SSE Training Survey
2016
Introduction

Each year the School for Social Entrepreneurs undertakes a survey to understand the training needs of social entrepreneurs working within social enterprises, charities and the public sector to ensure that the content of our workshops and courses continues to be relevant and meets the needs of our participants.

This year’s survey is the fourth that we have carried out and received a record number of responses: 440.

32% of the respondents were SSE Fellows (have graduated from either our start up or scale up programme), 68% were non Fellows.

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Make up of this year’s respondents:

- 54% I work for a social enterprise
- 24% I work for a charity
- 8% I work for a public sector organisation
- 8% I work for a private sector organisation
- 6% I am not currently working
We asked respondents which SSE school they were closest to...

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>36.5%</td>
</tr>
<tr>
<td>Yorkshire and Humber (Leeds)</td>
<td>10.7%</td>
</tr>
<tr>
<td>North West (Liverpool)</td>
<td>10.0%</td>
</tr>
<tr>
<td>Midlands (Birmingham)</td>
<td>9.3%</td>
</tr>
<tr>
<td>Hampshire (Winchester)</td>
<td>7.7%</td>
</tr>
<tr>
<td>Scotland (Edinburgh)</td>
<td>7.7%</td>
</tr>
<tr>
<td>Dartington</td>
<td>6.8%</td>
</tr>
<tr>
<td>East of England (Ipswich)</td>
<td>4.8%</td>
</tr>
<tr>
<td>Cornwall (St Austell)</td>
<td>3.4%</td>
</tr>
<tr>
<td>I am not based in the UK</td>
<td>3.2%</td>
</tr>
</tbody>
</table>
Cost is by far the number one factor when individuals consider a training course.

Other important considerations are the relevance of the training and the quality of the trainers delivering it.
The amount spent on training in each sector is broadly similar:

How much do you estimate that you have spent on training for yourself in 2016?

- I am not currently working
- I work for a private sector organisation
- I work for a public sector organisation
- I work for a charity
- I work for a social enterprise
The majority of respondents had been on 1-5 days training in 2016.

17% had been on more than 10 days training.

But 15% had been on no training at all.
For the first time since 2012, Measuring Social Impact is not the number one training need:

1. Sources of funding

2. Measuring social impact

3. Managing a growing social enterprise

4. Writing successful bids

5. Social investment
We asked people who had paid to attend a course at SSE how it compared to other training:

- The course(s) at SSE was worse quality than other training courses that I have been on.
- The course(s) at SSE was about the same quality as other training courses that I have been on.
- The course(s) at SSE was better quality than other training courses that I have been on.
Things we do well

• Excellent quality of speakers
• Highly relevant courses
• Excellent facilitators
• Lots of opportunities to ask questions
• Great networking

Things to improve

• Provide better resources during /after the course (e.g. handouts)
• More courses outside London
• Advertise courses further in advance
• Issue attendance certificates
“The SSE has always felt like the premier trainer provider for our needs - it may cost slightly more than others and be further away, but my experiences of the SSE have always been top class.”

“The courses are the best quality, depth, variety and teaching that I’ve been on.”

“Other training I have been on hasn't done what they said they would do. I have come out a bit short changed to be honest. This has never been the case with SSE.”

“Very practical training that neatly provided the tools and next steps I needed to know.”

“Very good quality and applied well to our work - it was exactly what we were looking for.”

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