



Futurebuilders
Scotland



Address: The Alford Centre
8 Alford Place
Aberdeen

Web address: www.turningpointscotland.com

Phone number: 01224 5751096

E mail:
patsy@aberdeensocialenterprises.co.uk

**Commercial
Manager:** Patsy Telford

Introduction

Rosies2Go grew out of Rosie's Café, an enterprise training project that is part of Aberdeen Social Enterprises, an employment and training network of social enterprises that are part of Turning Point Scotland in Aberdeen. Thanks to Futurebuilders funding, Rosies2Go has been up and running for just under a year, and is still managed by Turning Point Scotland. In just under a year's trading, Rosies2Go made around 21% of their income through goods of sales and services.

Rosies2Go is a buffet and sandwich delivery business, providing quality buffet lunches to a number of regular customers. Rosies2go recently launched their sandwich delivery service to local businesses.

Issues addressed:

- Employing people
- Being part of Turning Point Scotland
- Training and learning
- Building a network of support
- Communication and involvement
- Opportunities for progression
- Making reasonable adjustments
- Managing stress
- A supportive atmosphere
- Developing supportive relationships

Social Firms seek to create good quality jobs for severely disadvantaged people within supportive and successful enterprises

For more information on Social Firms and how to join us please go to our website or get in touch by email sfs@socialfirms.org.uk or call us on 0131 225 4178.

www.socialfirms.org.uk



Evidence of success

- Being up and running!
- Employing 6 full time equivalent people
- Range of opportunities for learning and development

The approach taken

Employing People

Rosies2Go employs 6 Full Time equivalent staff, 5 of whom have experienced mental health problems or who have learning disabilities. These include a full time catering supervisor and a part time delivery driver, and 6 catering assistants. Rosies2Go employed people from the start, and all staff are Turning Point Scotland employees. Three people work full time, while 5 other work a range of part time hours to suit their needs.

This means that 84% of employees of Rosies2Go are severely disadvantaged in labour market, having experienced mental health problems. The aim would be over time to build a mixed team, to include people who are disadvantaged in the labour market and others that are not.

Being part of Turning Point Scotland

Being part of Turning Point Scotland has helped Rosies2Go to start trading, as the organisation provides the infrastructure including access to financial advice and support, an HR department, well established policies and procedures, and good employment practices. Turning Point Scotland have Investors in People accreditation, Scotland's Health at Work (SHAW) award, and use EFQM model for monitoring quality (European Foundation for Quality Management).

Training and Learning

Each staff member goes through a detailed induction course, which highlights the importance of non discriminatory behaviour.

Rosies2Go offers employees access to a number of

training opportunities, including Basic Food Hygiene, and Intermediate Food Hygiene, through the college and a private training provider, on the job training, Health and safety training, de-escalation, first aid and mental health first aid. They will be introducing SVQs in Food Preparation later in 2007. They invited a service user who was experienced in table service to do some informal training with the employees about waiting. Coaching is used to help employees develop particular skills e.g. using the telephone. Rosies2Go spent some time working with the Breadmaker, an emerging Social Firm in Aberdeen, learning about their different breads, and about designing sandwiches.

Building a network of support

The Commercial Manager has identified a business mentor through the local Chamber of Commerce. She finds this relationship very helpful and supportive. The Commercial Manager has also developed close working relationships with other peers in the Social Firm sector in the area.

Communication and involvement

Rosies2Go holds regular monthly team meetings, with the Commercial Manager, Catering supervisor, and all the employees. Team meetings will include time looking to look at the business, how many sales have been made and to identify ways of increasing sales. Everyone has regular supervision to review their work, and plan

Key Learning Points

- Having the right policies and procedures in place makes life easier
- Building a culture and atmosphere that is open and trusting
- Focussing on the business is essential
- You need to understand the cost of additional support in the workplace
- It is important to build a balanced workforce, with a mix of disadvantaged and non disadvantaged employees



Top tips

- Get the business plan right
- Look at the percentage of disadvantage you can employ in the business
- Complete thorough market research
- Recognise the additional cost of supporting people
- Set yourselves up with a different legal structure, separate from your parent company
- Think long term about your financial success

for future work. Team meetings and supervision are important for everyone to keep up to date with what is going on.

The Commercial Manager has an open door policy. The team at Rosies2Go are trying to develop a regular daily planning meeting, and there is regular phone and email contact between the Commercial Manager and the Rosies2Go team.

Opportunities for progression

Rosies2Go offers a number of opportunities for progression. Employees can take on specific responsibilities e.g. health and safety, or can become involved in different parts of Rosies2Go, such as being involved in driving and delivering buffets or selling sandwiches in local offices.

Making reasonable adjustments

As with many Social Firms, reasonable adjustments are made almost without realising that is what is happening. Some examples of some of the reasonable adjustments that have been made at Rosies2Go include

- changing the language used at Team Meetings so that it is not full of jargon,
- using pictures to depict the food sold instead of written menus

- making prices a round figure, so that it is easier to calculate change
- adjusting or reducing working hours
- talking through policies and procedures with individuals and at team meetings to make them more accessible

Managing Stress

Supervisions are an important part of supporting people to manage their stress levels. All employees are supported and encouraged to become aware of their own stress levels, and to develop self awareness so that they are better equipped to manage their own stress. Everyone is encouraged to take regular rest breaks, and some people use "time out" techniques.

Employees are supported to get to know their role, as this is seen as key to minimising stress.

A supportive atmosphere

The Commercial Manager puts an emphasis on developing an atmosphere of trust, as this is seen as vital in reducing the likelihood of stress. How Rosies2Go is managed is key to ensuring that the atmosphere is open and one where everyone trusts everyone else.

Developing supportive relationships

Employees at Rosies2Go are encouraged to support each other, and they are in the process of developing mentoring opportunities. Everyone is encouraged to challenge others in an open and supportive manner so that any difficulties can be "nipped in the bud".

Goals for the next 2 Years

- To keep heads above water
- To find further funding
- To hit sales targets
- To continue to develop the staff team