



## ■ MarketBriefings

FSquared is offering its key clients and partners a series of specialist briefings to prepare you for the challenges of the combined economic climate and change in Government. We are committed to supporting you through this period for the simple reason that your success will be our success.

## What we do

FSquared helps organisations generate and deliver social value. We support our clients to embed social value in all their activities and to re-frame business practices around responsible and sustainable strategies that release social value, and inspire a culture of ethical leadership throughout their workforce.

We support our public sector clients to get more social value through developing, implementing and measuring the success of policies and strategies that generate sustainable community benefits.

We support our private sector clients to deliver more social value through creative and innovative approaches that are built on listening and responding to local need and proactive engagement with local knowledge and distinctiveness.

We support our clients to consult, listen, and involve their stakeholders and communities in a mutual process of capacity building to realise their shared needs and aspirations.

Our defining principle is that social value is delivered to the benefit of our clients and their partners, communities, and supply chain. We deliver solutions that respond to environmental, social and economic issues in integrated ways that make a real difference to people's lives.

## Who we are

The FSquared Group comprises:

- The **FSquared Consultancy**: a for profit company with a strong social mission
- The **FSquared Association**: a not for profit organisation, aimed at inspiring creative thinking and at prompting exchanges between people who share our belief in ethical behaviour in the workplace and in the market
- The **FSquared Foundation**: a charity that aims to prevent and reduce poverty through making the most of the resources and increasing the impact of organisations that work to make a difference to people's lives. The Foundation is funded with charitable funds, through **FSquared Trading**, which gives it 100% of its profits and through the consultancy, which donates 10% of its pre tax profits to the Foundation's activities.

Creating sustainable community benefit from investment, development, procurement and corporate citizenship requires strong ethical leadership, and supporting that approach is at the core of our relationships with our customers. An ethical approach means that business is never 'just business', and we aim to raise the bar on quality, innovation, partnerships, leadership, professionalism, and procurement, and to stimulate market demand for building choice and social capital.

# Market Briefings



The Economic Downturn and Budget Cuts mean that the Public Sector needs to find new ways to deliver better value for money, and services that meet local needs in a better way. While traditional budgets have been cut, the process of change – however painful – offers opportunity. During recessions the most successful companies are those that respond well to emerging market opportunities through innovation and energy - FSquared is renowned for facilitating and generating both.

We are therefore offering our most valued Partners a series of themed Briefing Sessions to explore opportunities that are available through emerging policy initiatives, legislative requirements, and market trends. This process will offer your company competitive advantage in its discussions with Public Sector Clients.

FSquared is offering these invaluable workshops to its Partners to prepare them for the obvious commercial challenges ahead and to build commercial responses to policy and market trends that will consolidate your position in the current economic climate, and deliver growth after the recession in areas of work that are being established now.

## Briefing Topics



The Briefing Sessions are as follows:

### **Big Society**

Big Society is the Government's new Big Idea, and will be a framework for policy and legislative initiatives. It will enable social enterprises and companies to provide public services and devolve power to local communities. The proposed 'Big Bank' idea will leverage private sector investment to provide new finance for local social enterprises and projects. Delivering proposals that reflect and accommodate this change in emphasis will provide your company with a distinct opportunity.

### **Total Place**

This initiative is being piloted in 13 areas, and looks at how a 'whole area' approach to public services, which will lead to better services for less money. It works to avoid duplication on a strategic spatial and service delivery basis. The pilots are being presented as a way to redefine how public services are planned and delivered, and will impact on the way that the Public Sector will commission and manage contracts.

### **Social Measurement**

The language of social measurement is prevalent in the Public Sector, with many embedding Social Return on Investment into their strategies and reporting structures. In a market that demands value for money, the ability to predict and then measure the financial value of social impact is an invaluable tool in negotiating contracts.

### **Equality Bill**

In April the Equality Bill received Royal Assent and became the Equality Act 2010. The Act brings disability, sex, race and other grounds of discrimination within one piece of legislation, and also makes changes to the law. It strengthens the requirement for public bodies to tackle private sector discrimination through public procurement policies. The Government is also drawing up a voluntary National Equality Framework for Business. Being able to state that your company and supply chain management are in line with the bill will be vital to securing contract.

## Alternative Investment and Business Models

There is a growing expectation that Local Authorities will make better use of their considerable asset base. They are required to find ways to realise financial opportunities and manage business models that will deliver local benefits. We will present an overview of current and emerging practice in this area, looking at options like Asset Transfer and Management, Social Impact Bonds, and Social Enterprise Models, which can inform delivery models that you will look to develop in Partnership with your Clients.

## Consolidation Workshop

This will bring together the learning from the previous briefing sessions to establish the opportunities for your company, and identify what you need to do to realize them in very practical and functional ways.

# Briefing Structure

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The briefing structure is based on our effective and proven workshop format, which is designed around the general principles of “information”, “inspiration” and “application”.

We will provide introductory Information to participants on the briefing topic; this will be based on our extensive experience of our shared market place.

We then support participants to use this information as the Inspiration to test and refine its relevance, and to generate a range of responses and opportunities around the briefing topic.

The final stage Application involves participants thinking about how these new ideas can be realised in practice.

Briefings will be delivered over a day, with a maximum of 15 key people from your organization. Venues will be agreed.

# Cost Options

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We can deliver each briefing for a fixed price of £3,000 each.

We can offer the six briefings as an integrated process for £12,000 over a specified period of time (every week or two weeks).

We can offer a two day residential ‘Boot Camp’, which will deliver the briefings in an integrated and motivating format that will channel and focus your organisation’s energy to the challenges ahead. We recommend this approach. This will cost £9,000; expenses will be billed at cost.

# Contact Details

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Please feel free to contact us to discuss this further:

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