

Community Shares



Community Shares Practitioner Training Programme

October 2019 – February 2020



Community Shares Practitioner Training Programme

Community Shares Unit (CSU)

Since its inception in 2012 the Community Shares Unit has witnessed the creation of over 1,000 new community enterprises, registered as community benefit societies with rules that allow them to offer community shares to the public. There have been more than 500 successful share offers raising over £150m in capital. These new societies and share offers are supported by a national network of CSU registered and licenced community shares practitioners.

About the training programme

The programme is aimed at people who provide business and funding support in the social, community and voluntary sectors or who are involved in running co-operative or community enterprises themselves. It assumes no prior knowledge of community shares, but it does expect participants to be experienced in providing support to community groups and the basics of business planning and finance. Following the programme, participants have the option of continuing their development to be accredited as either Registered or Licenced community shares practitioners.

The programme is based on an introductory webinar and four, one-day (11.15am to 4.45pm) workshops at Triodos Bank in Bristol, who have kindly agreed to host the programme:

Workshop 1 (Introduction) – Thursday 10th October 2019

Workshop 2 (Community Engagement) – Thursday 7th November 2019

Workshop 3 (Business Model) – Thursday 12th December 2019

Workshop 4 (Governance) – Thursday 16th January 2020

Workshop 5 (Offer Documents) – Thursday 6th February 2020

This programme is based on the new Version 3 of the Community Shares Standard Mark, a quality assurance scheme for community share offers that meet national standards of good practice, and our new community shares business plan toolkit and business appraisal service.

Workshop 1 Introduction

This webinar introduces practitioners to the Community Shares Standard Mark and the registration and licensing scheme for practitioners. It will enable participants to identify what skills they need to become competent practitioners and prepare themselves for assessment and licensing.

Workshop 2 Community engagement

Community engagement is the foundation of all good community share offers. This workshop explains how community engagement can lead to a competitive advantage for societies, resulting in a more robust business model. It looks at the tools and techniques for building community support leading to a successful community share offer.

Workshop 3 Business model

This workshop explores the capital structure of societies, and how community shares are key part of a funding mix, alongside grants, debt and reserves. It explains how to meet the capital needs of a society with a credible funding plan, and how this can be used to prepare



a community share offer. It will show you how to use the new community shares business plan toolbox with societies to help them prepare financial forecasts and a business plan to back the share offer.

Workshop 4 Governance

This workshop examines the most appropriate organisational and legal forms for societies. It will address a variety of starting points, including new starts, existing charities and community interest companies, and community buy-outs. It will introduce you to three different types of society, and the full range of model constitutions and governing documents for community shares societies. It will highlight the legal support services available from sponsoring bodies and explain how to register a new society.

Workshop 5 Share Offer Documents and Standard Mark

This workshop will focus on offer documents and the Community Shares Standard Mark assessment process. It will explore the different types of share offer a society can make, including pioneer, time-bound and open offers. It will introduce you to the Version 3 of the Community Shares Standard Mark and the eight national standards of good practice that underpin the Mark. It will explain how to review a share offer using the Standard Mark assessment tool and how to become a registered or licenced practitioner.

All workshops will be led by Jim Brown, strategic adviser to the CSU, and author of the Community Shares Handbook. All face-to-face workshops will be held at Triodos Bank, Bristol BS1 5AS.

Practitioner accreditation options

We assess and accredit community shares practitioners at two levels. Registered practitioners are deemed competent to provide community shares advice, guidance and mentoring to new and established community enterprises. Licensed practitioners are additionally accredited to conduct Community Shares Standard Mark assessments on behalf of the CSU.

To become a registered practitioner, you must successfully complete a peer review of a community share offer, using the Standard Mark assessment framework.

To become a licensed practitioner, you must successfully complete a community shares client assignment, by providing support to a society developing a share offer, culminating in the assessment and award of the Standard Mark. Your work will be supervised by the CSU, who will be responsible for the final assessment and award of the Standard Mark. You are also required to write a case study of your work with the society, which will be assessed by the CSU. As a newly licensed practitioner, you must then complete a probationary period, successfully completing three further assessments, before you are able to award the Standard Mark.

Fees

The following fees are all subject to VAT at the standard rate of 20%:

Training workshops only	£1,000 + VAT
Workshops plus assessment to become a Registered Practitioner	£1,250 + VAT
Workshops plus assessment to become a Licensed Practitioner	£2,000 + VAT



Bursaries

A limited number of bursaries to cover these fees may be available for freelance practitioners working with new or established societies, subject to overall demand.

Applications

Please apply via the online [Application Form](#). Final deadline to apply is Friday 13th September 2019, applications will be assessed on a rolling basis so apply soon to guarantee your place.

Any queries on the programme should be sent to Isla McCulloch, Programme Manager – Community Shares Standards at isla.mcculloch@uk.coop