



BASE (Business and Social Enterprise) was a new initiative launched in the East of England in July 2006 to run from August 2006 until March 2007. It was funded by the European Social Fund (ESF) via the East of England Development Agency and was delivered by Action for Market Towns.

Business Training

BASE offered business training seminars and mentoring for independent businesses with fewer than fifty employees in market towns and villages in the East of England.

In just six months of delivery:

- More than 800 business people participated in the Base Programme
- 19 towns ran the Base programme

Base delivered 13 courses:

- Customer Service
- Selling Skills
- Marketing
- Consumer Law
- Employment Law
- Health and Safety
- First Aid
- Visual Merchandising
- Leadership Skills
- Retail Security
- Staff Appraisals
- Motivation
- Website Awareness

Most courses were delivered during the evenings in two-hour bite sized chunks. First Aid and Health and Safety were full day courses



Social Enterprise Training

BASE offered training seminars and mentoring for market town and community partnerships wishing to adopt a social enterprise culture

In just six months of delivery:

- 112 people from social enterprises in market towns participated in the Base Programme
- 8 social enterprises received mentoring from one of our team of experts

Base delivered the following full day courses:

- Organisational Capacity
- Governance
- Legal Forms for Social Enterprises
- Business Planning
- Financial Management
- Triple Bottom Line
- Social Enterprise Showcase
- Housing as a model for Asset Based Development
- Sales and Marketing

For more information contact Mike King (Mike.king@towns.org.uk, 07818 068982) or Hannah Bowden (Hannah.bowden@towns.org.uk, 07795 146913)