to five people. Due to the nature of the content of the Programme and the challenge of taking a service forward as a Social Enterprise, it is generally more effective to take part as a team.

Total cost = £13,650

(equivalent to £910 per participant)

To book your place, please go to
www.cpd4healthinnovation.org.uk



Meeting education and training needs...

CPD4 Health Innovation provides a one stop shop for accessing innovative and relevant continuing professional development activities. We specialise in creating environments that bring the right people together in order to:

- **share learning**
- **break down barriers**
- **facilitate understanding**
- **establish productive new partnerships**
- **fast track the application of new knowledge and skills in the workplace**

We draw upon expertise from service users, careers, business, clinical and academic backgrounds to design and deliver high quality, relevant courses that are fit for purpose. Our goal is that on completion of one of our courses you are able to directly apply what you've learned in the workplace and therefore experience an immediate benefit.

Our events are designed to meet training and development needs that have been clearly identified and articulated. Some topic areas have a shared relevance across a number of sectors or disciplines whilst others are designed on a be-spoke basis to meet client needs.

What participants have said about our programmes

“Very interesting – made me think”
“Excellent content and variety of materials used”

For further information, please see
www.cpd4healthinnovation.org.uk

CPD4 Health Innovation is supported by the White Rose Health Innovation Partnership and regional development agency, Yorkshire Forward.



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