

The **Trading Up** Initiative
CAN
1 Brunswick Place
Southampton
SO15 2AN

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Trading Up

Dear Colleagues,

We write to bring to your attention a new initiative that will be of value to many Voluntary and Community Sector Organisations and to the Infrastructure Organisations that support them.

Called **Trading Up**, it addresses the needs of organisations developing trading functions, launching trading subsidiaries or operating a “mixed economy” of commercial and charitable activity.

Development of trading activity can provide opportunities for innovation in provision, independent income, expansion, lower unit costs and a stronger bottom line. But it also creates a need to enhance management systems, financial awareness and market knowledge and to demonstrate “contract readiness” and “investment readiness”. These are areas where **Trading Up** can help.

Trading Up is a joint initiative by Co-operative Assistance Network Limited (CAN) and Ealing Business Services Limited (EBS). Both are asset-locked companies limited by guarantee with social objectives that have been trading for nearly twenty years. We have joined forces to create a service to help VSOs maximise opportunities and address barriers to progress.

CAN has provided training and consultancy services to Social Enterprises directly and through contracts with Business Link Service Providers and Voluntary Sector Infrastructure Organisations since 1989. Increasingly over recent years this has encompassed working with Voluntary Sector Organisations developing social enterprise activities. See more at www.can.coop.

EBS has provided financial management services and financial management systems development to voluntary sector organisations, also since 1989. In recent years this has increasingly focused on enabling them to run multiple projects under different funding and trading regimes within robust and auditable management systems. See www.ebs.coop for more.

Through the **Trading Up** Initiative we provide:

- A “Pick and Mix” menu of training workshops delivered anywhere, anytime (an indicative list is enclosed).
- A constantly updated, well-proven, comprehensive “covering all the bases” social enterprise training package.
- Bespoke training from single workshops to comprehensive programmes tailored to meet required delivery schedules.
- Feasibility assessments, business risk assessments, capitalisation requirement assessments for projects, new enterprises, or expansion programmes. An external and independent view can be empathetic too.
- Fast response – a skilled and experienced social enterprise consultant appropriate to your needs will be on site within a week.
- A flexible and cost effective service appropriate to identified needs. No wasted money, no wasted time, no “one size fits all”.
- Emphasis on empowerment – a dedication to leaving you better placed to do what you do by helping you identify and acquire the required skill, information or tool.
- A simple one e-mail or telephone call ordering system.
- Affordable, simple, one-price-for-anything charging structure: £500 plus VAT per day with no hidden charges for travel, preparation time or anything else.

To find out more visit www.can.coop/tradingup. To contact us:

Email: jacqui@can.coop

Telephone the **Trading Up** team on 0845 3733616 (local rate).

We look forward to hearing from you.

Yours sincerely,



Chris Funnell, **Trading Up** Team Leader