Lloyds Bank Social Entrepreneurs Start Up Programme, in partnership with School For Social Entrepreneurs

Guidance Notes 2017/18

The Lloyds Bank Social Entrepreneurs Start Up Programme, in partnership with School for Social Entrepreneurs, supported by Big Lottery Fund, aims to give social entrepreneurs the best possible chance of success, through access to support and funding.

This programme has supported 1,300 social entrepreneurs in the UK since 2012. Applications for the 2017/18 programme are open until **1pm on Wednesday 26th April 2017**.

The Start Up Programme

The Lloyds Bank Social Entrepreneurs Start Up Programme, in partnership with School for Social Entrepreneurs, will help you to get a new social enterprise up and running. There are 180 places available across 9 Start Up locations.

You should apply for the Start Up Programme if…

- you are leading, piloting or planning to set up a project or organisation that will create social or environmental benefit
- you want to meet and share with others who have been through and are going through the same process
- you can commit to attending our Learning Programme on at least 14 days between October 2017 and October 2018
- you are able to you spend a grant of £3,000 between October 2017 and October 2018 on your project
- your project or organisation is in the planning stages, but ready to start, or is less than two years old, with an annual income of less than £15,000
- your project benefits communities in the UK

If your project's annual income is more than £15,000, try Trade Up or Scale Up.

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“I WOULD THOROUGHLY RECOMMEND SCHOOL FOR SOCIAL ENTREPRENEURS. IF YOU HAVE AN IDEA THAT CAN HELP MAKE SOCIAL CHANGE - WHAT ARE YOU WAITING FOR?!”

Victoria BeeBee, VoxSkool, SSE Start Up Student 2014-15

Programme at a glance

Witness Sessions
Entrepreneurs share their experiences and discuss the secrets of their success. You will be able to listen, learn and question them to help you examine and find meaning for your own project

Expert Sessions
Through questioning, observing and listening to experts, you will improve your abilities in financial management, income generation, business planning, sales and marketing, managing people, partnering and other essential skills

Action Learning Sets
You will work in a small group with a trained facilitator, to help you find ways of overcoming the stumbling blocks, dilemmas and other problems that your project faces.

Mentoring
You will be matched with a mentor, who will help you build your confidence and understanding, and develop yourself and your project.

Grants
A £3,000 grant will help you get your project off the ground.

Peer support
You will bring your skills and experience to the group and learn from the skills and experience of the other members. This network of like-minded people will provide vital support to enable you to develop your enterprise.

"THE APPLICATION PROCESS AND FILLING OUT THE FORM HELPED ME TO CLARIFY JUST EXACTLY WHAT I WANTED TO DO. UNTIL THEN IT WAS ONLY AN IDEA IN MY HEAD. THE APPLICATION GAVE ME CONFIDENCE TO APPLY FOR OTHER FUNDING AND BECAME THE TEMPLATE I USED TO DO THIS."

SSE Start Up Student 2014-15

What time commitment does the Programme require?

The core of the Learning Programme is 8 study days spread over a year, plus 4 days for Action Learning Sets. In addition, you will also need to set aside time to meet with your mentor and you may want to attend additional learning or training that may be available. There is also a graduation day at the end of the Programme which you will be invited to attend.

The Lloyds Bank Social Entrepreneurs Start Up Programme, in partnership with School for Social Entrepreneurs, is only part of the picture though. You will also need to be developing your project during the year and will need to have the time and commitment to do this.

A typical timeline is outlined here, but this may vary slightly from school to school.

Study Days (8 Full Days)	2 days in October 2017 2 days in November / December 2017 2 days in February 2018 1 day in April 2018 1 day in September 2018
Action Learning Sets (4 Full Days)	1 day each in; January 2018, April 2018, June 2018 and September 2018.

In addition, you and your mentor can schedule your meetings (generally four 1.5 hour sessions) at times to suit you both, between November 2017 and October 2018.

Where will the course be held?

The programme will run in nine locations: eight in England and one in Scotland. When you upload your application (on our website), you must choose at least one School for Social Entrepreneurs location as your first choice. You can also opt for a second choice if you wish.

If your first choice application is unsuccessful, you may be considered for your second choice, if spaces are still available.

You must be able to travel to attend training at your chosen schools. You can include reasonable travel costs to attend the training as part of your grant budget.

Please note that it is likely that London will be oversubscribed, so if you can attend a different school that may increase your chances of getting a place on the programme

Region	Location
East of England	Ipswich
London and the South	London Winchester
Midlands	West Midlands East Midlands
North West	Liverpool
Scotland	Edinburgh
South West	Bristol
Yorkshire & NE	York

Can I apply?

We want to back individuals who are committed to social change, pursuing their enterprise and/or are ready to kick-start a project and have tested their idea. For examples of previous entrepreneurial approaches we have supported, see the case studies on our website: www.the-sse.org

If you can answer YES to all the following questions, then you can apply for the Start Up Programme.

About you

- ❒ Are you an individual who is leading or planning to set up a project or organisation which will create social change?
- ❒ Are you over 16 years old?
- ❒ Do you live in the UK?
- ❒ Do you have the right to work in the UK?
- ❒ Are you committed to meeting and sharing with others who have been through and are going through the same process?

- ❒ Are you committed to learning and to attending our Learning Programme at one of our locations (14 days attendance) between October 2017 and October 2018?

About your project

- ❒ Is your project or organisation less than two years old, with income of less than £15,000 per year? OR Is it in the planning stages, but tested and ready to start?
- ❒ Is your project's purpose to create a social or environmental impact?
- ❒ Have you already taken some steps to put your ideas into action and have you tested your ideas?
- ❒ Is your project focused on benefitting communities in England? We cannot currently support projects where the main beneficiaries are not in the UK. *Applicants from Scotland, Wales or Northern Ireland should see the separate guidance and application form*. We are unable to support international projects within this programme.
- ❒ Will your project reinvest the majority of its profits for a social purpose? The majority of the profits (after you have paid reasonable salaries, including your own) must be reinvested in the project or organisation or be put towards furthering a social or environmental purpose.
- ❒ If your organisation or project stopped running, would any assets left go to good causes or be distributed for a social purpose, not to individuals or for private gain?
- ❒ Will you be able to use a £3,000 grant to support the development of your project between Oct 2017 and Oct 2018?

If your project's annual income is more than £15,000, try Trade Up or Scale Up.

Please do NOT apply if:

- You only want a grant and do not intend to attend the learning programme.
- You plan to develop a purely commercial business.
- Your project is primarily to provide business development support and advice to other organisations.
- Your project will be undertaking party political activities, or will aim to induce people to convert to a religion (proselytising).
- You want to develop projects whose main beneficiaries live outside the UK.
- You only plan to run a one off event or activity.
- The organisation you are leading has been running for more than two years at the time of the application.
- You plan to fund your salary or living costs.
- You are barred from running a company or charity.
- You have an unspent conviction for fraud.
- You are currently declared bankrupt, or have a Debt Relief Order.
- Other people from your project are also applying or you think you may send someone else. Only one applicant from each project or organisation can attend the Learning Programme.

What do we mean by “social impact”?

We are looking for projects that significantly improve the lives of disadvantaged people or communities, or significantly improve the environment.

We will not consider arts, heritage or animal projects unless they show that they are focused on improving the environment or the lives of disadvantaged people or communities.

What do we mean by “testing out your ideas”?

We are looking for projects that are likely to make a social impact. We want to know why you think your project will work and how you know you can deliver it. We don’t expect all projects to be successful and we are happy to take a risk with you, but we want to know that there is a good chance of your project succeeding.

We would expect that you can respond to some or all of the questions below:

- Have you had direct experience of the issues or of similar projects?
- Have you found out who else is running the kind of project you are proposing? Why will your project be different or additional to theirs?
- Have you talked to people that your project is seeking to help about their needs and about your ideas?
- Have you talked to experts in the field or people who have run similar projects?
- Have you started running activities or run a pilot project?

The grant

As part of this Programme, you will apply for a grant of £3,000 towards the cost of starting up or developing your project. You will be required to attend the Learning Programme to receive the grant.

You will need to be able to spend your grant between October 2017 and October 2018.

What you can use the grant for	What we cannot fund
Project running costs - e.g. office rent, telephone calls, stationery for use directly on your project.	Your salary (including payment to yourself as a sessional worker), living costs or childcare
Marketing and publicity - e.g. developing a website	Renting office space in your own house
Events and activities	Assets worth more than £1,000
Assets such as equipment or intellectual property rights, with a value of less than £1,000 each	Academic studies, or those that are not relevant to the development of your project

Salaries for sessional staff	Costs incurred before the grant is awarded
Travel expenses	Refurbishment of buildings
Volunteer expenses	Any illegal activities
Insurance	Expenditure outside of the UK without prior agreement.
Criminal records checks	
Supplementary training for yourself or others directly relevant to the development of your project	
Other items that you can show are relevant to developing your project	

If you are not sure what you will need when spending the grant, try to give an estimate now, and we will discuss this with you later. You will be able to vary your grant later, in agreement with the SSE, if you find that your plans change. In general you should ensure that costs are good value for money, for example, by checking prices online or getting quotes from more than one supplier. You will eventually have to document this expenditure and keep receipts.

Can I buy assets with the grant?

You can apply for individual items of equipment or assets worth up to £1,000 per item. For example, for specific office equipment. We cannot agree to pay for any individual items that are worth more than this, even if you are contributing some of the cost yourself.

If you want to spend more than £1,000 on a single item, and you think the circumstances are exceptional, you will need to contact your grant manager.

How will my grant be paid?

You must have a UK bank account in your name only when you receive your grant. We cannot pay into joint accounts; though we may be able to pay to an organisation on your behalf (see below).

- Your grant will usually be paid in three instalments over the year.
- We will agree the payment schedule with you at the beginning of the programme year.
- You will need to sign terms and conditions and provide us with all the necessary documents before we release the first payment. You will also need to provide us with some monitoring and financial information so we can release the remaining payments.

- In order to receive the full grant, you will need to attend at least 80% of the learning programme.

We will work with you if there are genuine difficulties.

Can I nominate an organisation to receive my grant on my behalf?

For various reasons, some people want the grant paid directly to their organisation, or to a host organisation on their behalf.

If you are accepted on the programme, we will ask you if you want to make this arrangement. We will need to do some checks to make sure that the organisation is willing and able to accept the grant on your behalf, and agree terms and conditions with that organisation.

"I CAME TO SCHOOL FOR SOCIAL ENTREPRENEURS PRETTY MUCH AS A BLANK CANVAS AND NOW FEEL LIKE AN EMERGING PICTURE EQUIPPED WITH THE TOOLS TO SUCCEED AND PROGRESS. IT'S REALLY EMPOWERING."

Rachael Pearson, Autism Isolation No More, SSE Start Up student 2014-15

How will my application be assessed?

Application Form

Once we have received your application, we will check that you meet the basic eligibility criteria and that your application is complete. Incomplete applications will be rejected. Your application will then be assessed at your first choice of location and then at your second choice location (if there are places remaining). We may call to speak with you prior to being invited to an information session, to clarify any issues.

The closing date is Wednesday 26th April 2017, 1pm. **Please don't submit your application past the deadline without prior approval, as it will not be considered. You are advised to submit early, so if there are problems you can contact us.** The website gets very busy just before the deadline. Only SSE Central may agree to accept your application past 1pm, on 26th April 2017, and only under exceptional circumstances. Call 0207 089 9120 if you need to discuss this with Project Officer Marta Zukowska.

Further and up-to-date information on key dates in the application process is here: https://www.the-sse.org/lbsep

Once you click on the 'Submit Your Application' button on the bottom of the page, your application has been sent and an automated message will display on the website. Look out for an automatic email from SSE confirming that your application has been received by us. You may want to check your spam filter for this. You will find out by June whether your application will be taken to the next stage.

Info session & Interview (May/June) → **Selection Panel (June/July)** → **Offer (mid-August)** → **Start Learning Programme (Oct)**

If accepted you will be required to attend an information session of up to three hours at your chosen location, and an interview. Details of information sessions will be on our website via https://www.the-sse.org/lbsep/.

Following interviews, we will draw up a shortlist. Shortlisted applicants will be invited to present their ideas to a selection panel, including representatives from our funders. If successful, you will receive a provisional offer of a place on the Learning Programme. You will be asked to accept terms and conditions for the grant and provide necessary documentation including criminal records checks where appropriate. The Learning Programme starts in October 2017 and runs until October 2018.

FAQs

What if I have particular needs which may prevent me from fully taking part in the Learning Programme?

If you have any particular needs or there are any barriers which may prevent you from taking part in the programme please contact us to discuss. We are keen to enable people with disabilities and with other specific needs to access our programmes.

What happens if my project will work with children, or adults in vulnerable situations?

If your project will be working with children under 18 years old or adults in vulnerable situations, you may need criminal records checks for staff and volunteers. Vulnerable situations includes health or personal care, assistance with finances or shopping because of age, illness or disability, transport to day centres, or other types of social work or therapeutic support.

The SSE can provide you with advice on this when you are setting up your project. You will be required to show that;

- You have an up-to-date criminal records disclosure. We can advise you on how to get this.
- Once you start providing services, you are following good practice on safeguarding, including getting enhanced checks for people who require them.

What about other requirements?

- You must ensure that health and safety standards are met to protect yourselves and others involved in your activities.
- You must have any insurance (e.g. public liability Insurance, employer's liability insurance, equipment insurance etc.) that is required for your activities.
- You must also ensure that you have any approvals, permissions, licenses or carry out any criminal record checks required by law.
- If you are providing therapeutic counselling services, you must be able to demonstrate that you are properly trained and supervised, e.g. through membership of an appropriate body. If you haven't got this already, we may make it a condition of your grant.
- You will also be required to put Equal Opportunities procedures in place once your project has started. We can advise you about this.
- You can apply for all these costs as part of the grant.

Can I apply if my project is hosted by a larger organisation?

You don't need to have established a formal organisation, but if you have, it will have been set up for less than two years at the time of application. Your project may be hosted by a larger and older organisation. If so, it will have to have a degree of

independence within that organisation. However, we do not normally accept franchises or organisations that are controlled by a local authority.

Can I apply if I have a full-time job?

You can apply to the programme if you are in full-time employment as long as you are able to manage your project and attend the learning programme in a way that fits in with your employment commitments. We would also expect you to have time to develop your project during the year, outside of the Learning Programme.

Can I apply for this programme if I have criminal convictions?

Previous SSE Fellows have included people who have criminal convictions, some of whom have used their experience in prisons to make a difference to the lives of ex-offenders. You do not need to let us know about previous convictions unless they are relevant to your application.

If you have unspent convictions for fraud or any convictions which may affect your ability to run your project, including working with children, young people or adults who are vulnerable, you must let us know, as we may undertake checks during the course of the application assessment.

Can I apply if I already have been on an SSE Programme?

If you have only been on short courses with SSE, then yes. If you have been on an SSE Fellowship programme before, we would expect you to have already started your project, so the Start Up Programme will not be relevant. The Trade Up or Scale Up Programme, for more established projects, might be of more interest to you (details are available on our website). If there were exceptional circumstances as to why you did not complete the previous SSE programme, we may consider your application, please discuss this with us first.

Can I apply if unsuccessful in the past?

If you or someone else from your organisation or project has applied before and not been successful, you are welcome to apply again. We often have people on our programme who are applying for the second or third time, and whose ideas or plans have developed since they first applied. However, we would suggest that you check the feedback you received in the past. If in doubt, you can contact us.

Can more than one person from our project apply?

We will only assess applications from one person from your project or organisation. Please decide who you would like to attend the programme and they should be the one to apply. Because of the way the Learning Programme works and how the trust within the group is built, it is important that it is the applicant who attends all the sessions. In general, we will not allow others from your project to attend the programme.

Can I apply if I am connected to School for Social Entrepreneurs, or to any of the funders of this Programme?

No. We cannot accept applications from people who work for or are trustees of SSE, any of its host organisations, or any of the funders of this programme. We also cannot usually accept applications from people who are closely connected to staff or trustees. This includes people with a financial or close family connection to staff or trustees. It may depend on how close the connection is. If you are unsure, please contact us.

Can I apply if I am supporting other businesses including social enterprise?

We do not usually accept applicants whose main work is providing training or business support services primarily to other businesses, including social enterprises or charities. This would include training, fundraising or management support. However, we sometimes consider applications where the services provided are mainly back office support services, such as HR, accountancy or office space, or where training is provided for people who are unemployed in order to help them access employment. If in doubt, please contact us on 0207 089 9120.

Can I apply if my project is a franchise?

We do not usually accept applications from projects which are franchises of another project. We expect that you would receive the support you need to set up from the parent organisation.

Can I apply if my project is controlled by a public sector organisation?

We do accept applications from projects which are public sector roll outs, or set up with the support of local authorities, as long as they are now fully independent. However we do not usually accept applications from projects or organisations that are controlled by a public sector organisation. If in doubt, please contact us.

What about Data Protection?

To process your application, SSE will collect and use personal information provided by you in this form or separately, or which we otherwise lawfully obtain about you. We may use this information;

- in the selection process for the programme,
- for equal opportunities monitoring

If your application is successful, we may also use your information for:

- managing your participation in the Programme
- matching you with a mentor
- sharing and promoting your story and the story of your social enterprise
- other lawful reasons

We may share your information with our funders and partners, including the Big Lottery Fund and Lloyds Bank plc. They will also only use your information for the reasons above.

Further details, including how we share your information and your rights relating to our use of your information, can be found under our Data Protection Notice, a copy of which is available here: https://www.the-sse.org/your-data.

What about Equal Opportunities?

School for Social Entrepreneurs is committed to equal opportunities. We expect our staff, agents and the participants in our programmes and grant recipients to comply with equal opportunities in any activities supported by the SSE.

We ask you to provide your Equal Opportunities details. You are not required to give these and you can select the 'Opt Out' box. However, it is helpful for our future development and marketing that you provide this information.

This will be used for statistical purposes and it will not form part of your application assessment. If you do not wish to provide the details requested, you have the option to opt out from providing this information.

Key Contact Details

If you still need any advice on your application, please contact us on 0207 089 9120 or by email to applications@sse.org.uk.

For more information please reference our website:

- https://www.the-sse.org/courses/start-up-2017

- https://www.the-sse.org/lbsep/

Complaints

If you wish to make a complaint about any aspect the programme, please see our Complaints Procedure.