

Case 1: Speedpak



Who?

Speedpak was established in 1995 by the Northside partnership. There are 14 permanent staff and more than 50 trainees at any time. Since it was established Speedpak has trained and employed over 500 people. Speedpak is registered as a limited company, but also has charity status.

What?

Speedpak provides employment and training to local long term unemployed people through commercial businesses in the areas of packaging and in the manufacture and sale of rosettes, sashes and badges. Providing real business work experience is complemented by a training programme that develops skills, provides recognised qualifications, while also promoting positive work behaviours and rebuilding confidence and self-esteem. Speedpak also employs those members of the unemployed workforce that are furthest from employment, including people with disabilities, ex-offenders and ex-drug users.

Why?

Speedpak operates on the concept that it is easier to progress people into employment once they have real work experience, relevant training and an employer's reference behind them.

How?

The Speedpak business model is based on the provision of both goods and

services to industry and the public. Their commercial activities generate approximately €350,000 in revenue each year. Commercial business is generated through competing on the open market at market rates and repeat business is based on quality, price and customer service. Speedpak's view is that a high quality business model leads to a high quality work experience.

Where?

Speedpak is located in Dublin east, Ireland, an area of high unemployment.

Conclusion

From the outside Speedpak appears to its customers and others as a traditional commercial company. From the inside however, it is a highly social enterprise which uses its income to fund its core social programmes and reinvests heavily in quality training and work experiences for its employees.

Web Links:

www.speedpakgroup.com
www.shamrockrosettes.com
www.northsidepartnership.ie

Supporting Videos:

Speedpak, inside the business (stop at 1min45)

<https://vimeo.com/30912031>

John Murphy (Speedpak) Interview at SEI awards 2015

<https://www.youtube.com/watch?v=AhAnmF-gYYE>