



Social Enterprise Case Study:

Apsley Paper Trail

NAME : Apsley Paper Trail

DATE ESTABLISHED: 2000

Short description of trading activity:

Heritage and education centre, with paper manufacture, paper recycling, retail and café.
Management of Enterprise Centre with rented office spaces

Social aim/purpose:

Preservation of paper industry heritage, using the charity's assets for education, recycling/environmental and social benefit.

FOCUS

Why and how was the social enterprise set up?

To preserve paper industry heritage and provide services, locally, regionally and nationally.

What does the enterprise do and how does it do it?

Gives access to Dacorum's world status heritage and a venue for arts and exhibitions at the Frogmore Paper Mill Visitor Centre. Provides education activities and a paper recycling service for schools and local organisations; runs courses for adults; provides work experience for the long-term unemployed and people with disabilities and employs disadvantaged people; manages an innovation centre for sustainable products; provides affordable 'easy in, easy out' office space for small businesses.

The charity is run by a small group of staff supported by volunteers.

How does the social enterprise structure contribute to success?

We are able to apply for grant funding to pump prime new initiatives and we are well supported by volunteers which contributes to our ability to operate competitively

What are the plans for developing your organisation?

We have consolidated our operations and intend to expand the profitable elements of the business, particularly our leisure and tourism and school activities.