

SamKat

SamKat – about us

SamKat – we are a specialist consultancy focused on working with housing associations, charities and non-profit organisations in the following areas:

Sustainable Income
Streams

Strategic planning and
projects

Operational delivery –
putting the plan into
action

Our structure

- Two directors who own the organisation
- A trusted group of associate directors all of which have been Directors, CE's or Chairs of charities or non-profit organisations



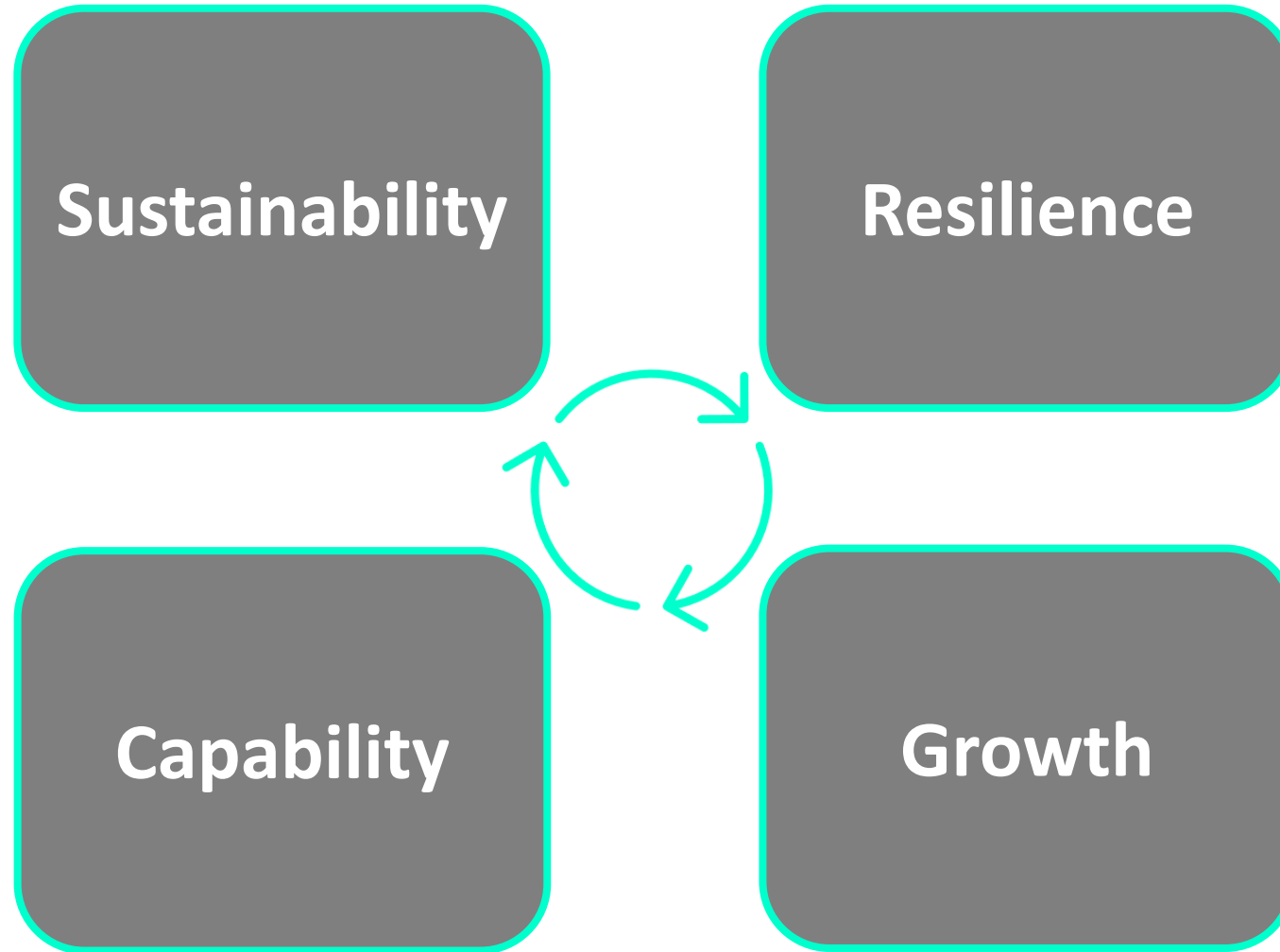
Claire Snook,
Managing Director

SamKat Projects

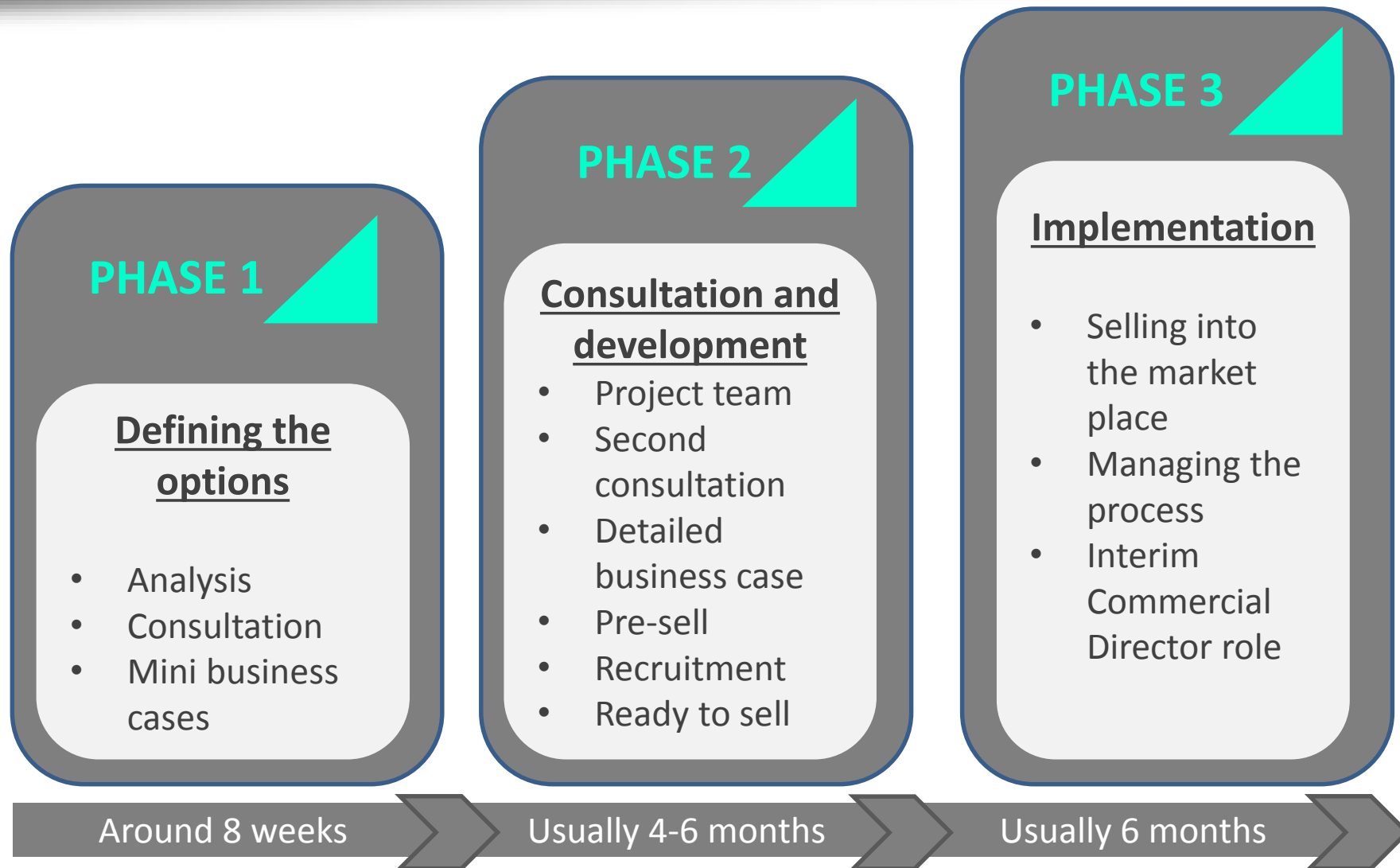
Strategic long term projects



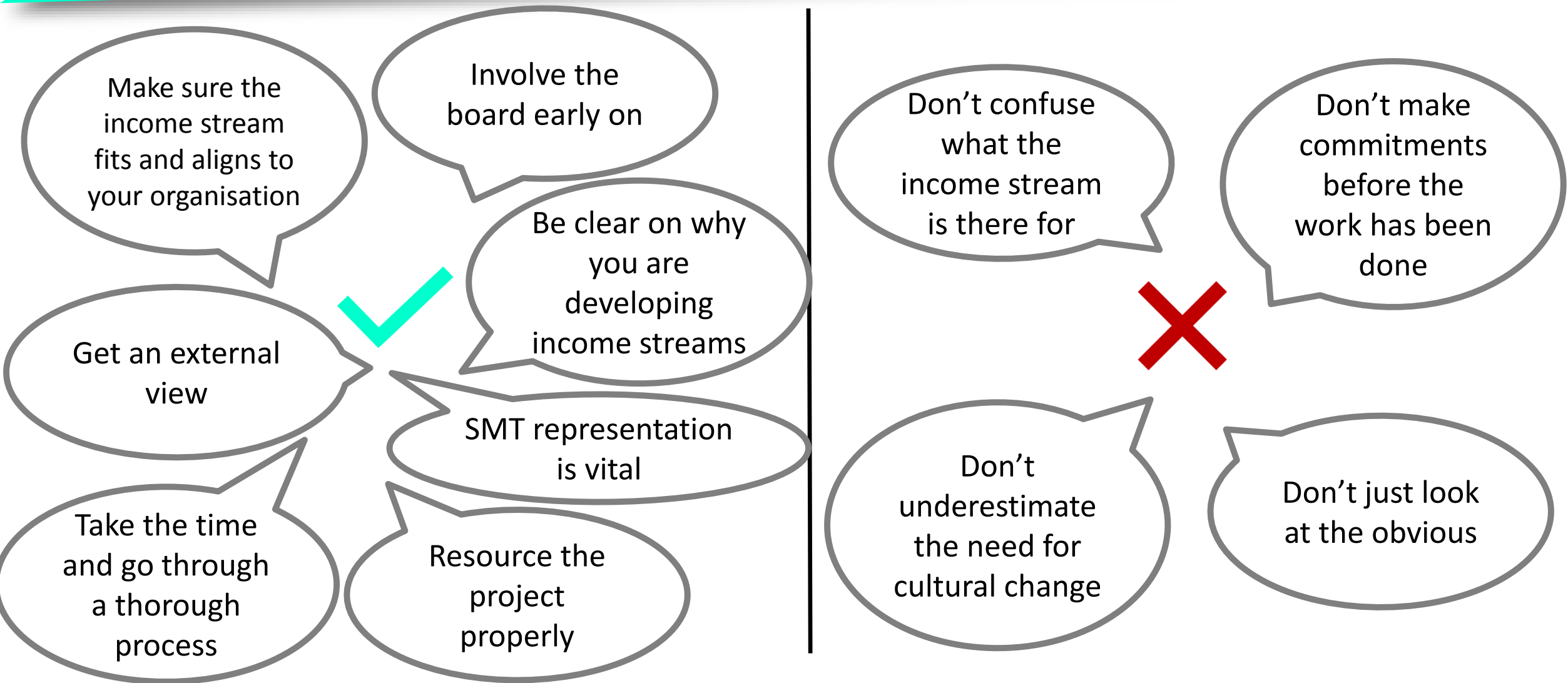
Why should income streams be a priority?



Three phase process for new income streams



Our learnings about income stream development



Case Studies



An innovative and exciting project that is focused on land based carbon offsetting and supported by a social business model

www.down-to-zero.co.uk

Case Studies



A large budget example of developing a new income stream in new geographical and cultural areas

Case studies

**Chwarae
Teg** 

 **FAIRPLAY
EMPLOYER
AWARD**



Alison Thorne

Chair, Chwarae Teg



Wales Co-operative Centre
Canolfan Cydweithredol Cymru



Sarah Evans

**Commercial Director,
Wales Co-operative
Centre**

Chwarae Teg Commercial Business Case

Why

- EU Funding finishing
- Pressure on Welsh Government funding
- The deliverables of the charity are still needed

How

- Leverage Intellectual Property and Capability of the organisation
- Enable the community we serve
- Introduce Commercial Innovation Focus
- Invest in external expertise

What

- New Commercial offer aligned to values and anchor points of the charity
- Broader reach than previously achieved
- New team and organisational change
- Built on culture and capability already present



FAIRPLAY EMPLOYER

Delivering inclusive growth and progression



**FAIRPLAY
EMPLOYER**



**FAIRPLAY
EMPLOYER
AWARD**



**FAIRPLAY
EMPLOYER
SOLUTIONS**



**FAIRPLAY
EMPLOYER
LEADERSHIP**



FAIRPLAY EMPLOYER AWARD

An innovative programme to support,
connect and recognise organisations
leading on inclusive growth

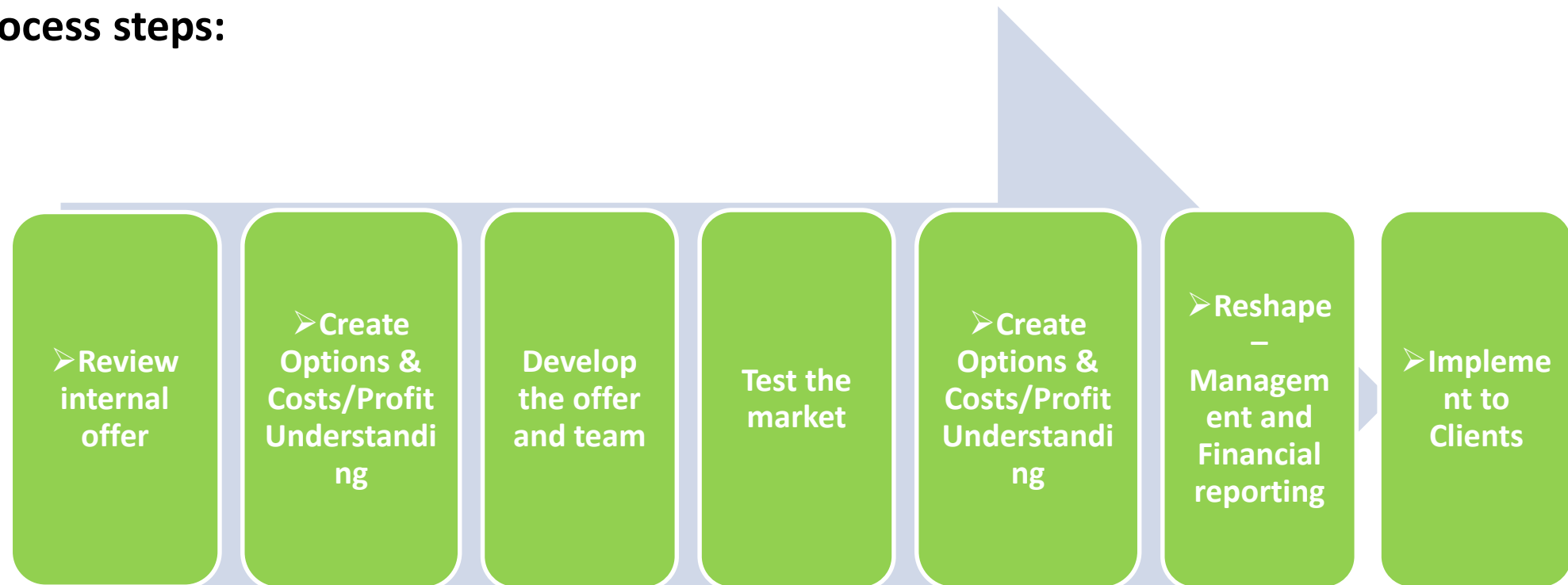
FairPlay Employer – a progression



Fair Play Employer- How long!

A change of this nature can take 1 to 2 years- so need to start with pace!

Process steps:



FairPlay Employer- Lessons

This is not a small step but transformation of what you deliver and how you both organise and behave

- Culture
- Values
- Capability
- Focus
- Drive



FairPlay Employer- Lessons

This is not a small step but transformation of what you deliver and how you both organise and behave

Commercial...that's
not for us!

Needs to be on
every board
meeting

Wish we could go
faster

Sales?
Charities
don't do
that

People have
to pay!!!

Wish we could go
slower

- Culture
- Values
- Capability
- Focus
- Drive

FairPlay Employers:Success Stories



Cardiff
Metropolitan
University

GENERAL DYNAMICS



The Open
University



Making Parents' Lives Easier



Companies House



TRAFNIDIAETH
CYMRU
TRANSPORT
FOR WALES



Intellectual
Property
Office





Our Commercial Journey

Why?

- Diversify Income
- Replace project funding
- Reposition the Centre as leader in providing commercial services

How?

- Build on our USP – what do we know how to do best
- Use our experience from programme delivering to identify gaps in the market
- Draw on experiences from all of our people

What?

- Aligned to our corporate values and objectives
- Help to grow and strengthen the social enterprise sector
- Take us outside of Wales



The Process

- Idea generation – all staff – independent facilitation
- Funnel ideas
- Market research with stakeholders
- Refine product
- Business planning – commercial model
- Internal appointment – Lead Consultant
- Tools development
- Processes and procedures
- Financial management processes
- Marketing plan and launch
- Delivery



Social **Business** Connect
from the Wales **Co-operative** Centre

Cyswllt **Busnes** Cymdeithasol
o Ganolfan **Gydweithredol** Cymru



Wales Co-operative Centre
Canolfan Cydweithredol Cymru



Social **Business** Connect
from the Wales Co-operative Centre

- Social value strategy
- Social value in the supply chain
- Measuring social impact



Wales Co-operative Centre
Canolfan Cydweithredol Cymru



TRAFNIDIAETH
CYMRU
TRANSPORT
FOR WALES



Llywodraeth Cymru
Welsh Government

Banc

BANC DATBLYGU CYMRU
DEVELOPMENT BANK OF WALES



Cyngor Sir
CEREDIGION
County Council



Good Things
Foundation



Bron Afon



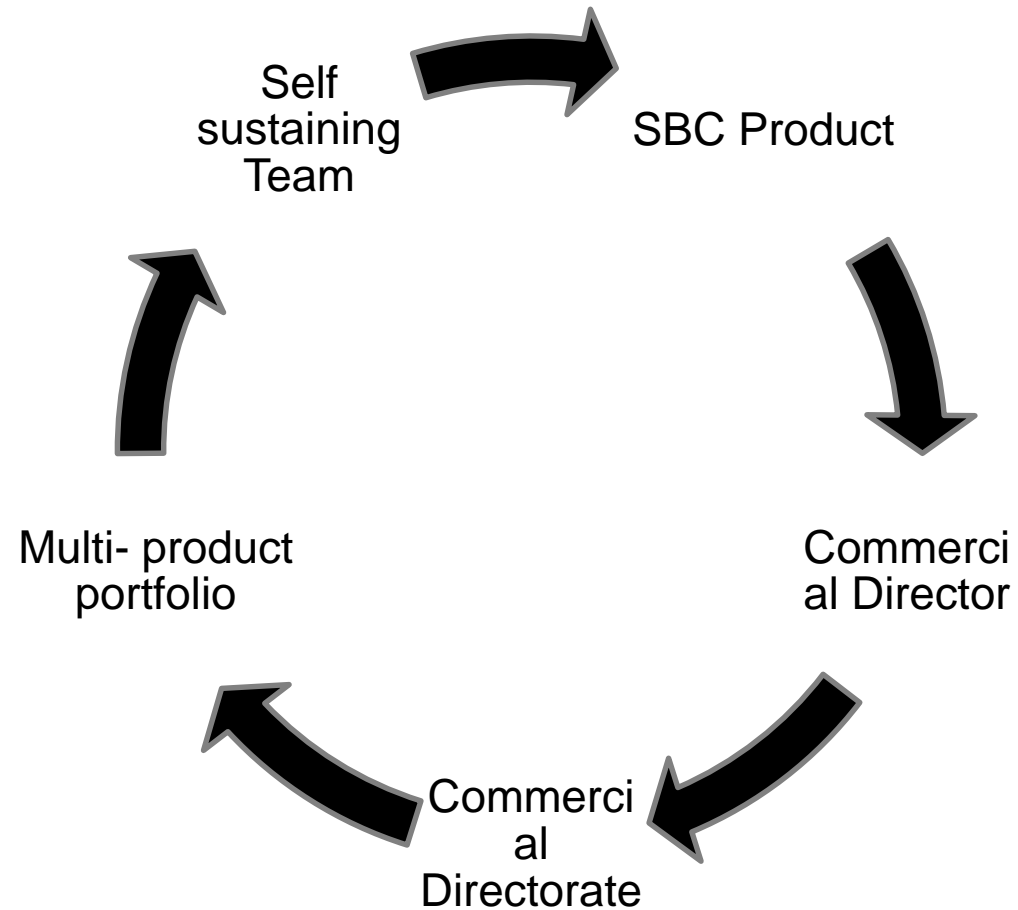
Cardiff
Metropolitan
University





Commercial Evolution

Social value products
Social care
Learning and Development
Hackathons
Research
Engagement
Community Wealth
Building
Digital Leadership
Post Brexit funding



Questions???

SamKat

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