



The Social Enterprise Ambassadors are 30 of the most inspirational social entrepreneurs in the country, appointed by the Cabinet Office in 2007.

They are passionate about their work and keen to share that passion to inspire others to use business to tackle social and environmental issues.

All of the ambassadors are leaders of successful social enterprises, and illustrate the breadth and depth of businesses driven by a social or environmental mission. They operate in different markets and geographical areas across the country, in industries including IT, health and social care, retail, marketing, transport, recycling, the arts and education.

The ambassadors are independent business people and are free to speak their mind. They are working voluntarily to encourage people to start, work for, buy from and partner with social enterprise.

To enquire about booking an ambassador for your event, please email ambassadors@socialenterprise.org.uk or call 020 7793 2287.

www.socialenterpriseambassadors.org.uk



Peter Holbrook,
Chief executive, Sunlight

Peter Holbrook is CEO of the Sunlight Development Trust. After developing 'project sunlight' nine years ago he has since grown it to become one of the country's most successful and high profile community hubs and a rapidly developing and diverse social enterprise.

The Sunlight centre in Kent includes a health practice, pharmacy, a children's centre as well as office space for three charities and a number of community meeting rooms. As well as operating as a social enterprise itself, the centre houses a number of spin-off social enterprises trading as Sunlight Social Enterprises including café sunlight, sunlight studios and radio sunlight. 87% of all the Trust's running costs are funded by social enterprise. 80% of staff started out as people seeking help and around 20% are ex-offenders.

Sunlight provides a range of services to the public sector. Since winning a competitive contract for catering services for Medway unitary authority, Sunlight has not only increased customer satisfaction but has trained and employed 10 people previously on long-term benefits, reduced operating carbon emissions by 40%, and set up ethical buying standards for all their suppliers.

Their responses to local authority and NHS contracts aim to provide maximum impact across the wider Local Area Agreements and Peter leads the Ambassadors' public services taskforce to campaign for social and environmental impacts to be recognised by public sector procurers and commissioners.

Peter has supported the development of eight other stand alone social enterprises and delivers social enterprise training across the UK

Peter is a very experienced speaker and is always happy to share a platform with the service users or commissioners he works with to provide a fuller insight into the success of Sunlight.