



Social Enterprise
Places

Information Pack

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ABOUT

Social Enterprise UK is rolling out the Social Enterprise Places programme with support from NatWest. The UK-wide scheme recognises towns, cities, villages and other geographical zones keen to declare their status as hotspots of social enterprise activity. The roll out follows a successful 12-month pilot. In March 2016, it has also opened to international place.

For more information on the programme visit the website:

<https://www.socialenterprise.org.uk/Pages/Category/social-enterprise-places>



Social Enterprise
Places



ELIGIBILITY

This is a town, city, village, borough or other geographic zone that has:

- Significant social enterprise activity
- Established a Social Enterprise Place stakeholder group

As a Social Enterprise Place you will commit to:

- Support and grow social enterprise in your area
- Measure social enterprise activity in your area by conducting a SEP census*
- Share knowledge and best practice with other Social Enterprise Places

Forming a Stakeholder Group

The stakeholder group will be a collection of individuals and representatives of organisations who come together to represent their area as a Social Enterprise Place, and drive forward the local social enterprise agenda.

There is no set model for the steering group – it can be formed and organised in a way that works best for your area. Some Places may have existing networks in place, whereas others may be formed especially for the Social Enterprise Places bid.

At least one organisation represented must be a current member of Social Enterprise UK.

Some things to think about when forming your group:

- Represent local stakeholders
 - Social enterprise is a cross sector agenda and involves the public, private and charity sector. The landscape in each area will vary, and all sectors may not be engaged in every area.
- Clear aims and expectations
 - When completing your action plan, think through the resources and networks that members of the steering group bring,
 - For each action, identify who will be responsible for driving this forward.
- Influence
 - Identify areas and activities where the stakeholder group can have the most impact. It will be the activities of the people around the table who will bring about change, so make sure you have the right people, and the right activities.

To see who sits on the stakeholder group for our current Places, go to [the website](#).

Like your area to become a Social Enterprise Place but don't have the resource to do it alone? Register your interest in being involved and we will connect you with others in your area who feel the same. Email Karl at Social Enterprise UK to register.

APPLICATION PROCESS

Working through the application process can take place at your own pace – there are no deadlines for each stage.

1) Submit Application

Please send your completed application pack to karl.belizaire@socialenterprise.org.uk. If you have any questions about the application process call us on +44 (0)203 5894 950.



Application Form

You can find a template for this report on the Places website.

In the form you will need to state the key aims of your place. These will be specific to the challenges and ambitions the area faces.

Some examples of our current Places aims:

- Build awareness of social enterprise
- Get consumers/local businesses/public sector 'Buying Social'
- Attract new finance and funding
- Promote social value in procurement and use of the Social Value Act. Work with the public sector to spread understanding of this important legislation.
- Work with schools, colleges and the university to promote social enterprise with young people.
- Skill-up and grow local social enterprises
- Encourage people to start new social enterprises
- Increase engagement with the local government and public sector



Report on Social Enterprise Activity

The report will be a short document which will give both qualitative and quantitative details of the social enterprise activity in the area, and the support available.

You can find a template for this report on the website.

If your area has already conducted some research or mapping of the social enterprise landscape, do include it as additional evidence.



Action Plan

The action plan will lay out key activities that will take place in the area over the first year to grow and support social enterprises. There is a template action plan included on the website.

It should include clear, measurable activities to:

- Raise awareness of social enterprise in the area
- Support new social enterprise to start and grow in the area
- A commitment from members of the stakeholder group to supporting these plans
- Meet the aims laid out in your Application Form

2) Review

Once your application has been submitted it will be reviewed by a panel from the SEP programme, and we will let you know the outcome of your application within 3 weeks.

The panel consists of:

- A representative from SEUK
- A representative from NatWest
- A representative from an existing Place

RENEWAL

SEP status is awarded on an annual basis – at the end of your first year a panel will review your progress against your action plan.

BEING A SOCIAL ENTERPRISE PLACE

As a Social Enterprise Place you will be joining a growing network of areas around the UK and the world who are hotspots of social enterprise activity. As part of the programme Places will receive:

- Use of the social enterprise place logo and branding
- Invitation to attend SEP network events
- Access to resources to help you promote social enterprise in your area
- Promotion of your activities through the SEP programme and SEUK.
- The chance to apply for support to host a town drive in your area.

Events

Twice a year Places will come together to share knowledge, best practice and make connections. Some travel bursaries will be available

Census

Every place will conduct an annual survey of social enterprise in their area to help map and measure the social enterprise landscape. The survey must include 5 core questions, which will allow us to compare and compile data across the programme, and additional optional questions.

SEUK will provide an online survey template with the 5 required questions, and additional optional questions. Places will then send round the customised survey to local social enterprise sector organisation, and return the anonymised data to SEUK.

Organisations that complete the survey will have the option to be added to an online 'Buy Social' map to promote their services.

Resources

We will be developing resources and marketing collateral for Places to use to promote social enterprise in their area. If you have ideas or requests for resources that would be useful to you, let us know.

Town Drives

Places will have the option to apply for support from the programme to host a Town Drive in their area. A Town Drives is a burst of activity in an area to raise awareness of social enterprise.

Events could include:

- Buy Social fair for local businesses

- Assembly at local schools
- Host a Mapathon to map the social enterprise landscape
- Dragon's Den Competition for secondary school and universities
- Practical workshops for social enterprises
- Interviews with local social entrepreneurs
- Tours of local social enterprises
- Networking event for people interested in social enterprise

QUESTIONS

If you have any questions email karl.belizaire@socialenterprise.org.uk or call +44 (0)203 5894 950