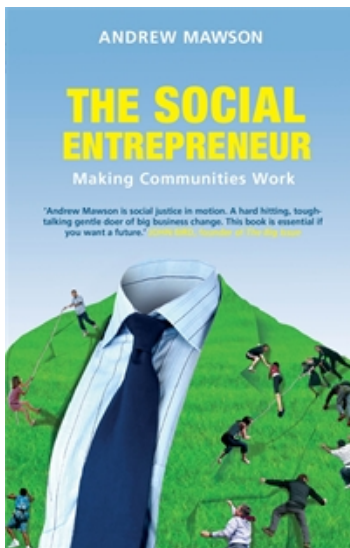


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THE SOCIAL ENTREPRENEUR

Making communities work

ANDREW MAWSON

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I argue passionately for a particular entrepreneurial approach to achieving social goals which questions the liberal consensus, and I do so based on my experience of over twenty years working in one of the most historically socially failing parts of England, Bromley-By-Bow.

We all see problems in our neighbourhoods – problems with education, integration, housing, enterprise and healthcare provision. Many fine words are spoken and grand schemes posed but rarely do they seem to produce lasting, tangible results.

Tired with policy papers and academic theory, social entrepreneurs are doing things differently – to great effect. They look to a very practical culture of change based on 'learning by doing', embracing human creativity and diversity, and applying business ideas to social questions. **Andrew Mawson**, one of the UK's leading social entrepreneurs, did just that in the East End of London where he established the Bromley-by-Bow Centre, a focal point for the community which provides healthcare and education, creates jobs and generates wealth for the area, delivering services in new ways to overcome the daily difficulties in people's lives.

Here, he tells his inspiring story and poses a direct challenge: get real and learn from entrepreneurial ways of working to make a genuine difference.

'Community comes from two Latin words; com and munos, translated literally as "together in gift". This is Andrew's starting point as it should be for any social entrepreneur. Buy this book, even if you think it's not relevant for you in your life.' – Tim Smit, founder of The Eden Project

Andrew Mawson's career in the social sector has spanned over 20 years. He developed the renowned Bromley-By-Bow Centre in East London and co-founded the Community Action Network in 1998. He is currently involved in developing London's Water City. He was awarded a Life Peerage in 2007 and sits on the crossbenches in the Upper House.

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