



*bringing **ideas** together for a better future*

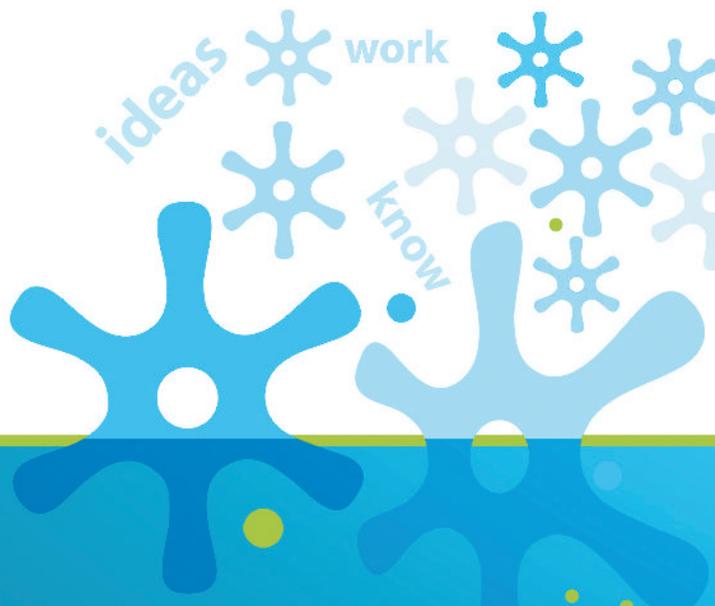
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we know how
to make
work ideas



Social Franchising Centre creative thinking for the third sector

Welcome to the Social Franchising Centre, part of SCA Institute of Social Enterprise. We are advocating a new way of working for the third sector, where good projects can be replicated and provided in new areas, thus avoiding costly and time-consuming pilots and repetition of work. This way of working is based on sharing good practice, knowledge, experience and wisdom.

In essence, the Social Franchising Centre is a one-stop shop for advice, support and consultancy for social entrepreneurs who want to franchise their project or become a franchisee. In addition we have a range of 'off the shelf' products ready for social franchising, examples can be seen opposite.

How Does It Work?

Social franchising offers a lot more flexibility than the examples found in the business world. There is less focus on meticulous specifications and replications and more on training, support and quality monitoring. Fundamentally the model allows a valued sustainable project with a track record of 'success' (however measured) to be 'transplanted' from one geographical area to another, thereby saving the need for an 'introductory' or 'pilot' stage in project development. Social franchising applied in a flexible manner, based upon successful experience can contribute much to building the Big Society in the coming years.

Who Are We?

The SCA Institute is part of the SCA Group, which was born 20 years ago to bring the Third Sector perspective to Care in the Community. Since then SCA has become an award winning Social Enterprise and is delivering a wide range of health and social care services across the South. We are able to share our experiences with management, finance and IT. We have used a range of ways of financing our ventures over the years and we have a number of excellent supporters with access to the sort of finance you could require.

*"Projects
work from
the word go"*

*"A way of
sharing good
ideas across
the UK"*

Social Franchising In Practice

Here are three examples of successful projects that are ready for franchising. Please contact us if you would like to know more. We would also like to hear from projects that feel they could be franchised.

Trafalgar Dentistry:-

In 2003 there was a real shortage of NHS dentists in the UK, the Primary Care Trusts had the money but nobody wanted to provide extra NHS services. SCA gathered a team of health professionals in Hampshire who could work with the local Primary Care Trusts in establishing new practices in areas of high dental need.

Now SCA has six Trafalgar dental practices covering 70,000 patients with a turnover of £3.75m.

SCA is franchising the Trafalgar Dental Practice model. All our expertise and knowledge is available in the package, including an operating manual, policies and procedures, assistance in registering for accreditation and clinical governance awards. This package is backed up by training, consultancy and advice on finance and IT systems.

Fenwick 2 Health And Wellbeing Centre:-

In 2008, SCA, in partnership with the local community, opened a previously redundant community hospital as a health and wellbeing centre. This included the transfer of the building from Hampshire PCT. SCA helped the Fenwick League of Friends draft a business plan and then the project became a Department of Health 'Pathfinder' attracting a capital grant to upgrade the buildings. It opened on the centenary of its foundation and now offers a home for the activities of fifteen local health groups, a gym, a dementia assessment and respite centre and office and meeting space for local groups. SCA offers the Fenwick package as a social franchise. As well as passing on our experience and knowledge, consultants will be available for support, which will include project management and possible legal advice on asset transfer.

LINX Programme:-

We have worked with a number of clients, one of which is a leading criminal justice organisation that works with young people. The organisation received a lottery grant to develop a programme to work with vulnerable young people. It has achieved remarkable results in increasing the young people's feelings of self esteem and building their confidence. It is successfully working in four counties. But the funding is limited to three years. The challenge is how to make the programme sustainable – and expand it to other areas of the country. The Trust engaged SCA to help it franchise the programme to many organisations which have expressed an interest – and those that will in the future. For a 'one-off fee' training, support and documentation is being provided in a way and style that has given the Trust its reputation for innovation and social impact. SCA is guiding with its 20 years of experience in the sector and its project management skills. It is estimated that the innovative scheme will be 'transplanted' to 20 new areas in each of the next three years.

***“Transplanting
success from
one area
to another”***

***“Social
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