

Social Firms Scotland's AGM and 10th Birthday 8th September 2010, Glasgow

On the 8th of September 2010 Social Firms Scotland (SFS) held a celebration event for our 10th birthday and combined this with our AGM. The event was held at Oran Mor in Glasgow and was attended by the staff team, board members, members of SFS, supporters and strategic partners.

We used the opportunity that our AGM presented to celebrate our journey with the people who have been part of it and recognise the value of Social Firms in Scotland.

To gauge the impact that the event had and to measure its success we included an event evaluation form in our delegate pack and emailed a copy to all of our delegates after the event had finished. From 72 registrants 60 attended and from those who attended 20 evaluation forms were completed.

The responses received from the evaluation forms are listed below under the questions we asked.

<i>Why did you attend today?</i>

There were a number of responses, summarised below:

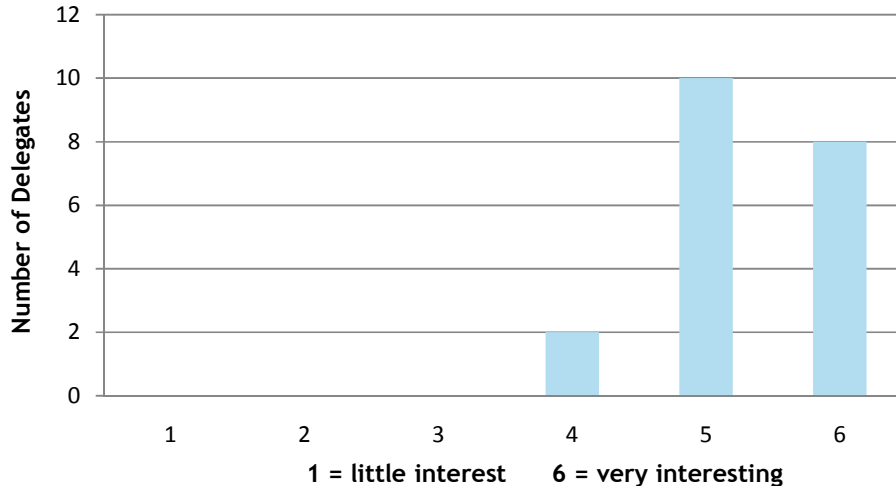
- To support Social Firms Scotland, network and celebrate their 10th birthday.
- To celebrate the achievements of the organisation.
- To support Social Firms Scotland and its staff.
- Interested in meeting organisations who had established Social Firms.
- I wanted to find out a bit more about the organisation.
- Interested in the work of Social Firms Scotland and the progress being made.
- To meet with potential funders, hear about case studies and what's happening in other areas.
- To become more aware of sector.
- Having just setup first social enterprise in Partick for RNID looking for support with businesses.

From the responses we can see that people are interested and supportive of Social Firms Scotland and the concept of Social Firms and that some would like to know more.

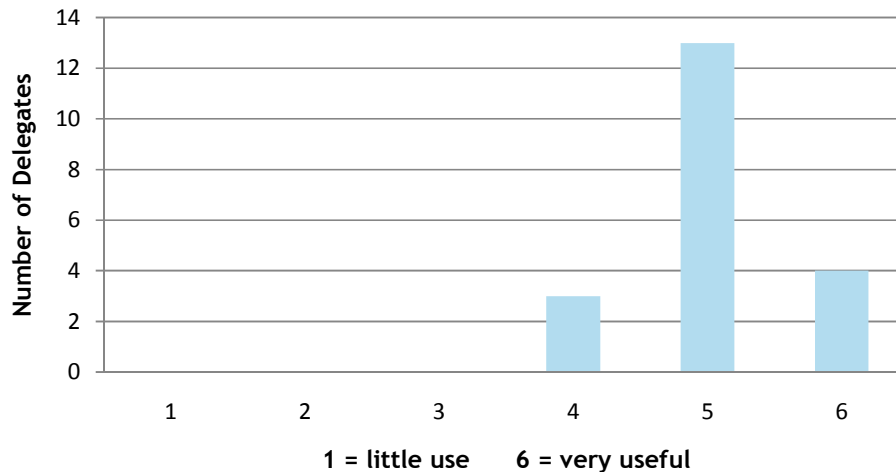
How would you rate today overall?

We asked delegates if they could rate the interest and use of the event on a scale of 1 to 6 with 1 being of little use/interest and 6 being very useful/interesting. The results are below

How interesting was the event?



How useful was the event?



What did you like best about the event?

- The combination of a party atmosphere with the opportunity to find out more about Social Firms Scotland and other Social Firms in Scotland
- The contributions from the organisations who have worked with Social Firms Scotland.
- The speakers from the floor about their involvement with Social Firms Scotland.
- The review of the last 10 years and the achievements and aspirations for the future.
- Interactive and participative.
- Learning about successful enterprises and developing Social Firms.
- Speakers' contributions were meaningful and punchy.

From these comments we can see that the atmosphere we created was a positive and inclusive one. As the event was both an AGM and a celebration of our 10th birthday we are pleased the delegates found the event informative and interactive and that they really enjoyed the mix of presentations, speakers and the contributions from our members and partners.

What did you like least about the event?

- The PowerPoint - not the content - the venue was excellent but didn't lend itself to PowerPoint presentations, it would have been good to have had a hard copy of the presentations.
- Questions and answers section too long.
- PowerPoint presentations too quick to read and not loud enough.

These comments were expected as finding a venue which accommodated the two distinct functions of the day - a celebratory event and an AGM - was difficult. We recognise these problems but actually received very positive anecdotal feedback from a large number of delegates about the venue. We had one PowerPoint presentation on the day and acknowledge that this did not work as well as we'd hoped as the venue was too bright for it. While there was no commentary during the presentation, there was music playing but we felt it had little impact on the message of the presentation.

Any other comments?

- Keep the format.
- Was an interesting and different afternoon.
- I enjoyed the style and approach of the Chief Executive wondering round the room and inviting contributions from the floor. This made the event less formal but also presented a sense of confidence.
- The most enjoyable AGM I've ever attended.
- A very good well organised day.

Conclusion

The feedback we have received from this event has been very positive and we are happy that our delegates found it such a different and interesting event. We asked our delegates if the event had met their expectations to which all replied that it had. We had very few responses to what our delegates least liked at the event and have had very positive feedback on the general setup of the event and the performance of our speakers. We feel that the event was a great success and due to the positive feedback we have had would consider holding similar events in the future.